DOCTORAL THESIS REVIEW

Student Name: Ing. Michael Adu Kwarteng

Doctoral Thesis Title: Modelling Consumer Aversion and Trade-offs towards Pre-Purchase Risk Factors in Online Second – hand Goods Market.

Supervisor: doc. Ing. Michal Pilík, Ph.D.

Reviewer: Prof. Ing. Jaroslav Světlík, PhD.

Faculty: Faculty of Management and Economics Tomas Bata University in Zlín

Recency and topicality

The topic of presented thesis deals with one of nowadays quit important issues of consumer behaviour in specific market category – second hand goods, in addition, through e-commerce. Author of the dissertation thesis precisely analysed the situation in this market both general and in the Czech Republic (the importance of the Internet to the huge development of this market and to growing share of the market of GDP) and, at the same time, sets his analysis in the wider context. The Internet and digitalization change the old paradigms of marketing and communication, and at the same time change consumer behavior. From this point of view, the theme of selected topic appears to be highly topical and beneficial. Such topics are widely discussed in marketing as they represent an increasingly important factor in changes of consumers' purchasing behavior in digital environment. This fact increases the importance of the topic and content of presented thesis.

Both some fundamentals of changes in consumer behaviour in this new, digital environment form necessary base of the entire procedures and research which student applied in his thesis. This coherence of e-commerce and changes in consumer behaviour appears to be in its approach not only innovative, but also necessary and beneficial to desired output, e.g. student's research and final conclusions. From this perspective reviewer thinks that presented doctoral thesis contributes to broadening the knowledge in the field of changes in the behavior

of consumers of different socio-cultural and age groups in the "new" market of second hand goods.

Objectives Definition

In her dissertation thesis student has accurately summarized aims and outcomes of his research in chapter 4. Reviewer identifies with the established main goal of the dissertation, which is set out clearly and comprehensibly. Besides the main goal, six suportive goals are defined. Reviewer appreciates that both the main goal and partial goals are are described and justified in expected details. Also, the quality of the thesis definitely benefits from an explicit evaluation of the objectives, especially in the conclusions and limitations (chapter 9) of the dissertation.

As a first step towards meeting the set goals, the student has created (as mentioned) a very solid and fundamental theoretical basis (Chapter 2) – State of the Art and related literature works. Next to it, student has defined conceptual framework (chapter 5), research questions and based on them also two hypotheses have been set. Used methods have been also clearly described. That is why reviewer can declare that on the base of presented materials the objective of the thesis has been accomplished and fulfilled with an appropriate rationale. Facts stated in chapters 2, 4 and 5) very solid theoretical base of dissertation thesis and fundamental for further analysis, results and discussion.

Methodology and Findings

The methodology of the dissertation is described by the student in chapter 4 and the procedure and methods in chapter 6. Student proceeded not only in setting the goals of the thesis but also next to it he analyzed current situation in the form of contjoint analysis, next to it he use cluster theory for segmentation, association rule mining theory. He used both quantitative and qualitative methods, on the page 67 student explains the use of triangulation principle in his research.. On the base his analysis he set appropriate research questions and developed two hypothesis, which had been statistically verified on page 84. This approach improves credibility and validity of the results. Disputes may arise as to the size of the sample of respondents or the methods used, the reviewer, after rigorous consideration, has come to the conclusion that used methodology, as well as the choice of data collection and their evaluation fully comply with methodological requirements for this level of academic output. Sample size is sufficient and can give more or less reliable results. Statistical methods both for sample size

and testing have been used in adequate extent. On the basis of used methodology second hypothesis was supported.

Presentation of results is clear, coherent and comprehensible. The results were properly discussed in relation to determined objectives of the thesis. Student demonstrated both original thinking through the recognized theory of consumer behavior on internet in specific market of second hand goods and next to it even appropriate independent scientific approach in solution through the focus and implementation of the research.

Benefits for Practice and Science

The main achievements of submitted theses could be split into two parts. In chapter 2 - 6 very good theoretical and methodological foundations for further analysis and research have been set and summarized. In this part of the theses almost all necessary theoretical and methodological aspects of the thesis were described were described. The use of statistical data and proper methods with established strong theoretical background can be considered as good benefit for further research and works in this area. Second contribution is more practical, results of the dissertation thesis can be used as a base in decision making process of professional bodies in the area in second hand goods market. That is why the results of the study might be recommended to be published in reduced version in some professional journal.

Level of Presentation and Communication of Doctoral Thesis

Overall style of the theses can be assessed as high and conform to all required specification and has a very good layout in terms of structure and logical arguments. Formal high level of the thesis is supported by relevant figures and tables. Clear style of expression was underlined by clear and generally correct use of English with no imprecise or incorrect statements. Bibliography used by the student is large, contemporary and relevant to the topic of dissertation. Citation style is appropriate and consistent. The only criticism from the reviewer concerns the fact, that in content and text of dissertation thesis Chapter 3 has lost somewhere.

Questions:

1. Using Pareto's 80:20 rule, try to define the most important segment of target customers who can bring decisive revenue and propose an effective appeal and medium to address them in communication strategy.
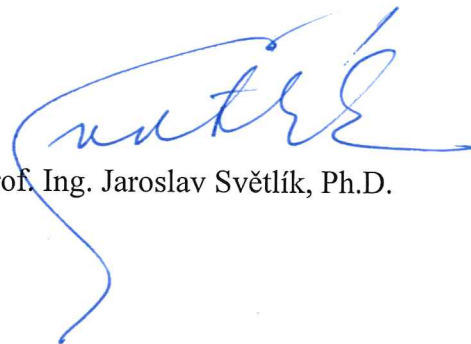
2. Prensky defined in his articles the concept of digital immigrant and digital natives. You can apply this segmentation to your hypothesis 2 and draw your own conclusions.

Author of the submitted doctoral thesis **"Modelling Consumer Aversion and Trade-offs towards Pre-Purchase Risk Factors in Online Second – hand Goods Market. "**, Ing. Michael Adu Kwarteng demonstrated in her dissertation that he mastered theoretical knowledge of the problems, proved her independent thinking and originality in his approach to solve the task. Her solution, conclusions and argumentations based on the results of his research were appropriate and correct. That's why I recommend doctoral thesis of Mr. Michael Adu Kwarteng to defence procedure and after successful accomplishment to

grant academic degree title "Doctor of Philosophy" (Ph.D.)

Zlín, 5th November 2018

Prof. Ing. Jaroslav Světlík, Ph.D.