

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

Beyond customer perception of price discrimination: A consumer behavior analysis and its implications on aviation revenue management

Author of the Master's thesis:

B.Sc. Katharina Kusch, BSc

Objectives of the Master's thesis:

The aim of this thesis is to assess consumer behavior in the airline industry from a perspective beyond the effects of price discrimination, implications on aviation revenue management will be drawn

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	6
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	6
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	8
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	77
Final grading	Very good (2)

Overall evaluation and questions to be answered in the course of the defense:

The author has selected interesting topic of pricing strategy in airline industry. In the theoretical part she studied relatively broad scale of literature including relevant theory of price discrimination and its implication in airline industry, some studies concerning consumer behavior with respect to decision making process and its dependence on price. Unfortunately the work lacks some deeper analyses of these concepts and facts and their implication in own research and conclusions. The objectives of the theses were not clearly and in different section of the theses slightly differently defined. The author conducted primary on-line survey on 154 respondents. The research questions are relative broadly defined which made the results relatively general. In both research as well as conclusions author has not addressed one of the objectives - implications of consumer behavior on aviation revenue management – at all.

Questions: 1. Can you please draw the main conclusions for the revenue management of the airlines - both low cost as well as traditional. 2. In many cases the price of the plane ticket itself is not the final price for the customer as many other charges are applied (airport fees, extra luggage fee, fee for seat book etc..). How are these perceived and considered by customers in their decision making process?

Name of the Master's thesis supervisor:

Ing. Markéta Lhotáková, Ph.D.

Occupation of the Master's thesis supervisor:

University of Economics, Prague, Department of International Business