

## Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Purchase Involvement in Consumer Decision Making: How University Students Buy Low- and High-Risk Products

Author of the Master's Thesis:

Bc. Denisa Valsová, BA

Goals of the Master's Thesis:

To map the consumer decision making processes and purchase involvement of university students for two products (a visit to a cinema and a smartphone purchase), and to compare the processes with existing theoretical models.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	This is an excellent thesis with high quality outputs, both from theoretical and practical point of view. The author combined an qualitative and a quantitative research study and compared her findings with existing theoretical models of consumer behaviour. Both studies bring interesting findings which are well discussed in the conclusion part. It is clear that the author has a deep understanding of the topic. The results are relevant and well presented.	20	20
	Goals	The goals of the thesis are evident and clear.	10	10
	Methodology:	The author used a combination of qualitative and quantitative research methods (8 in-depth interviews and survey using a sample of 198 VŠE students), which is consistent with the pre-set goals. Both studies are well done and bring many interesting insights. A limitation is a non-representative research sample (for study 2), however the author is aware of this weakness (which is understandable in case of a diploma thesis). A potential improvement could be the use of statistical methods (ANOVA).	20	18
	Theory/ Conceptualization:	The author demonstrated an in-depth understanding of the theoretical models of consumer decision making (in chapter 2). I highly appreciate that she were able to connect her findings with these models, which proves a high academic level of the author. The literature review is appropriate.	20	20
Formal requirements 15%	Structure:	The thesis is well structured and logical. The structure is consistent with the goals.	3	3
	Terminology:	The linguistic and terminological level of the thesis is high.	4	4
	Formalities:	Formal requirements are well accomplished, however there is a minor issue with the font style.	4	3
	Citing:	The quality of citing is high.	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	
			100	0

Other comments:

This thesis is from many perspectives exceptional. It is well written and brings many valuable insights.

Questions or comments to be discussed during the thesis defence:

Which of the theoretical models presented in chapter 2 is in your opinion the most relevant one for these days?

The name of the Supervisor:

Doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the Supervisor:

Department of Marketing, VŠE

Date 23. 5. 2018

Signature of the Supervisor:

-----