

## Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

### **The influence of smartphone colour palettes on consumers' attitudes and purchase intentions**

Author of the Master's Thesis:

**Alissa Maier**

Goals of the Master's Thesis:

To determine to what extent smartphone colour palettes affect consumers' attitudes and purchase intentions.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The author brought a clear and relevant conceptual model with four hypotheses (p. 29 and 54). First, she realized desk research (to determine conventional and unconventional smartphone colors). She focused on the smartphone market in the UK, studying 38 phone lines of five major brands. Even this part of the thesis alone is already beneficial. Then she realized an experiment with over 100 participants. The outputs are of high quality and originality.	20	20
	Goals	The goals of the thesis are evident and accomplished.	10	10
	Methodology:	The methodological level of the thesis is high. There were certain limits in the selection process of participants. However, the author explains these limits appropriately. I appreciate the high level of statistical elaboration. She also did not forget to realize a pilot test or a manipulation check to exclude color-blind participants, etc.	20	20
	Theory/ Conceptualization:	The literature review is well written. The author studied a wide range of sources. She brought many essential insights into the topic. I also appreciate that she applied scales from the literature (see p. 45) for measuring purchase intention, attitude toward the brand and other factors under study.	20	20
Formal requirements 15%	Structure:	The thesis has a logical structure which is consistent with the research goals.	3	3
	Terminology:	The linguistic and terminological level of the thesis is high.	4	4
	Formalities:	The author elaborated the thesis very carefully. It meets the formal requirements. However, the format of titles could have been used more effectively to increase the clarity of the text.	4	3
	Citing:	The quality of citing is appropriate.	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 is a high-quality thesis. It has both practical relevance and methodological rigor. The author proved a non-standard level of academic work. For example, she did not forget to check the scales' reliability, which we do not see in many diploma theses. She worked on the thesis carefully and thoughtfully. There are clear findings for both theory and practice.

Only one remark: "perceived purchase decision" should be probably "declared purchase decision" (p. 46).

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

The thesis suggests that the smartphone market may be quite conservative (concerning colors). Unconventional colors may increase the perceived originality of a brand. However, these colors may also be seen as "cheap." Most importantly, they are not preferred. Do you expect similarities in the case of the car industry? What is, in your opinion behind this conservatism?

The name of the Supervisor:

Doc. Ing. Miroslav Karlíček, Ph.D.

The employer of the Supervisor:

Department of Marketing, VŠE

Date 15. 5. 2019

Signature of the Supervisor:

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