

Diploma Thesis Supervisor's Review

Author	Bc. Shakira Khan		
Title	Attitudes of Young Consumers in Mumbai Towards the Bata Brand		
Field/Form of Study	Marketing Communications/Full-Time	Year	2022/2023
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	B
2 The setting of the goals and research methods	40	B
3 The quality of the theoretical part of the work	50	C
4 The quality of the analytical part of the work	50	C
5 The quality of the project part of the work	50	C
6 Fulfillment of the goal of the work	60	B
7 Text structure and logic	40	C
8 The quality of resources and their use	40	C
9 Linguistic and formal standards of the work	30	C
Evaluation based on the weighted average	1,64	C

Evaluation, comments, remarks and suggestions:

- It is highly appreciated that respecting the tradition of the global brand Bata, the author decided to look at the brand's position among young consumers in Mumbai.
- The theoretical part is focused on the purchasing behavior of consumers in the area of shoes, the author gives an insight into consumer behavior and branding with specific aspects of India.
- The theoretical part is well-written, the author worked with relevant but not always up-to-date sources (Kotler 2012), and it is complemented by visual materials. However, some parts belong to the analytical part of the thesis (e. g. Part 2.2 Bata's Brand Strategy on p. 26).
- In the Project Part, the author suggests a rebranding plan, however, in the Thesis Guidelines and Methodology (p. 53) a marketing communication strategy should be proposed. This is ambiguous.
- Part 4.3 on p. 53 should be called Research method, not methods.
- Primary research has been evaluated and the author's effort to interpret the findings is appreciated. However, cross-tabulation analysis is absent.
- Conducting only a survey is not sufficient for a diploma thesis.
- There are also formal shortcomings found in this work: this is a thesis, not a paper as stated on p. 9, or contractions (it's) on p. 60, etc.
- It is difficult for the reader to find her way around the prices given in Indian rupees.
- Sources must be cited in one way, the Harvard citation system is recommended and it is not followed in this work.
- In addition, sources are not listed in alphabetical order (p. 102) which is, due to the way of citing, understandable.
- Many times, no sources are seen under the figures, particularly in the theoretical part.
- The number and name of the table should be above it. The source should be written below the table.
- The graphs in the analytical part are oversized.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01

Question:

- Based on age, you divided the respondents into two categories 20 – 25, and 26 to 30. Why did you choose this categorization? Did you notice any differences in their responses? If so, what are they?

Plagiarism control was negative – the system found 1% agreement.

In Zlin on 12 May 2023

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.