

Assessment of Master Thesis

Master Thesis opponent: Ing Markéta Lhotáková Ph.D.

Master Thesis author: Michaela Pistl B.A.

Title: **Lifestyle market segmentation – Efficiency and ethical issues**

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

Discussion topic for defense:

Lifestyle develops and changes as new “lifestyle” trends appear. And new segments can be discovered to follow these trends, as for example in recent years LOHAS segment (lifestyle of health and sustainability). How would you evaluate this segment in comparison to standardized segmentation models you have described in your theses? How effective and for whom can be targeting these segments?

Would you consider any ethical issue in using LOHAS market segment?

Master Thesis is **recommended for the defense**

Grade proposed : excellent to very good

Prague,

Signature of opponent