

Diploma Thesis Supervisor's Review

Author	Mgr. Samuel Tete Acquah		
Title	Consumer Attitudes Towards Battery Electric Vehicles in the Czech Republic		
Field/Form of Study	Marketing Communications/Full-Time	Year	2022/2023
Review's Author	doc. PhDr. Dagmar Weberová, Ph.D. MBA		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
2 The setting of the goals and research methods	40	A
3 The quality of the theoretical part of the work	50	B
4 The quality of the analytical part of the work	50	B
5 The quality of the project part of the work	50	B
6 Fulfillment of the goal of the work	60	A
7 Text structure and logic	40	A
8 The quality of resources and their use	40	A
9 Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,27	B

Evaluation, comments, remarks and suggestions:

- Living in the era of environmental concerns, BEVs are getting more popular among consumers. Thus, the choice of this topic is highly appreciated.
- The thesis is clearly structured and organized.
- The theoretical part is well-written, the author worked with relevant and also up-to-date sources and dealt with all main aspects of the thesis: consumer behavior, marketing communications, and BEVs. Maybe, it could have been structured in more detail (more three-level paragraphs).
- A carefully prepared methodological part (Chapter 4, pp. 45-46) was a good starting point for the analytical part of the work.
- The theoretical aspects presented in Chapter 6 belong to the theoretical part.
- The author carefully evaluated and interpreted the results of his research. However, instead of tables, graphs could have been made (e. g. Table 8 on p. 63).
- The number and name of the tables are written correctly, however, the source should be written below the table.
- In the project part, the mind starter "*Clean Vehicles for a Cleaner Czech Republic*" (p. 80) is appreciated.
- All in all, the thesis is easy to read and provides us with a valuable insight into consumer behavior towards BEVs in the Czech Republic. Based on the author's primary research, the research questions were answered, and the research outcomes met the goal of this work.

Question:

- Based on your primary research, what was the most surprising finding?

Plagiarism control was negative – the system found 4% agreement.

In Zlin on 12 May 2023

Signature: doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01