

# HUDDERSFIELD UNIVERSITY BUSINESS SCHOOL

## MODULE– Undergraduate Dissertation

### COMMENTARY AND MARKING FORM

ACADEMIC YEAR 2014-2015

STUDENT NAME: Ivana Benesova .....COURSE...BA EB.

1<sup>st</sup> Marker: Eleanor Davies

DISSERTATION TITLE: Consumer Behaviour in Green Markets with a Special Reference to the Perception of Green Products.

COMMENTS – please ensure that your comments reflect the reason for the mark given and comment on the following areas:
<b>Introduction/Aims &amp; objectives</b> A brief introduction that outlines the main aims of the study. Some of the literature review material might usefully have been positioned in the intro.
<b>Literature Review</b> The literature review starts quite remotely from the topic of the dissertation. The study of consumer behaviour and the marketing industry is not perhaps especially relevant. Nevertheless, the second part of the literature review is appropriate and covers green marketing, the green consumer, the green company and green washing. I would like to have seen more reference to empirical studies.
<b>Research Methods</b> The methodology chapter covers most of the standard issues apart from measures. I am not convinced by the case made regarding the philosophical underpinning of the study and the case seems to be made for both positivism and interpretivism. There is good justification of the methods used, although there needs to be a section on measures: what used and how they were developed. A more detailed articulation of the research framework would have helped.
<b>Analysis, Discussion &amp; Conclusions</b> The findings chapter used frequencies, cross tabs and Pearson correlations. A stronger link to a clear research question would have made the chapter more relevant to the overall these. The conclusions are structured around some hypotheses, but these seem to be their first articulation in the study.
<b>Overall Quality of Writing including referencing, presentation, style –</b> Good

MARK .....58-60

AGREED MARK 64 => B

SIGNED

