

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

eCommerce Consumer Behavior in Southeast Asia

Author of the Master's Thesis:

Yunteng Zhang

Goals of the Master's Thesis:

Investigate e-commerce consumer behavior in Southeast Asia, with a focus on identifying online purchase behavior, assessing how different factors could influence online consumer's perception about perceived risk and trust and proposing possible causes and reasons behind it.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	There is not enough professional resources on the topic, so the diploma thesis is a very welcome contribution. Results are well presented, discussed - substantiated, relevant and original.	20	20
	Goals	The goals of the thesis are evident and accomplished, they are very demanding with respect to the selected market.	10	10
	Methodology:	Methods are adequate and used correctly in relation to pre-set goals. The author combined several methods, namely datamining on a dataset of 385 e-merchants and half a million transaction records, questioning with a relatively small sample of respondents and content analysis of 300 online stores.	20	18
	Theory/ Conceptualization:	The theoretical part is closely related to the theme of the diploma thesis. The literature review is based on a large number of sources included plenty of scientific journals. This applies in particular to Chapter 2. Chapter 1 could have been a part of market analysis but but it depends on the point of view.	20	19
Formal requirements 15%	Structure:	The thesis is a consistent, well-organised logical whole but large number of sub-chapters sometimes results in worse orientation in the text.	3	2
	Terminology:	Linguistic and terminological level.	4	3
	Formalities:	Formal layout and requirements, extent, abstract.	4	4
	Citing:	The author used a large number of sources to which he correctly refers. On the other hand, he did not mark literal quotations. Ephorus result is 7 %.	4	2
Delivery	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:

The diploma thesis provides a deep and interesting insight into the e-commerce market in Southeast Asia, which is relatively neglected in the scientific sources. For this reason, the thesis is very beneficial. Based on the outputs, the author formulates practically useful recommendations.

Questions or comments to be discussed during the thesis defence:

- 1) Do you have any explanation for the relatively small proportion of fashion in online shopping in Malaysia? (Figure 28, page 58).
- 2) Southeast Asia is not a homogeneous market. What are the main differences in online purchasing behavior between the analysed regions?

The name of the Supervisor:

doc. Ing. Václav Stříteský, Ph.D.

The employer of the Supervisor:

Department of Marketing, UEP

Date 8. 6. 2018

Signature of the Supervisor:
