

## **Abbreviations**

<b>Abbreviations</b>	<b>Full Form</b>
WTP	Willingness to pay
GHA	Green Home Appliances
GPB	Green Purchase Behaviour
BEE	Bureau of Energy Efficiency
EEHA	Energy Efficient Household Appliance
GC	Green Consumer
GP	Green product
GPI	Green Purchase Intention
GPP	Green Perceived Price
GPV	Green Perceived Value
GPQ	Green Perceived Quality
GPP	Green Perceived Price
SDG	Sustainable Development Goal
MDG	Millennial Development Goals
EU	European Union
ATT	Attitude
EK	Environmental Knowledge
SN	Subjective Norms
PN	Personal Norms
MN	Moral Norms
GoI	Government of India
LED	Light Emitting Diode
S & L	Standards and Labelling
SPSS	Statistical Package of Social Science
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
GHG	Green House Gas