



ent of Master Thesis

Master Thesis opponent: Jana Soukupová

Master Thesis author: Lopez Jorge

Title: **Consumer Behavior: An marketing overview between the actual American and Czech consumer**

Demand factors:		
Theoretical background	Average	Above - average
Data used	Average	Above ó average
Methodology used	Average	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement			X	
Self-reliance of author			X	
Logical structure		X		
Using of literature, citations		X		
Adequacy of methods used			X	
Depth of analysis			X	
Form of MT: text, graphs, tables		X		
Felicitousness		x		

Usefulness of results in practice and theory: Results of Master Thesis are useful.

Discussion topic for defense:

Some goods like clothes and electronics are more expensive in the Czech Republic than in the USA and in some European countries. Can you explain it from the consumer behavior and marketing point of view.

Master Thesis **is recommended for the defense**

Grade proposed: **good**

Prague, 15.11.2010

Signature of opponent