

REVIEWER'S STATEMENT

Factors Affecting Customer Satisfaction: Evidence from Beauty and Cosmetic Online Shopping in Vietnam

Nguyen Thi Nhu Thuan

Topic and its up-to-dateness

The dissertation topic "Factors Affecting Customer Satisfaction: Evidence from Beauty and Cosmetic Online Shopping in Vietnam" is an up-to-date very attractive and is focused on online shopping in an industry that is experiencing a very rapid boom. Thesis investigates key variables that affect customer satisfaction while also evaluating the effects of gender and marital status on such relationships. Thesis also looks at how gender disparities in these factors affect customers' satisfaction with their online beauty and cosmetics purchases. The theoretical part of the thesis is quite brief. I would have expected a more detailed focus on the e-commerce market and online shopping in Vietnam. The dominant part of the literature search is devoted to the description of the constructs - Online Shopping Experience, Seller or Customer Service, External Incentives, Security and Privacy and Personal characteristics. The student's model is based on customer satisfaction models - American Customer Satisfaction Framework, European Customer Satisfaction Framework Model and Factors impacting customer satisfaction. The final research model is described on figure 2.4.

Results and methodology

The aim of the dissertation is stated properly: identify the salient factors that can potentially impact customer satisfaction levels in Vietnam's online beauty and cosmetic industry on page 30. Research questions (three) are also set out on the same page. 11 hypotheses have also been established. The following statistical methods were used to process the primary data: firstly, factor analysis and Cronbach's alpha analysis, after that statistical EFA technique, the Principal Component Analysis (PCA) and varimax rotation. After preparing and validating the questionnaire survey started. 334 respondents were part of this survey. The questionnaire survey was evaluated on the basis of appropriately chosen statistical approaches and methods. Gender differences and marital status and their influence on online customer satisfaction are described in chapters 5 and 6.

Formal part

Formal side of Ph.D. thesis fits all requirements.

Publication activity

The student's publishing activities are average. Student has published nine papers during her studies. Three of them are in scientific journals indexed on Scopus and six are conference papers. Most papers are published by herself – it means she is the only one author. Publication outputs meet the criteria for Ph.D. defence.

Questions

- Can you please describe how developed the online cosmetics market in Vietnam is nowadays? And illustrate some comparisons with e. g. the Czech Republic?
- You used academic respondents in the second step for the Delphi method. In the third step you then used 15 lecturers and Ph.D. students. Why your respondents were not e-shop owners or managers focused on beauty and cosmetics products?

I definitely recommend the dissertation for defence and after its successful defence I recommend Nguyen Thi Nhu Thuan was awarded by the Ph.D. title.

In Zlín 27. 10. 2022



doc. Ing. Michal Pilík, Ph.D.