



Assessment of the Master Thesis – Opponent

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	1
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: Thesis is based on decision making process of Indian passengers; The way they think during the purchases, what are the key factors that affect the decisions? Author also gave insight about the Indian culture and the way of buying.

Thesis clearly identifies the segments of products, promotions and offers to shape the decision making. Besides limited participants for the survey, minor formal writing mistakes and informal language overall thesis brings good insight about Indian culture of buying and customer perspective.

What would be the best suggestion for a new low-cost flight company to focus on to have increasing share in the market? Why?

Conclusion: Master Thesis is recommended for the defense

Suggested Grade: 2

Prague, 25 January 2015

Ing. Ömer EMEKSIZ