



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David**E2 FORM****APPLICATION FOR ETHICAL APPROVAL – MA level****CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA**CEFNOGWYD /
APPROVEDA GYFEIRIWDYD /
REFERREDNIS CEFNOGWYD/
NOT SUPPORTED

Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynyrchiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol.

This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.

ADRAN 1 – MANYLION MYFYRIWR**SECTION 1 - STUDENT DETAILS**Enw Llawn
Full Name

Zeel Rakeshkumar Surti

Ysgol/Cyfadrn/
Cyfadrn
School/FacultyUniversity of Wales Trinity Saint
David (London Campus)Rhif Myfyriwr
Student Number

2212226

Tiwtor y Modiwl/
Cydlynnydd Rhaglen
Module Tutor/
Programme Co-ordinator

Rexon Nting

Enw'r Gradd
Name of DegreeMaster of Business
Administration

Teitl dangosol yr Traethawd Hir:

Indicative Title of Dissertation:

**TO INVESTIGATE THE RELATIONSHIP BETWEEN BRAND IMAGE
AND BRAND LOYALTY: A CASE STUDY OF TATA MOTORS**

ADRAN 2 – GWEITHGAREDD YMCHWIL**SECTION 2 – RESEARCH ACTIVITY**

Ydy'r prosiect yn cynnwys:

Does the project include:

Ydy /
YesNac
ydy/NoDefnyddio holiadur neu offeryn ymchwil
tebyg (atodwch gopi drafft)Use of questionnaire or similar research
instrument (attach draft copy)

Yes

Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test		No
Cyweliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		No
Dyddiaduron	Diaries		No
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		No
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		No
Recordio fideo neu sain	Video or audio-taping		No
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		No
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		No
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		No
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		No
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		No
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		No
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		No

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadran / Gyfadran a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadran cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadran.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student Zeel Rakeshkumar Surti	Dyddiad: / Date: 25-11-2023
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor Rexon Nting 	Dyddiad: / Date: 04/12/2023
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

1.	Braslun o'r prosiect	Project outline
Project Title: To Investigate Relationship Between Brand image and brand Loyalty: A case Study of tata motors		
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwrch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
Tata Motors Ltd serves as a notable example of resilience, as it has demonstrated impressive recuperation and expansion patterns in recent years, despite encountering various obstacles (Shafiulla, 2019). In the past, the Indian automobile industry was mostly dominated by domestic companies such as Hindustan Motors and Premier. The respondents around 75-10 will be approached through online platform with regard to fill the online questionnaire. Brand Loyalty - The dedication and commitment of customers to continually choose Tata Motors over its competitors. Buyer's Intention - The likelihood that a person will purchase a Tata Motors vehicle in the future. Customer Trust - The confidence and reliability customers place in Tata Motors, believing that the company will meet their expectations. Customer Experience - The overall feelings, interactions, and satisfaction levels of customers when engaging with Tata Motors.		
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
The data will be gathered through online questionnaire by using Microsoft pro, the questionnaire enlists a number of close-ended questions. Moreover, the participants will be approached through using social media platform.		
5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
The results will be used only for academic purposes		
6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
Data will be collected through using an online survey on Microsoft pro.		

7.	Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
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NO

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA

SECTION 4 - PARTICIPANT / AUDIENCE DETAILS

Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David		Yes
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	Yes	
Plant a phobl ifanc dan oed	Children / legal minors		Yes
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		Yes
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		Yes
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		Yes

Eraill: Nodwch: / Others: please identify:

Nifer, Oed a Ffynhonnell y Cyfranogwyr Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Participant / Audience Number and Age Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	75-100
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	More than 18 years

ADRAN 5 – RISGIAU YN PROSIECT

SECTION 5 – RISKS IN PROJECT

Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.	A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.
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Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)		
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Yes	Na / No
A	Cyfranogwyr?	Participants?		No
B	Ymchwilydd?	Researcher?		No
C	BrifYsgol/Cyfadrn?	University?		No

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
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3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
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ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.
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		Ydw / Yes	Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?	Will you report any behaviour that is against the University's Code of Practice or is illegal?		No
A ydych yn darparu adborth i'r cyfranogwyr?	Will feedback be provided to		No

	participants?		
A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'	YES	

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

			Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	Are you responsible for the storage and security of the data collected?	Yes	
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored? In university's backup folder		

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
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None

4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
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Before proceeding with the final questionnaire, I will obtain your written approval. Both the candidate sheet and the consent form will be attached, and each respondent will be asked to indicate whether or not they will continue to take part in this study by checking the box next to "yes" or "no." If the participant clicks "no," they will be removed from the research immediately. Please find attached a copy of the consent form.

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student Zeel Rakeshkumar Surti		Dyddiad: / Date: 25-11-2023
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Pennaeth Ysgol/Cyfadrn / Head of School/Faculty		Dyddiad: / Date
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:	
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwylidig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.	

DYCHWELWCH I'R GYFADRAN MOESeg CYDLINYDD
PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor MoeSeg Gyfadrn /Chair of the Faculty Ethics Committee

Dyddiad: / Date: