

Doctoral Dissertation Abstracts

A Study on the Impact of Brand Equity on Consumers Purchase Decision of Organic Food Products in Chennai City

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Brand equity is a multidimensional concept. Understanding brand equity is vital for any business organization to increase the revenue. Demand for organic product is increasing so huge market is available for the business. There is a need to study the consumers' perception towards organic food products and the impact of brand equity to win the business. Method: Organic consumers were selected as target population for this study considering the impact of brand equity on consumer purchase decision about organic food products by understanding the opinion of organic customers through a perception study. Purposive sampling method was adopted to select the respondents. Exploratory factor analysis was applied to extract the key factors. Result: Correlation between Brand equity dimensions and Purchase decision is significant. Brand awareness ($r=0.593$), Perceived quality($r=0.688$), Brand loyalty ($r=0.669$), Brand association($r=0.531$), Brand assets($r=0.518$) increases Purchase decision of organic food products. Perceived quality, Brand loyalty, Brand awareness and Brand assets significantly predicts the purchase decision whereas, Brand association does not predicts the purchase decision. Conclusion: The reason for buying branded organic product is for its quality. This study contributes the organic food product marketers to understand the consumer need and their expectation in order to sustain in the market.

Keywords: Brand Equity, Organic Products, Purchase Decision.

Corporate Disclosure and its Impact on Investors' Confidence in Indian Listed Companies

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The thesis is a study of corporate voluntary disclosure and its impact on investors' confidence in India. The primary study focuses on the perceptions of various user groups regarding voluntary disclosures in Annual report. Structured questionnaire is adopted to know the perception of user groups regarding aspects like importance, purpose and usefulness of voluntary disclosures.

The subsequent study focuses on analyzing the impact of corporate voluntary disclosure on market liquidity. To measure the actual level of voluntary disclosures by CNX-500 companies, a self-constructed disclosure index is created and document analysis methodology is adopted. To identify the information gap, Pearson correlation is applied, whereas to test the impact of voluntary disclosures on stock market liquidity, correlation and multiple regression analysis is done.

Results indicate that there exists a considerable gap between the expectations of user groups and the actual level of voluntary disclosures. Further, the results indicate a significant positive relationship between voluntary disclosures and investors' confidence which suggests that voluntary disclosures play an important role in improving investors' confidence in companies.

This study will be beneficial to companies to identify the gap and boost investors' confidence as well regulatory bodies in forming laws and ensure uniformity of disclosures.

Keywords: Voluntary Disclosure, Market Liquidity, Information Gap.

Impact of Ethical Business Practices on Organizational Competitiveness - A Study on Service Sector in India

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The key goal is to find the Impact of Service Ethics on the Competitiveness of Emerging Service Enterprises in India. Being a Qualitative Descriptive Research, Survey was the Primary Method of Data Collection. A Pilot Survey on 20 Organizations was initiated in inception, followed by primary data collection from 200 Service Concerns PAN India. There was a two tier survey from internal and external stakeholders. Based upon pilot survey, 10 Dimensions of Ethical Business Practices in Services have been identified and considered for measurement and based on the earlier business studies and measures of corporate performance, Organizational Competitiveness is measured for last five years (2011-2016). It is observed that Indian Service Start-ups considerably recognize the existence of ethics even in today's competitive business environment and "Companies must adopt and disseminate a written Code of Ethics, build a company tradition of ethical behavior" (Labbai, 2013). 'Highly Ethical Fastly Growing Start-ups' have observed a comparatively low diligence for Sales and After Sales Handling and resultant declining growth rate. Firms of kind must focus on Sales and After Sales Handling. A further research on Asian Perspectives on Growth and Scenario of Services may be an Eye Opener.

Keywords: Ethical Business Practices, Organizational Competitiveness, Indian Service Sector

A Study of Shopping Orientations and Store Attributes on Patronage Behaviour of Selected Shoppers' in the State of Gujarat

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The key objective of this research study based on Exploratory and Descriptive research design was to study the linkages between the shopping orientations, and store attributes on patronage behaviour of selected 1,500 retail shoppers who were conveniently drawn based on non-probability sampling design from selected four cities of Gujarat State viz., Vadodara, Ahmedabad, Surat and Rajkot. The primary data were collected using a structured non-disguised questionnaire using mall intercept method, and it was pre-tested on basis of pilot study. The data analysis was undertaken using SPSS 15.0 and AMOS 18.0 and Descriptive Statistics, Factor Analysis, Chi-Square test, and ANNOVA to test the hypotheses. The Confirmatory Factor Analysis [CFA] and the Path Analysis Model was developed to examine the linkages amongst shopping orientations, store attributes, and the patronage behaviour of selected retail shoppers. The key finding of research study emerged was that retail shoppers' own decision to shop, positive word of mouth, and recommendation to shop to others are based on his or her shopping orientation, and retail store attributes. The retail shoppers' orientation in the Gujarat State is mainly based on entertainment value derived out of shopping needs and shoppers' sought emotional value more than the functional value of shopping.

Keywords: Patronage Behaviour; Store Attributes; Shopping Orientation.