

# Report on Master Thesis

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

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

## OVERALL ASSESSMENT

### Short summary

The thesis analysis household consumption of tap water using household-level cross-section. It is empirical quantitative study in that tap water represents an example of more general green purchasing. Tap water consumption is measured as ordered categorical variable (frequency in use). Consumption is estimated by generalised ordered logit model that is augmented by latent constructs defined by social-psychological behavioral theory.

### Contribution

This thesis contributes to empirical literature aiming at determinants of green purchasing, specifically tap water consumed by households. Its main contribution presents exploration of non-economic non-conventional socio-demographic predictors when tap water consumption is analysed, specifically, construct that are in their nature latent and introduced by social-psychological behavioral theory – Theory of Planned Behaviour.

Klára has been actively involved in my research I have conducted within Charles University Environment Center on green purchasing for more than last year. She contributed to review literature on green purchasing and participated in presurvey activities.

### Methods

Klára is using cross-sectional data coming from very recent survey my team conducted last autumn. The dataset contains cross-section data coming from over 3,400 respondents. The survey is representative to general population of the Czech Republic.

With respect theory, she utilizes Theory of Planned Behaviour, one of the most wellknown and used behavioral theories used in social-psychology. Internal consistency of the measures is properly tested.

She utilizes specifically question that measures tap water consumption as a categorical variable. Hence she correctly worked with the econometric models appropriate to analyse this type of the data. She used generalised ordered logit that outperforms ordered logit, although it requires more attention when interpreting the results. The estimation results from this correct model are compared to MNL, as a robustness check.

### Literature

Literature covers a huge number of studies that documents her interest and knowledge about this topic.

### Manuscript form

The thesis has a high standard and logical structure. The thesis is well written in good English. Results reported in appendix (that I am fine with) are a bit shady and require better editing.

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

This thesis presents very nice piece of empirical research. Although it aims at ordered frequency in tap water use (not consumption measured as continuous variable), linking standard economic modelling to social/psychological behavioral constructs presents its strength.

In my view, the thesis fulfills the requirements for a master's thesis at IES, Faculty of Social Sciences, Charles University, I recommend it for the defense and suggest a **grade A**.

The results of the Urkund analysis do not indicate significant text similarity with other available sources.

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

<b>CATEGORY</b>	<b>POINTS</b>
<i>Contribution (max. 30 points)</i>	28
<i>Methods (max. 30 points)</i>	28
<i>Literature (max. 20 points)</i>	20
<i>Manuscript Form (max. 20 points)</i>	17
<b>TOTAL POINTS (max. 100 points)</b>	<b>93</b>
<b>GRADE (A – B – C – D – E – F)</b>	<b>A</b>

**NAME OF THE REFEREE:** Milan Ščasný

**DATE OF EVALUATION:** 24 January 2023

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**Referee Signature**

**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