

Master's Thesis Evaluation by the Oponent

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:

This study attempts to assess how the online grocery supermarket environment impacts and alters the shopping behavior and buying habits of the online grocery shoppers

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	18
	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	18
	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	2
	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	
			100	0

Other comments:

Presented thesis poses an intriguing research question based on the well-prepared literature review on the subject. The length of the interviews is somewhat shorter than the relevant research literature suggests, e.g. Bryman & Bell (2015). Analyses of the interviews show some fascinating results. It would undoubtedly help to categorise the codes and present them in a table.

There are more than 90 cases of mixed dialects of English and about 50 confused words present in the theses followed by several instances of a faulty subject-verb agreement, wrong or missing prepositions and faulty tense sequence.

It would be reasonable to conclude the thesis with several possibilities of further research.

Otherwise, it is an outstanding thesis based on quite substantial research with exciting results that can be further tested using quantitative methods.

Questions or comments to be discussed during the thesis defence:

State 3 hypotheses out of the results of your research and suggest how another researcher could test them.

The name of the **Oponent**:

David Anthony Prochazka

The employer of the **Oponent**:

University of Economics in Prague

Date 3. 6. 2018

Signature of the **Oponent**:
