

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Online and Smartphone Consumer Behaviour of Spanish Millennials

Author of the Master's Thesis:

Luis Perez Montesa

Goals of the Master's Thesis:

to provide valuable data insights about the Millennials consumer habits including insights about how they use their devices, when do they use, what and how they buy products and identifying their consumer behavior, including also some obstacles and their preferences while shopping online or via smartphones.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	91
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The thesis deals with an interesting and up- to- date topic which is relevant for academics, as well as for the business and marketing practitioners. The theoretical part consists of analyses of consumer behaviour, online shopping and mobile shopping. It also covers the main features of the Millennials as a potentially interesting target group for marketers. Later also the Spanish market was analyzed with a focus on Millennials. In the practical part, the author conducted his own survey (with 160 respondents), and was able to derive valuable insights for academics and businesses. For the defence I suggest following question: To what extent could be the findings of your thesis relevant for businesses in other countries besides Spain?

The name of the supervisor:

Ing. Petr Král, Ph.D.

The employer of the supervisor:

University of Economics, Prague, Department of International Business