

Master's thesis evaluation by the opponent

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 author attempted to analyze the attitude towards healthy food between Czech and Dutch millennials.

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	8
3. Adequacy and the way of the methods used	5
4. Depth and relevance of the analysis in relation to objectives	7
5. Making use of literature/other resources, citing	7
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	8
10. Practical/theoretical relevance/applicability	8
Total score in points (max 100)	80
Final grading	Very good (2)

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

I could not find much details about survey. More information about sample selection, administration of the survey etc. could have been provided. Moreover, although I think the topic is interesting and of practical value, the author could have used more robust analysis to further convince readers about the outcome/findings. I would like to see how the outcome of this thesis could be used by marketing professionals to launch healthy food in Czech or in different countries. This is particularly important. Sometime it is difficult or may be impossible to motivate people towards healthy food option, especially in Czech. Therefore, author could have provided more details on this (how to promote/launch health food options etc.). Author could have summarized all tables/graph and include a table of key findings to help readers to understand the key outcome. At the moment, there are many graphs and it could be little difficult to combine the overall findings. In sum, although the topic was interesting, author could have provided more insights.

Name of the Master's thesis opponent:

Mohit Srivastava

Occupation of the Master's thesis opponent:

Assistant Professor

I honestly declare that I am not in any allied relationship with the author of this Master's thesis.

June 3, 2019


 Signature of the Master's thesis opponent