

## OPPONENT'S REVIEW ON THE DISSERTATION THESIS

**Dissertation thesis topic:** Influence of Cognitive Factors on Consumers' Price Fairness Perceptions, Behavioural Loyalty, and Purchase Intention

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

**Degree programme:** P6208 Economics and Management

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

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

The opponent's review is drawn up based on 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.

### A) Topicality of the thesis

The topic of the dissertation thesis with title "*Influence of Cognitive Factors on Consumers' Price Fairness Perceptions, Behavioural Loyalty, and Purchase Intention*" is relevant to the study programme. Moreover, it is complex and according to the PhD. student it is investigating unique, unexplored but vital topic as presented in the dissertation thesis.

On the other side, according to reviewer's point of view, the topic of the thesis is too wide.

At this point I would like to ask to explain the PhD. student's perception of the width of the topic as well as interconnection between contribution to the choice of restaurants, car rental, budget hotel as services for the thesis.

### B) The objectives fulfilment of thesis

The main objective of the doctoral thesis is to determine and expand the knowledge of the influence of cognitive factors on consumers' attributional tendencies, perceptions, and reactions.

The main objective and two sub-objectives were appropriately set up and fulfilled.

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

The research design, sample and tools are clearly graphically designed and illustrated (Fig. 3.1) in Doctoral Thesis Summary what is highly positively evaluated. Moreover, Fig. 2.1 also in Doctoral Thesis Summary with title Interconnectivity between studies, objectives, and hypotheses increases the logical and informative summary and deepens understanding of the whole issue in well-designed graphical form offered in rather user-friendly

way. In all 5 experimental studies, quantitative research methods were adopted. Experimental Study 1, Study 3, and Study 4 used convenience sampling and Study 2 and Study 5 used simple random sampling technique. Sample sizes of five experimental studies were as following 276, 171, 130, 153, and 162. In all of them, for data analysis, appropriate statistical software such as SPSS with the mediation tool of Hayes and G\*Power were used.

So far, from the reviewer's point of view, it is appreciated that the results are summarised after each study conducted.

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

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

As theoretical contribution is of PhD student Sayanti Shaw is evident in several facets, e.g.:

- knowledge of how consumers with diverse thinking styles and need for closure respond toward price increase incident from behavioural loyalty, buying intention, and price fairness perspective.
- contributes to multicultural consumer behaviour literary works through expanding the comprehension related to the cultural thinking styles variations inducing the variances of the aforesaid variables.

As far as practical contribution, the Ph.D. student research implies that a firm can guard itself against decreasing buying intentions, price fairness as well as behavioural loyalty through tactically revealing and underscoring extraneous context-based influences including accentuating influences that are out of the hands of companies being rise in price grounds. The price strategies should be properly differentiated specific to different consumers, or else there would be risks involved. Marketers and managers should not communicate the news regarding increased prices unselectively, rather they be factored towards cultural thinking styles variations impacting the variables.

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

The thesis consists of 120 pages including 33 Figures, 53 Tables and 9 Appendices in English and 6 Appendices in Czech, Abbreviations, List of publications and PhD student's professional 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 10 manuscripts in conference proceedings and in journals.

#### **Questions and comments**

1. Summarize the most important findings.
2. Based on the research conducted in India and Czech Republic, explain cultural differences and similarities in relationship to the thesis focus.

#### **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 Sayanti Shaw, M.Sc., B.Sc., 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, 04.05.2023



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