Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University

Student:	**Tereza Čechová**
Advisor:	**PhDr. Lenka Šťastná, Ph.D.**
Title of the thesis:	**The Effect of Socio-Demographic Factors on Consumer Trends in the Czech Republic**

***OVERALL ASSESSMENT** (provided in English, Czech, or Slovak):*

Short summary
The thesis focuses on consumer behavior in the Czech Republic over the period 2009-2019. It explores four specific trends in recycling, consumption of bioproducts and Czech products, and vacation. The thesis utilizes vast survey data from the agency Median, s.r.o. that gathers answers of around 15,000 respondents per year. The main aim of the thesis is to uncover how socio-economic factors such as education, income, age, or gender explain consumer behavior within the four areas mentioned above.

Contribution
The thesis uses a rich dataset provided by one of the leading survey agencies, which allows Tereza to cover many years in her analysis and analyze consumer trends. While other studies analyze these trends in the Czech Republic, most of them use data only from one year and focus only on one particular trend. Hence, Tereza provides a more complex and more recent study on current consumer behavior.

Methods
Tereza applies ordered logistic regression to estimate the effects of socio-demographic factors on consumer behavior. This approach is appropriate as the dependent variable is categorical and ordered in all the models. She also estimated the ordered probit model to check the robustness of her results. Tereza does not comment on a slightly different choice of explanatory variables in the traveling-trend model properly. It is also unclear why explanatory variables like Region or City size are excluded from the model with ABCDE classification.
I would suggest including models with interaction terms where some variables are used in interactions.

Literature
The thesis demonstrates the author's good understanding and command of recent literature on consumer trends analyzed. I miss a brief overview of scientific papers focusing on consumer demand in general. The author mostly appropriately quotes relevant literature. Sometimes, I think references should be part of a sentence.

Manuscript form
The thesis is well structured. It is not logical to number subsections 2.2 and 2.3, which are part of the unnumbered section Socio-demographic factors. Discussion of results is a bit lengthy, and using graphical visualization of results might have helped.
The language and style are acceptable. Tereza made a significant improvement in language compared to an incomplete version of the thesis I saw before submission. It seems that the text was proofread; still, some minor mistakes remain (e.g., tent should be tend, spend instead of spending, are spend instead of spend).
The text effectively refers to graphs and tables. The bibliography is, however, incomplete. Journal articles often do not include volume and pages, and the origin of some sources is not clear enough.

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Overall evaluation and suggested questions for the discussion during the defense

This is a nice piece of work utilizing the rich dataset. Despite several shortcomings (literature review could be improved, and manuscript form would deserve more attention), I think that the analysis is performed well. In my view, the thesis fulfills the requirements for a bachelor thesis at IES, Faculty of Social Sciences, Charles University; I recommend it for the defense and suggest a grade C.
The results of the Urkund analysis do not indicate significant text similarity with other available sources.

SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
Contribution (max. 30 points)	25
Methods (max. 30 points)	25
Literature (max. 20 points)	15
Manuscript Form (max. 20 points)	15
TOTAL POINTS (max. 100 points)	**80**
GRADE (A – B – C – D – E – F)	C

NAME OF THE REFEREE: Lenka Šťastná

DATE OF EVALUATION: **27.5.2021**

Digitálně podepsáno (27.5.2021)
Lenka Šťastná

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Referee Signature