

### *Master's thesis evaluation by the supervisor*

**Title of the Master's thesis:**

Effectiveness of comparative advertising in Czech Republic

**Author of the Master's thesis:**

Bc. Polina Gavrilova

**Objectives of the Master's thesis:**

Goal: Fill the gap in the literature about the unknown consumer's attitude towards competitive advertising in Czech Republic, as well as provide information about the effectiveness of such a marketing method on the Czech market. Analyze the effectiveness of direct and indirect comparative advertising in Czech Republic and determine if there is a difference in perception of Czech respondents and Vietnamese minorities living in Czech Republic.

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	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to objectives	8
5. Making use of literature/other resources, citing	9
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>85</b>
<b>Final grading</b>	<b>Very good (2)</b>

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

The presented thesis deals with the issue of comparative advertising in the context of Czech Republic whilst examining the differences of perception between Czech respondents and Vietnamese minority towards direct and indirect forms of comparative advertising. In the theoretical part, author presents key theoretical concepts, I appreciate chapter two which brings deep research and synthesis of relevant literature on the topic and serves as a basis for the primary research in practical part. Quantitative survey in the practical part then in some parts confirms previous researches done in other cultural context and it brings interesting findings that might be relevant for future researches in this domain, even though the sample is not representative to overall population. I appreciate the effort to collect and analyze data from Vietnamese minority living in Prague. The work unfortunately includes unnecessary number of typing errors and at times confusing terminology. Questions for defense: Page 73 - you mention that Welch's t-test showed statistically significant effect of age for multiple adjectives, suggesting that Generation Z perceives them better than millennials - are there any other studies that suggest this? What could be in your opinion the explanation? If proven, what implications could it have for marketing operations targeting those two groups of consumers?

**Name of the Master's thesis supervisor:**

Ing. Martin Machek, Ph.D.

**Occupation of the Master's thesis supervisor:**

Assistant Professor, Department of Marketing