

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

The Millennial Shopper: Rethinking Customer Experience in the Digital Age

Author of the Master's thesis:

Bc. Zuzana Sleziačková

Objectives of the Master's thesis:

To investigate the shopping preferences of Czech millennial customers, who will soon represent the largest consumer segment in the marketplace.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	9
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to objectives	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	93
Final grading	Excellent (1)

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

The main objective of the theses has author fully met, although some of the secondary objectives have not been fully touched in the research. Theoretical part (chapters 1-3) are of high quality, concern relevant topics with respect to the objectives and elaborated in depth. Researched topics are based on the solid number of relevant and up-to-date sources. Good quality primary research both qualitative and quantitative has secured data required to meet the objectives. Useful for retailer can be conclusions, which summarize well own research as well as compare it with other analyzed sources. Question for defense: Based on your recommendations you came up with some relevant recommendations for retailers how to attract millennial consumers. Could you please also draw 2-3 recommendations for producers of branded products, which could help them to improve their distribution and / or customer-brand relation through relevant distribution channels? Please justify by your research.

Name of the Master's thesis supervisor:

Ing. Markéta Lhotáková, Ph.D.

Occupation of the Master's thesis supervisor:

University of Economics, Prague