

OPONENT'S REVIEW OF DOCTORAL THESIS

Topic: A Framework for Studying Consumer Intention Towards Green Consumerism in India

Student: Ing. Anusua SAHA

The reviewed doctoral thesis was worked out at Tomas Bata University in Zlín within study program P 6208 Economics and Management. It was supervised by ass. prof. Petr Briš, Ph.D. The oponent's review was requested by the dean of Faculty of Management and Economics of Tomas Bata University on November 10th 2017. The work contains 108 pages of text, including figures, references, student's CV and appendix, which is relevant for such kind of works. The thesis is structured in appropriate way: there is mutually balanced a theoretical part (based mostly on the deep review of existing publications in this area) and practical part (based on field investigation and relevant data processing).

There is no doubt about fact, an environmental protection represents a huge challenge and issue for all countries throughout the world at present. Maybe, this issue is more sensitive for developing countries. From this point of view, I consider the topic of the thesis highly topical, actual, as well as very difficult to solve. It goes beyond the only doctoral thesis! Overall context of this problem seems to be rather complicated: from political situation and goals on the one hand to the consumer's knowledge and willingness to buy "green" products on the other hand! Therefore, I highly appreciate student's dare, approaches and activities to investigate such complex problem! The thesis is guiding the readers (including oponents) from introduction to the field via necessary set of information related to green marketing (part 2), green consumerism and sustainability or retail sector scenario (part 3 and 4). I consider as the most important parts of the thesis a rest of the chapters, where student briefly described theory of planned behaviour as fundamental approach, has developed conceptual framework constructs, has defined principle objective of the thesis, established set of scientific hypotheses, selected suitable research methodology and analysed gathered data and information from identified sample size of Indian consumers as following actions. The results obtained are discussed at the final parts of the thesis. Such structure is logic one! As a whole, submitted thesis is worked out carefully and following remarks or questions related to certain parts of the thesis are not in question overall level of the work! They should serve as a basis for discussion during thesis defence only!

- a) *p. 18:* student discusses some green aspects there, including design and development. I would like to stress that such phase of the product's life cycle is crucial!
- b) *p. 29:* value of green products is described there. The question is: is it value for consumers or for community?
- c) *p. 40:* when study constructs in relation to purchase intention, student has selected only three of them: social value, environmental concern and environmental knowledge. In spite of fact, that from the point of main objective of the work seems to be fair, such decision is rather limited in reality, as consumers intention to purchase products or services is influenced also by another important factor as quality,

reliability, safety, health protection, etc. And additional weakness: on my opinion, the results of all similar investigations are strongly related to certain products or services: we can expect completely different results when we investigate purchase intention in case of motor cars in comparison of foodstuff purchasing for example!

- d) *p. 49 or 55*: male and female consumers were not divided, even though important differences between men or women purchasing behaviour exist. Special investigations of male and female sample should bring very interesting information!
- e) *p. 50*: sample size was created by inhabitants from West Bengal. It is possible to deploy the survey results to all states in India?
- f) *p. 51*: the constructs SV2 and EK1 are the same (see Table 1 at this page). Why?
- g) *p. 53*: student has chosen 7-point scale for respondent's statement. Why some even scale was not selected?
- h) *p. 58*: the sample size consisted from people with higher education level. I see purpose of such targeting such, but crucial question is how real level of education can influence purchasing decisions focused on green purchasing!

I expect student will be able to give nice response to these remarks within defence! Additionally, I have also one "formal" remark: figures 12, 13 and 14 is very difficult to read or review!

When evaluating doctoral thesis of Ing. Saha as a whole, I am able to express a high level of my satisfaction! It is simple to say why:

- She has proved her ability to analyse wide set of special information: list of references is really remarkable!
- She structured her work into two parts: theoretical as well as experimental by suitable and valuable way.
- The theory of planned behaviour served as fine basis for achieving the thesis objectives, which is fully respectable.
- Set of scientific hypotheses was clustered well and comply to main objective of the work.
- Overall research methodology, presented at chapter 10 seemed to be correct, including response format, sampling method and questionnaire design.
- Testing methods (see chapter 12) were applied by appropriate manner and aimed to the hypotheses confirmation or refusing.
- Conclusions and findings are described clearly and represent nice response to core results of field investigation.
- Ing. Anusua Saha fully demonstrated her ability to provide scientific approaches and methods.

Final summary and recommendations:

1. The topic of submitted doctoral thesis is really important, hot and topical.
2. The objectives of the thesis were fulfilled and scientific level of the work is adequate for such kind of works.

3. Student has used approaches, methodology and concrete methods which allowed to achieve exacting scientific objectives.
4. Deep analysis of literature opinions, presented especially at chapters 2 and 3 can serve as nice resources also for following students (not only in India!).
5. The knowledge found in this thesis represents unquestionable contribution to the next scientific investigations not only in India, but also in other countries. I understand it also as useful contribution to implementation of the corporate social responsibility principle.
6. Practical impact of the work was clearly presented mainly at chapter 14 and I fully agree with student's findings.
7. The dissertation thesis was worked out very carefully, including such items as list of tables, figures and abbreviations.
8. The student's publication activity (presented on p. 100) is sufficient and acceptable.

My statements presented above allow me to say that submitted thesis is very good one! Therefore, I fully recommend that Ing. Anusua Saha is allowed to defend her thesis "A Framework for Studying Consumer Intention Towards Green Consumerism in India" and after successful defence to award to scientific degree

Philosophiae doctor (Ph.D.)

in a study program P 6208 Economics and Management.

Ostrava, 3rd December 2017



Prof. Ing. Jaroslav Nenadál, Ph.D.

oponent