

Thesis reviewer assessment

Author: Sayanti Shaw, M.Sc., B.Sc.

Title: Influence of Cognitive Factors on Consumers' Price Fairness Perceptions, Behavioural Loyalty, and Purchase Intention

Dissertation thesis topicality

The theme of the dissertation thesis could be considered as topical. Price fairness perception is a problem which exists for centuries since the price has been used and will be till the prices exist and understand this phenomenon from different perspectives is very beneficial for price management.

Problem solving procedure and results of dissertation thesis with specific contribution of the student

The author presents in her dissertation findings from several studies which are connected together through a conceptual model which has not been tested so far. Author starts with the introduction into the problem, continues with problem statement, research questions and objectives, proceeds with a literature review, conceptual model and then she presents results of 5 studies. The text finishes with the discussion and conclusion with contribution, limitations and future scope. This text should be longer and give more ideas related to the individual findings, problems and future research avenues and their expected impacts. An approach of presenting multiple studies as the research has several limitations (see one of my questions), but it is accepted method in the academic practice.

The procedure as such is clear, only the report has some shortcomings, especially in reporting the individual studies – the text is too short and rather limited, so it is sometimes difficult for the reader to understand what and why and how and why. The text before the reports of these studies is not sufficient, it lacks many aspects which would be needed to get more complex understanding. Explanation of the constructs and reasoning of the use of the variables should be also more clearly written and in more depth presented in the text and not only in the annexes of the thesis. Or at least to refer to the annexes in the text.

There is also some limitation of the logic concerning the constructs – reader may feel that their involvement and their role is important, but the arguments should be better expressed with better logical linkages throughout the text. Otherwise, it is not clear as it should be what could be done with the thinking styles, different need to closure or with different cultures in the practice. This means that potential managerial implications are not well argued – see also the point below. What is also rather limiting is the narrowing of the price fairness concept only to the perception of the price increase.

Nevertheless, the author demonstrated the ability to find a gap in knowledge and point to a possible way to fill it.

Relevance for the practice and development of the scientific field

Relevance for the practice is not so well clarified in the text as it should be despite the fact that all individual studies could bring valuable findings especially for marketing managers. For science the idea of the interconnection of the partial aspects that the author investigated is very relevant and it is worth of further research. However again also in this case relevance should be better explained and argued.

Formal layout of the dissertation thesis and its language level

The thesis meets all formal level requirements to some extent. Language level is relatively sufficient with some reservations. To be more concrete, the author uses very non-academic English. The language is very complicated, and the text is very difficult to read.

What is worse is that sometimes there is no beginning or no ending of the sentence or simply something is missing in some sentences, so the text is less understandable.

Evaluation of student's publishing activities

The publishing activity is relatively sufficient taking into the consideration the prizes the author was awarded with. However, more articles in journals would be an advantage. Hopefully the author will be able to publish the results of her research in the near future.

Comments on thesis

I have no further comments to the thesis. I would like to add that there is big potential somehow hidden in the text of the thesis, which could be maybe the result of the effort to simply link studies without giving seemingly irrelevant details. And these details are missing in the text.

Questions recommended for further explanation in defence

What are the limitations of "working with the culture" only having participants from 2 countries in the sample?

What are the limitations of your samples in the individual studies?

What are the limitations of your approach to connect the individual studies together?

How can be the results of your research (from the individual studies but also as a whole if realized) used in the practice?

Conclusions

I hereby state that the submitted thesis meets the required content and formal requirements for this type of work.

As a reviewer of the thesis I RECOMMEND doctoral thesis for defence and after the successful process to confer the degree of philosophy.



Ass. Prof. Alena Klápalová, Ph.D.

Brno, 3. 5. 2023