

Master's thesis evaluation by the opponent

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:

The goal of the thesis was to find out the perception and attitudes of Czech consumers towards comparative advertising. As a part of this goal the author analyzed the effectiveness of direct and indirect advertising among Czech consumers (low context culture) and Vietnamese consumers living in Prague (as the representatives of a high context subculture).

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	6
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	85
Final grading	Very good (2)

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

The theoretical part of the thesis is very well laid out and covers the most important terms from the area of advertising. I would like to highlight mainly the second chapter, which shows the author has deeply analyzed and summarized the existing literature related to all aspects of comparative advertising and its effectiveness in various cultures. Even though I would appreciate a more thorough description of the development of the legal regulation of comparative advertising in Europe (Czech Republic), I am convinced the author has proved her great skills to work with theoretical concepts and develop further research questions out of these concepts.

The research questions and hypotheses are clearly stated in the practical part of the thesis, which in fact provided the answers to the main goal of thesis. The own research performed by the author is based on an appropriate sample of respondents (in terms of its size and structure, with the limitation that only consumers living in Prague were used), the used methodology for the data analysis is robust, and thus the research provides valid outcomes. The findings can serve as a basis for further research and at the same time, these can be applied in companies' commercial communications. However, the reliability of the results from the survey might be limited by the product categories chosen in the survey, thus the findings might not be applicable generally.

Unfortunately, the high level of the thesis is deteriorated by a relatively big number of typing errors and mistakes in English grammar.

Questions:

1. Taken into account the specifics of the Czech culture and the findings from your survey, would you recommend that the comparative advertising in the Czech Republic is further legally regulated, or this kind of regulation is not necessary anymore?
2. Are there any product categories, in which comparative advertising is relatively more effective? Do any studies deal with this problem?

Name of the Master's thesis opponent:

Ing. Přemysl Průša, Ph.D.

Occupation of the Master's thesis opponent:

Assistant professor, Department of Retailing and Commercial Communications, Faculty of International Relations

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