

Declaration by Research Scholar

Originality of Research Work

I declare that this thesis entitled *A study on impact of Green Marketing on consumers buying behaviour in South Gujarat* is my own work conducted under the supervision of **Dr.Chirag Erda** at Department of **Management**, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India and approved by the Director of Research.

I further declare that to the best of my knowledge the thesis does not contain any part of any work which has been submitted for award of any degree either in this University or any other University without proper citation.

Date:

Place:

Signature of the Research Scholar

Ms. Tushti .P. Bakrania

Certificate of Supervisor

This is to certify that work entitled ⁶⁷ *A Study on impact of green marketing on consumers buying behaviour in South Gujarat* ⁵ is a piece of research work done by **Ms. Tushti .P. Bakrania** under my supervision for the degree of Doctor of Philosophy in Department of **Management**, Faculty of **Business and Commerce**, Atmiya University, Rajkot, Gujarat, India

⁵ To the best of my knowledge and belief the research work and thesis

- I. Embodies the work of candidate himself/ herself,
- II. Has duly been completed,
- III. Fulfils the requirement of ordinance related to Ph.D. degree of the University&
- IV. is up to the standard both in respect of content and language for being referred to the examiner.

Date:

Place:

Signature of the Research Supervisor

Dr. Chirag Erda

Thesis Approval Form

The Viva-Voce of the Ph.D. thesis entitled *A Study on impact of green marketing on consumers buying behaviour in South Gujarat* submitted by Ms. **Tushti .P. Bakrania (190381001)** was conducted on **DD/MM/YYYY (Day)** at **Atmiya University, Rajkot, Gujarat**

Based on the Performance of the Candidate, We, the panel of examiners, recommend that

(Please tick any of the following)

1. He / She be awarded Ph.D. Degree
2. The following modifications are to be incorporated in the thesis within one month and viva-voce be re-conducted by the same panel of examiners

Please Suggest Modification

3. He / She should not be awarded Ph.D. Degree

Please mention Reason for Rejection

Date:

Place:

Signature			
	Research Supervisor	University Nominee	External Examiner

Declaration by Research Scholar

Submission of Thesis

I declare that the submitted thesis entitled ⁶⁷ *A Study on impact of green marketing on consumers buying behaviour in South Gujarat* incorporates

1. All the ⁵ suggestions / directions / modifications / additions / deletions received from the supervisor and the external examiners through their thesis evaluation reports.
2. All the suggestions / directions / modifications / additions / deletions received from the panel of examiners during the public viva-voce (Open Defence) conducted on **DD / MM / YYYY**

Date:

Place:

Signature of the Research Scholar

[Ms. Tushti .P. Bakrania]

Acknowledgement

With the blessings of Lord Vishwakarma, My Gurudev Swami 108 Maheshwaranand Puriji Maharaj and my beloved parents. This research work has been completed. I am heartily thankful to my research supervisor **Dr.Chirag Erda**, Assistant professor, Department of Management, Atmiya University, Rajkot and my Co-guide **Dr. Sonal Trivedi**, Assistant Professor, VIT Business School, VIT Bhopal University for their unwavering support, guidance, and mentorship throughout this journey. Their expertise, encouragement, and constructive feedback have been invaluable in shaping the direction of my research and refining the quality of my work.

I express my deep sense of gratitude to Dr.Ashish Kothari, Deputy Registrar of Atmiya University for his efforts in making this journey very smooth in terms of administrative work. I also thank the authorities of Atmiya University for giving me opportunity to undertake this course.

I am thankful to Dr. Vishal Khasgiwala, Dean of the Faculty of Business and Commerce of Atmiya University, for his kind and generous support.

I am really grateful to Dr. Sheetal Tank, Librarian of Atmiya University for providing immense help in research work. I extend my sincere gratitude to Dr. Amit Rajdev, Associate Professor, School of Management, RK University.

The journey for my thesis has been possible with blessings and support from my parents Mr. Prashant Bakrania, Mrs. Nidhi Bakrania, My Mother in Law Mrs. Jayshree Vadgama and My Father in Law Lt. Mr. Madhavji Vadgama. A special thanks to my constant supporter my siblings Mrs. Yukti Bhalara and Ms. Pratosh Bakrania, Mr. Nikat Bhalara and Ms. Ritu Vishavadiya. Their Constant consciousness towards my academic excellence and overall development, has made me achieve Doctoral Degree. It was a long conceived dream of my father which has come true.

Throughout my doctoral journey, Mr. Hiren M. Vadgama, my husband, has consistently provided unwavering support during both the highs and lows. He has been my steadfast pillar of strength, witnessing my moments of frustration and sacrifice, and quietly guiding me towards a path of quality. His extraordinary support extends beyond my academic endeavours to my professional career, making him an integral part of my success. I am really grateful to my daughter Ms. Falesha .H. Vadgama who alongside her father endured my journey of Ph.d.

Their support has been instrumental in my academic and professional achievements.

I express my deep sense of gratitude towards my workplace Metas Adventist College, Surat. I would like to thank our President& CEO Dr. Eliah Srikakoli, Exec. Vice President Dr. Mohan Rao for always motivating us into research and my special colleague Ms. Surabhi Sugathan to be my supporters into thick and thin.

I wish to dedicate this thesis to my parents and my husband, who have been with me throughout my Ph.D. journey, providing unwavering support and inner strength that enabled me to successfully complete it.

From my bottom of my heart I am grateful to my friends and my family for encouraging me and supporting me through this journey.

5 **Signature of the Research Scholar**

[Ms. Tushti .P. Bakrania]