

Master's thesis evaluation by the supervisor

Title of the Master's thesis:

Consumer Perceptions, Attitudes and Behavior towards Healthy Foods: The Case of Czech and Dutch Millennial Consumers

Author of the Master's thesis:

Rick Van Wetten

Objectives of the Master's thesis:

The main purpose of this research paper is to get a better understanding of specifically Czech and Dutch millennial consumers and to derive indications that may lead to better strategical and tactical marketing decisions in the healthy foods market.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	9
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to objectives	9
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	9
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	10
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	91
Final grading	Excellent (1)

Overall evaluation and questions to be answered in the course of the defense:

The presented theses deals with the issue of consumer attitudes, perceptions and behaviour towards healthy foods among Czech and Dutch millenials. In order to achieve his research goals, author first performs an extensive literature review in which he covers all topics relevant to his topic while citing recent researches and leading authors. This part of the work is logically structured, well documented and brings interesting conclusions. The quantitative research in practical part is methodologically based on literature review and previous researches. Author collected 344 responses from both countries and performed adequate statistical analysis in order to examine his hypotheses. In the end, he compares his own findings with literature review and brings interesting conclusions. Questions for the defense: 1) Page 62 – what could be the appropriate way to educate male millenials about healthy food specifically? 2) Page 63 – what could in your opinion help to overcome the cognitive bias of consumers not eating healthy food but thinking otherwise?

Name of the Master's thesis supervisor:

Ing. Martin Machek, Ph.D.

Occupation of the Master's thesis supervisor:

Department of Marketing