

**AN EXPLORATORY STUDY OF CONSUMER BUYING BEHAVIOR IN A
GREEN SUPPLY CHAIN PRACTICE CONTEXT WITH REFERENCE TO
SELECTED COMPANIES IN THE DECORATIVE PAINT INDUSTRY OF
GUJARAT STATE**

VOLUME I

A THESIS SUBMITTED TO



THE MAHARAJA SAYAJIRAO UNIVERSITY

FOR

THE AWARD OF THE DEGREE OF

DOCTOR OF PHILOSOPHY

BY

PRATIK MAVJIBHAI MAVANI

UNDER THE GUIDANCE OF

DR. AMIT R. PANDYA

DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT

FACULTY OF COMMERCE

THE MAHARAJA SAYAJIRAO UNIVERSITY, VADODARA

FEBRUARY, 2015