

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Country of Origin Effect and the Impact of Brand Nationality on Quality Perception in the Luxury Goods Market

Author of the Master's Thesis:

Silvie Dittertová

Goals of the Master's Thesis:

to investigate the attitudes of high net worth individuals in the Czech Republic toward the country of origin effect, product quality and luxury goods

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	6
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	6
4. Depth and relevance of the analysis in relation to goals	6
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	7
8. Formal layout and formal requirements, extent	6
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	7
Total score in points (max 100)	74
Final grading	Good (3)

Overall evaluation, additional questions or comments:

The thesis deals with an interesting topic which was not so far deeply analyzed in the Czech Republic, namely the impact of the COO on luxury purchases of high net worth individuals. Given the originality of the topic I appreciate the theoretical part and the extensive literature review which covers almost all existing sources published on the topic of the COO effect and luxury market. What I missed is some deeper insights into the watch market and specifically luxury watch market in the Czech Republic. The second part is logically structured but it is limited by the size of the sample. Even though the research conducted was qualitative I think that 8 interviews do not really create a solid base for any conclusions or recommendations. This is in my opinion the biggest weakness of the thesis. For the final defense I suggest following question: Based on the conducted primary and secondary research what would be, in your opinion, the impact of COO effect on purchase decisions in other categories (not only luxury)? What would be the impact of COO effect on purchases of other than high net worth individuals?

The name of the opponent:

Ing. Petr Král, Ph.D.

The employer of the opponent:

University of Economics, Prague, Department of International Business

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

06 September 2015

Signature of the opponent