

STUDY ON IMPACT OF GREEN MARKETING ON CONSUMERS BUYING BEHAVIOUR IN SOUTH GUJARAT

A Thesis

Submitted to the

Atmiya University,

For the Degree of

DOCTOR OF PHILOSOPHY

in

BUSINESS AND COMMERCE

by

Ms. Tushti .P. Bakrania

Enrolment No. 190381001

Under the Guidance of

DR. CHIRAG ERDA

Department of Management

ATMIYA UNIVERSITY,

YogidhamGurukul, Kalawad Road,

Rajkot-360005, Gujarat (India)

December, 2023