

OPPONENT'S REVIEW ON THE DISSERTATION THESIS

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

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Study program: 6208 Economics and Management

Study course: 6208V038 Management and Economics

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The opponents review is drawn up on the basis of 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, carried out on 11th October 2022.

A) Topicality of the thesis

I consider the topic of the dissertation entitled "Factors Affecting Customer Satisfaction: Evidence from Beauty and Cosmetic Online Shopping in Vietnam" to be complex, demanding and at the same time current, as the author not only examines the key variables that affect customer satisfaction, but also evaluates the influence of gender and family status on existing relationships.

The topic treated in the submitted dissertation meets the attributes difficulty and timeliness. Title and content of the submitted of the dissertation they correspond to the study program of the doctoral student.

B) The objectives fulfilment of thesis

The achieved results presented in the dissertation demonstrate that the main goal of identifying the salient factors that can potentially impact consumer satisfaction levels in Vietnam's online beauty and cosmetic industry was fulfilled. The fulfillment of the main goal of the doctoral student was conditioned by the realization of three, appropriately chosen partial goals.

C) Methodology and the results of the thesis

The author, by implementing and processing the results of his own questionnaire survey focused on the online purchase of products on the Vietnamese market of beauty and cosmetics, she obtained a lot of important positive, but also negative information, which enabled him to get a picture of the current state of the problem not only in Vietnam, but also in the world and to propose measures leading to the improvement of the work in the subject area. The author used appropriate methods and procedures in the preparation of the dissertation, thereby demonstrating their knowledge, appropriate selection and application when processing the practical part of the dissertation, as well as the ability to appropriately combine methods and techniques of quantitative and qualitative research.

D) Practical and scientific study branch contribution of the thesis

The benefits of the dissertation from a practical point of view can be considered:

- questionnaire based on a five-construct theoretical model of CS and its use in further research,
- results of conducted questionnaire surveys and their publicity,
- the use of customer experience when shopping for cosmetic products online,
- the use of differences when buying cosmetic products by men and women, knowledge will enable the correct selection of marketing communication tools,
- a comprehensive view of consumer behavior when purchasing products online in the Vietnamese beauty and cosmetics market,
- the use of the results of the conducted research also by researchers from other countries.

The benefit of the dissertation from a scientific point of view:

- high-quality processing of the theoretical part of the dissertation based on the study of more than 240 literary sources of domestic and foreign authors,
- elaboration of a questionnaire based on a five-construct theoretical model of CS,
- use of appropriate methods in creating, testing and evaluating the questionnaire.

E) Formal structure of the thesis and language level

The thesis consists of 128 pages including 5 Figures, 19 Tables and 2 Appendices, List of publications and authors 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.

The theoretical part of the dissertation elaborated on pages 8-29 is made up of four separate, logically connected subsections. Citations processed in the dissertation come from 245 sources, with a significant representation of publications by foreign

authors. I consider the selection of cited sources to be extensive, high-quality and expertly selective. All theoretically oriented sub-chapters are processed at the required level and provide a comprehensive view of the solved issues at home and abroad.

In terms of scope, structure and content, the dissertation meets the requirements for this type of final theses. The author's written expression is at the required level. The used professional terminology corresponds to current trends in economics, management, trade and marketing.


F) Publication activity of the thesis author

Student Nguyen Thi Nhu Thuan published 3 articles in journals during his doctoral studies, one of which was indexed Scopus and SSCI and two indexed Scopus and ESCI. In the proceedings of the domestic scientific conference for Ph.D. student published two papers in conference proceedings and four papers in conference proceedings from international conferences. In 2020, he and the team of authors published the results of the research project IGA/FaME/2020/011.

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 Nguyen Thi Nhu Thuan, 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 Nitra, 29 October 2022


prof. Ing. Ľudmila Nagyová, PhD.
opponent

