



## Assessment of the Master Thesis – Consultant

Study program: Economics and Management

Field of Study: International Business – Central European Business Realities

Academic Year: 2014/2015

Master Thesis Topic: The factors influencing consumer buying behavior in Indian Civil Aviation Industry

Author's Name: Somya Bhatnagar

Ac. Consultate's Name: doc. Ing. Miroslav Karlíček, PhD.

Opponent's: Ing. Ömer Emeksiz

	Criterion	Mark (1-4)
1	Overall objective achievement	2
2	Logical structure	2
3	Using of literature, citations	2
4	Adequacy of methods used	3
5	Depth of analysis	3
6	Self-reliance of author	2
7	Formal requirements: text, graphs, tables	2
8	Language and stylistics	2

### Comments and Questions:

The author focuses on the customer decision-making process of the Indian passengers – what are the most important attributes Indian customers expect from the airlines, how those customers search information and decide about available services, what is the role of promotions and price reductions, what are the typical booking methods etc.

The thesis definitely brings many interesting insights (both in the theoretical and practical part). However, it has also some deficiencies. One of them is relatively low sample. In my opinion 65 respondents is for a quantitative study too little. I also think that the author could analyze the data more thoroughly. SWOT analysis in chapter 2 is not done correctly. There are also some formal deficiencies.

**Question:** Could you identify the two segments described in the theoretical part, i.e. the premium passengers and economy passengers? Does their behavior differ with respect to product attributes demanded, information search or promotions search?

**Conclusion:** Master Thesis **is recommended** for the defense

**Suggested Grade:** 2

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