

## OPPONENT'S REVIEW ON THE DISSERTATION THESIS

**Dissertation thesis topic:** Customer Retention in Supermarkets - An Evidence from Retail Market in Vietnam

**Author:** Nguyen Thi Ngoc DIEP

**Study program:** 6208 Economics and Management

**Study course:** 6208V038 Management and Economics

**Supervisor:** doc. Ing. Miloslava CHOVANCOVÁ, CSc.

The opponents review is drawn up on the basis of prof. Ing. David Tuček, Ph.D., the dean of the Tomas Bata University in Zlín, Faculty of Management and Economics authorization, in accordance with the provision of art. 52 paragraph 1) of the study and examination regulations of UTB in Zlín, carried out on 11<sup>th</sup> October 2022.

### A) Topicality of the thesis

The topic of the dissertation thesis with title "Customer Retention in Supermarkets - An Evidence from Retail Market in Vietnam" is highly complex, demanding and at the same time up-to-date due to the enormous opportunities connected to various challenges from the 4.0 technology revolution and the COVID-19 pandemic. The issue of customer retention for retailers is more important than ever before due to the fact of remarkable changes in shopping behaviour and consumer psychology. The trend towards modern retail with significant transformations and innovations have growing in the last 30 years regarding the breakthrough in ICT that generates the introduction of e-shopping which can be considered as one of the significant achievements in the retail industry.

### B) The objectives fulfilment of thesis

The main aim of the thesis "to develop and validate the retail operational model for supermarkets that increases customer retention in the long term" was appropriately set up and fulfilled.

### C) Methodology and the results of the thesis

The Ph.D. student Nguyen Thi Ngoc Diep has appropriately used within research methodology qualitative and quantitative research methods. Within qualitative research had been adequately used in-depth interviews with retail managers to collect expert opinions for assessing and selection of suitable indicators of the constructs to be used in the conceptual model. Consequently, the results of qualitative research became the foundation to assess the suitability of the model's construct and the relevant indicators as well as to design the survey questionnaire in quantitative analysis.

However, the quantitative research had been used to examine the relationships between variables and incorporate controls to ensure data validity in experimental research.

I appreciate the questionnaire design with 5-point Likert scale utilisation for data collection and its following detailed statistical evaluation.

#### **D) Practical and scientific study branch contribution of the thesis**

The author contributed to the concept expansion of CR operationalization and the emerging concept of the marketing- operations interface in omnichannel retail developed by the authors listed in the thesis.

One of the another scientific study branch contribution is the fact that the research contributes to existing studies by offering a deeper look on operations, in the terms of operational factors which can contribute to customer retention directly and indirectly through perceived benefit. Newly developed constructs can be also used to predict shopping behaviour in retailing context.

As far as practical contribution, the Ph.D. student research offers practitioners the operational model for the supermarket channel with aim to prioritize their operations to retain both types of customers (instore and online). By applying this model practitioners can benefit by predicting customer shopping behaviour in a new common situation. The following benefit is that psychological ownership can predict positive consumer attitudes or behaviours.

As far as the research carried out in Vietnam, the results can also be used by the researchers as well as practitioners in ASEAN region.

#### **E) Formal structure of the thesis and language level**

The thesis consists of 128 pages including 5 Figures, 19 Tables and 2 Appendices, List of publications and authors CV what is possible to consider as adequate and appropriate for this type of work.

Formal structure of the thesis can be evaluated as well structured, logical and reader user friendly. The graphs and tables in the same template are clear and readable.

The level of English language can be considered as professional one.

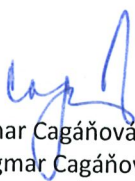
#### **F) Publication activity of the thesis author**

Ph.D. student published during his doctoral studies three manuscripts in proceedings and four manuscripts in journals as well as one manuscript is under review.

#### **Statement on the proposal for awarding the scientific-pedagogical title of Philosophiae Doctor (Ph.D.)**

Based on the dissertation thesis evaluation, it can be stated that the submitted dissertation thesis of Nguyen Thi Ngoc Diep, meets the requirements for works of this kind, and therefore I recommend accepting it for the defence and after a successful defence, I propose to award the Ph.D. student the title Philosophiae Doctor (Ph.D.) in the study programme Economics and Management.

In Bratislava, 24 October 2022

  
v.r. Dagmar Cagánová  
Prof. Mgr. Dagmar Cagánová, PhD.  
opponent