

## Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

How Online Grocery Shopping Alters Food-Related Consumer Behavior

Author of the Master's Thesis:

Klára Šarkovská

Goals of the Master's Thesis:

The goal of the study is to uncover how online shopping alters shopping behavior of groceries.

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	15
	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	3
	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 goal of the study is to explore the alterations of consumer behavior when shopping for groceries online. In theoretical chapter, the author first deals with innovations as such and with determinants and motivators of online shopping. Then she dives into the characteristics of online grocery shopping described in literature. She works with high quality academic sources and shows the ability to read them critically, joining them together in a way that serves the purpose of the research project. This skill is then further illustrated in the analysis of the data, in which she uses the theory to interpret her results. The author has used qualitative methodology to answer her research question. Although it makes sense to use qualitative approach to understand people's actual behavior, there are a few small misconceptions. E.g. the author states she will "shed light on both the conscious and unconscious behavioral changes", yet only uses semi-structured interviews, which will hardly touch upon unconscious behavioral changes, since the informants cannot report on something, if it is unconscious. An elicitation of some kind would be a suitable addition to the method. The research process is well described. A major limitation of the study is its sample. In particular, the combination of quite short interviewing time and a small sample is greatly limiting. However, the author was still able to draw interesting results from the data analysis and claims to have reached theoretical saturation, thus I see this limitation as surpassable. The data analysis is thorough, well executed and brings very interesting new insights. The goal has thus been reached. In the final part of the thesis I miss the discussion with the literature in the section Discussion, which in its current content is more Conclusions, but it can be said that discussion has been carried out throughout analysis.

#### Questions or comments to be discussed during the thesis defence:

How would you use the results for the marketing of an online grocery retailer? How would you follow-up on the results of your research, should you conduct a more thorough research?

#### The name of the Supervisor:

Zuzana Chytkova, Ph.D.

#### The employer of the Supervisor:

University of Economics, Prague

Date 30. 5. 2018

#### Signature of the Supervisor:

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