

# Report on Bachelor / Master Thesis

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

<b>Student:</b>	<b>Bc. Klára Hanusová</b>
<b>Advisor:</b>	<b>Mgr. Milan Ščasný, Ph.D.</b>
<b>Title of the thesis:</b>	<b>Green purchasing: Case of Bottled Water Consumption in the Czech Republic</b>

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

*Please provide a short summary of the thesis, your assessment of each of the four key categories, and an overall evaluation and suggested questions for the discussion. The minimum length of the report is 300 words.*

### **Short summary**

Klára aims on uncovering the determinants of bottled water consumption in the Czech Republic. She finds that mainly taste, health reasons and habits are main predictors of bottled water consumption. To find these results she uses large survey (n=3 411) obtained within the project „TAČR Kohoutková“ and she applies Generalized Ordered Logit (GOL) and Multinomial Logit (ML) approaches.

### **Contribution**

To my knowledge this is the first rigorous analysis of determinants of bottled water consumption in the Czech Republic. Therefore, I acknowledge high level of contribution in this topic.

### **Methods**

I appreciate Klara's methodology part. She deeply discusses various econometrics technique and give a clear reason for using GOL and as a robustness check ML. On the other hand, in the conclusion part she explains possible advantages of Structural Equation Modelling (SEM) over chosen methods. I would appreciate more reasoning of preferring her chosen methods over SEM.

### **Literature**

The literature part is quite rich and provides a clear introduction to the topic. However, I miss the definition of rationality when she uses this term (page 6). Also, when she uses word linkage "many authors" it should be stated which authors.

### **Manuscript form**

The manuscript form suits the needs for Diploma thesis. However, I would appreciate using advanced editing tools, for example LaTeX. Additionally, I would appreciate main table with the results in the body of the thesis. It is very annoying to scroll back and forth to verify the text with the table.

### **Overall evaluation and suggested questions for the discussion during the defense**

Overall, a student shows a very good practical use of a theoretical knowledge earned during the master studies. For the discussion during the defense I have several questions. Firstly, why we limit respondents by age 18 to 69? Other consumers also drink water. Secondly, the results show the magnitude of lower units of percentage points. Thus, how significant it is from economical point of view? I miss some discussion on this topic. Thirdly, since the Czech Republic belongs to the EU, I would like to know the comparison with other member states. Specifically, there is missing the

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discussion about the comparison of consumer attitudes in countries with various policies regarding recycling, for example Germany. Finally, Klara suggests that it would be useful to ensure that tap water has favourable characteristics, for example as for taste. But I miss the discussion about the implementation of this advice, is it easy to implement?

*According to the new Faculty of Social Sciences rules, the overall evaluation needs to include:*

- A) *An explicit statement whether you do or do not recommend the thesis for defense and what is your suggested grade. For example, you can say: "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 X."*
- B) *Your evaluation of the results of the Urkund/Turnitin (anti-plagiarism system) analysis. Links to the Urkund/Turnitin outputs can be found on the thesis page in SIS or in state examination table shared by the IES secretariat. For more details how Urkund works, please see [this website](#). For example, you can say: "The results of the Urkund/Turnitin analysis do / do not indicate significant text similarity with other available sources." In case the analysis indicates plagiarism, please do recommend the committee to pay special attention to this.*

*Please delete these instructions before submitting the report.*

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

<b>CATEGORY</b>	<b>POINTS</b>
<i>Contribution (max. 30 points)</i>	29
<i>Methods (max. 30 points)</i>	25
<i>Literature (max. 20 points)</i>	14
<i>Manuscript Form (max. 20 points)</i>	13
<b>TOTAL POINTS (max. 100 points)</b>	<b>81</b>
<b>GRADE (A – B – C – D – E – F)</b>	<b>B</b>

**NAME OF THE REFEREE:** *Matěj Opatrný*

**DATE OF EVALUATION:** 12.1.2023

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**Referee Signature**

*Please sign the report electronically using one of the following options:*

- *Certified electronic signature*
- *Adobe digital signature*

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- Writing „Digitally signed“, the date and your name above „Referee Signature“
- In any case, your name has to be typed, the signature cannot include a scanned picture of your hand-written signature.
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Ladislav Kříštofek

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**EXPLANATION OF CATEGORIES AND SCALE:**

**CONTRIBUTION:** *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

**METHODS:** *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

**LITERATURE REVIEW:** *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

**MANUSCRIPT FORM:** *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

**Overall grading:**

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F