

## Master's Thesis Evaluation by the Opponent

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:

Author declares that: "The main objectives of this master's thesis are to identify purchasing behavior concerning online shopping in Southeast Asia, to assess how different factors could influence online consumer's perception about perceived risk and trust and to investigate the causes and reasons behind it."

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	Originality and relevance are indisputable aspects of the master's thesis since – as mentioned in the thesis – there is not enough analysis on this topic yet. Therefore, an innovative approach should be appreciated.	20	20
	Goals	The goals of the thesis are evident and clearly set at the beginning. In respect to limited data and resources, they are relatively ambitious. Nevertheless, based on thorough analysis and presented findings, they can be considered as achieved.	10	10
	Methodology:	Author uses several methods and collects data from variety of sources, namely detailed transactional records from price comparison and coupons websites operating across the ASEAN-6; results from consumer questionnaires distributed in Singapore, Malaysia and the Philippines; and content analysis of the TOP50 ecommerce players' websites within the ASEAN-6 based on the SimilarWeb's ranking. Both primary and secondary research are used while approaching the topic in exploratory as well as comparative way. On the other hand, comments on statistical attributes (subchapter 4.2.1) could be more detailed.	20	19
	Theory/ Conceptualization:	The thesis provides theoretical framework as well as empirical study. The order of chapters 1 and 2 could have been opposite, however, this cannot be observed as a logical obstacle. Theories and methods are described clearly while their interconnection with empirical study could have been slightly more intensive. At the same time, number of quality and relevant sources is combined with gained data properly. Especially author's ability to obtain such extensive dataset related to activities of iPrice Group together with questionnaire-based sample has to be appreciated. Multi-dimensional approach surely helped to offset limitations of the study which were reminded (3.5 subchapter).	20	19
Formal requirements	Structure:	Structure of the thesis is consistent and reflects pre-set goals. Theoretical definition and models' description may precede empirical study (i.e. chapter 2 could precede chapter 1) and some (sub-)chapters could be united; however, intelligibility is not substantially affected.	3	2

	Terminology:	As for the linguistic and terminological level, there are almost no mistakes, typing errors or inaccuracies in the thesis.	4	4
	Formalities:	Format layout, extent as well as abstract are appropriate and in compliance with requirements for such level of a final thesis.	4	4
	Citing:	The sources are relevant and referred correctly. There is only little space for improvement, namely in terms of citing the same source several times in a row – e.g. p. 34 where same source is referred five times in the same paragraph; or providing full reference – e.g. footnote on page 45.	4	3
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:

As mentioned in the thesis, recently, SEA markets are not so important but represent significant potential for future development not only of the global ecommerce industry. The more it is beneficial to focus on this region to understand its fundamentals and specifics of economic as well as social and other processes. In this respect, author provides valuable contribution to a professional discussion. The thesis is approached responsibly and thoroughly; its findings are based on wide spectrum of relevant sources which are supported by extensive dataset of transactional records, consumer questionnaires' results and websites' content analysis. To sum it up, both formal as well as content part of the thesis are excellent and companies considering to enter the SEA market (not only in the field of ecommerce) can benefit from findings provided and supported by relevant data.

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

- 1) In the master's thesis, the importance of mobile phones' usage (mobile devices generally) in terms of searching and online purchases is mentioned several times. Is this trend observed in Asia generally or is it a specific of analysed countries? What is the most effective way how to approach this trend when entering such markets?
- 2) WeChat integrates an array of functions and has widely spread across the most populous country in the world. Is there any chance to penetrate, or increase its position also in SEA? Based on the research, would Tencent need to take any significant measures or changes of the interface to succeed in the SEA market?
- 3) Which country would the author choose, if he wanted to enter the SEA market with: a) budget flight ticket agency & booking platform (e.g. Kiwi.com); b) consumer electronics; c) fresh products (vegetable,

fruit, meat etc. – e.g. Kosik.cz or Rohlik.cz). Is there actually any chance to succeed in such categories?  
Argumentation based on the research findings would be appreciated.

The name of the **Opponent**:

Ing. Dominik Proch

The employer of the **Opponent**:

University of Economics, Prague; CZECH GENERAL AIRCRAFT, a.s.

Date 8. 6. 2018

Signature of the **Opponent**:

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