

Doctoral Thesis Review

Doctoral Student:

Ing. Anusua SAHA

Doctoral Thesis Title:

A Framework for Studying Consumer Intention towards Green Consumerism in India

Reviewer:

Doc. Ing. Miloslava Chovancová, CSc.

Place of Doctoral Examination:

Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic

Evaluation of doctoral thesis in relation to the actuality of the topic

The doctoral thesis presented by Ing. Anusua Saha deals with highly actual and socially relevant subject of consumer intention towards green consumerism in the country of India. Ms. Saha is targeting on analysis of consumer purchase intention connected with social values, environmental concern and environmental knowledge; those are identified according the age of respondents, gender, level of education, and annual income. That can be stated that the focus of the doctoral thesis is nowadays highly topical and worthy for research, for special attention.

Evaluation of doctoral thesis in relation to accomplishment of aims and objectives

The research objectives of the doctoral thesis have been defined on the page 39, with intention: (1) to understand the impact of influential factors leading to consumer expectations related to green purchase intention within the Indian consumers, (2) to examine the relationship on how it is related to social value, environmental knowledge, environmental concern, and value for money leading to green consumerism or green purchase intention. I state that the objectives of this research have been accomplished,

Statement about procedure of research objectives and methodology

Respecting the consecution and methodology, the author had presented conceptual framework (p. 44) like author's construction based on literature, applying the theory of planned behaviour. Ing. Saha followed the standard of hypotheses' formulation in the number of three sets of hypotheses, with the whole number of 9. The research methods used by the author to achieve the objective of her doctoral thesis are suitable. The research is conducted by using quantitative and qualitative approach. The primary data were gathered on base of questionnaire survey with number of 339 respondents.

Statement about expected results of doctoral thesis with the particular contribution of the student for the development of study field and for the practice

The author presents, that quantitative and qualitative research methodology were used for her study. Planned data collection procedure and analyses are appropriate to the study. Author is planning to follow her conceptual framework and expecting to develop the theoretical results and practical conclusions, as well. There are expected benefits of the study, to understand the impact of influential factors leading to consumer expectations related to green purchase intention within the Indian consumers, and to examine the relationship on how it is related to social value, environmental knowledge, environmental concern, and value for money leading to green consumerism or green purchase. This type of study has not been carried out in the country of India, so far. Together with presented statistical research results it presents apparent and distinct contribution for theory and practice. The contribution to the theory is probably in the chapter of 14. Contribution to Managerial Practice, p. 81. The presented thesis is from the formal arrangement at an appropriate level. Text is supplemented with suitable graphs and figures which visually illustrate complete author's results.

Statement about the student's publications

All presented publications of the doctoral student in doctoral thesis are related to the examined topic, and because of that student is entitled to proceed to the doctoral thesis defence.

Question suggestion for the student for further discussion:

The contribution to the theory is probably in the chapter of 14. Contribution to Managerial Practice, p. 81

Could you, please, come with a more precise formulation of your contribution to the theory growing up from your doctoral thesis?

Definite statement of the reviewer on fulfilment of doctoral thesis evaluation

I definitely recommend the doctoral thesis for the defense, and in case of successful ensuing process I recommend to confer the degree of doctor (Ph.D.) on Ing. Anusua Saha.

In Zlín, December 4, 2017

Doc. Ing. Miloslava Chovancová, CSc.

A handwritten signature in blue ink, appearing to read 'Chovancová', written in a cursive style.

