



**THESIS ENTITLED**

**“AN EMPIRICAL STUDY ON PRO-ENVIRONMENTAL BEHAVIOR TOWARDS  
SELECTED GREEN HOUSEHOLD APPLIANCES FOR SUSTAINABLE  
CONSUMPTION: SPECIAL REFERENCE TO GUJARAT, INDIA”**

**SUBMITTED**

**To**

**THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA, VADODARA**

**For the Award of**

**DEGREE OF DOCTOR OF PHILOSOPHY (Ph.D.)**

**in the Subject of**

**‘COMMERCE AND BUSINESS MANAGEMENT’**

(Under the UGC (Minimum Standards and Procedure for Awards of M.Phil./Ph.D.  
Degree) Regulation, 2016)

**Submitted By:**

**HEER SHAH**

**Research Guide**

**DR. VILAS CHAUHAN**

(M.Com., PGDBM, NET, Ph.D.)

Assistant Professor

Department of Commerce and Business Management

Faculty of Commerce

The Maharaja Sayajirao University of Baroda, Vadodara – 390 002

**August 2024**