

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

The Role of Digital Advice in Consumer Behaviour

Author of the Master's Thesis:

Bc. Adam Rajnoha

Goals of the Master's Thesis:

Describing the role of digital advice technology in online consumer behaviour.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Results are well presented, discussed - substantiated, relevant and original (i.e. novelty produced by the author). They are of high practical/theoretical relevance.	20	20
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals.	20	16
	Theory/ Conceptualization:	Demonstration of an in-depth understanding of the topic area (state-of-the-art) including key concepts, terminology, theories, definitions, etc. based on a literature survey. Literature review.	20	20
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole.	3	3
	Terminology:	Linguistic and terminological level.	4	4
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	Quality of citations and reflection of Ephorus results.	4	4
Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	

Other comments:

The author focused on the new, perspective and unexplored field of digital advice technology and its role in online consumer behavior (with respect to risk and motivation factors associated with online purchase of 8 product categories, role of gender, age etc.). His study is primarily based on unique data of over 50 thousand interactions with the digital advisor, which makes the thesis valuable and original (as it maps natural behavior of online shoppers). However, the author also tried to connect analysis of these interactions with the “ECID model”, and so he suggested other interesting insights about the usage of digital advice technology across various product categories. However, this aspiration is connected with the most significant limitation of the study, because respondents in the “ECID survey” do not correspond with the users in the primary dataset; and the “ECID survey part” is not representative (the author is aware of these limitations).

The thesis is well structured (however, some methodological issues are incorrectly included in the Findings session) and meets the formal requirements. I also appreciate quality and depth of the literature review, as well as usage of statistical methods. Regardless of some methodological limitations, this thesis is original and in many aspects exceptional.

Questions or comments to be discussed during the thesis defence:

According to your study, men use digital advisor much more often in case of “electro” product categories, whereas women use digital advisor much more often in case of “home” product categories (Table 16, p. 65). However, conversion seems to be independent on gender (Table 10). How can you explain this finding?

The name of the Supervisor:

doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the Supervisor:

KMG, FPH VŠE

Date 16. 12. 2017

Signature of the Supervisor:
