

Report on Bachelor / Master Thesis

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

Student:	Eliška Halouzková
Advisor:	Mgr. Petr Polák, MSc. Ph.D
Title of the thesis:	Willingness to pay for houseplants in the Czech Republic

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

In her thesis Eliška Halouzková aims at analysing consumer preferences on plants using concept of willingness to pay. She collected data using her own questionnaire and asked her respondents about their preferences for houseplants in the Czech Republic. She found several significant drivers that determine the willingness to pay, such as the perception of houseplants as a home decor item or perception of artificial plants. People are also willing to pay different price given the place of purchase, size of the plant or if they purchased a plant recently. The thesis approaches the topic from different perspectives and tries to utilize the collected data as much as possible.

Contribution

Eliška collected her own dataset from Czech respondents as no such data is available. Also the topic of houseplants is very original, but it is not as niche market as one might assume, as houseplants are an essential part of homes and every household faces the purchase decision especially when setting up a new apartment.

Methods

The thesis follows standard methodology which is explained well. There is a good description of input data as well as results. Eliška fully explains the reasons for choosing the methodology as well as limitations connected to the interpretation. Eliška also uses several methods for questionnaire data collection including conjoint analysis (even if this method did not show strong results).

Literature

All sources are well referenced, studies used belong to the core of the studied topic. I like that Eliška uses all variety of available sources. All relevant studies examining the stated preferences and WTP for similar topics of houseplants are mentioned and nicely summarized.

Manuscript form

The thesis itself is very well written, using standard template which is highly appreciated. Reader can easily follow the structure – literature review, followed by the theoretical concepts. Data were gathered by questionnaire and examined with suitable model also widely used for similar research. Everything is properly commented and explained to the reader.

Overall evaluation and suggested questions for the discussion during the defense

From the perspective of a supervisor, Eliška worked on her thesis continuously and with passion for the topic. She always tried to figure things out by herself and came to consultations well prepared. I gladly provided my comments which were incorporated. We also discussed the questionnaire and it is pity, that the conjoint analysis did not fully support the results from the standard questionnaire. That is also the reason for my evaluation for methods and contribution, since it is a place for improvement.

I do not have a specific question for the defense, but I would suggest that Eliška elaborates about issues she faced with data collection and what would be her suggestions for the similar future research.

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

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 A.

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

CATEGORY	POINTS
<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>	20
TOTAL POINTS (max. 100 points)	96
GRADE (A – B – C – D – E – F)	A

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 30. 5. 2023

*Digitally signed (30. 5. 2023)
Petr Polák*

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