

# Report on Bachelor / Master Thesis

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

<b>Student:</b>	<b>Petr Žofák</b>
<b>Advisor:</b>	<b>Mgr. Jindřich Matoušek</b>
<b>Title of the thesis:</b>	<b>The asymmetric dominance effect: Three-attribute phantom alternative at play</b>

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

In his thesis, the author investigates asymmetric dominance effect in hypothetical consumer choice. The main goal of the study is to determine if asymmetrically dominated unavailable alternative can cause preference shifts toward the target option which dominates it in scenario employing choice items defined on three numerical attributes. Secondary aim of the thesis is to determine if the same but available three-attribute decoy causes similar asymmetric dominance effect as the phantom decoy. Finally, the author examines differences in choice shares of choice items between two scenarios, both employing two choice items defined on two and three attributes, respectively, where the third distinguishing attribute serves to evoke perception of numerically expressed customer feedback on the choice items. For these purposes, the author designs an experiment in a form of online questionnaire on free survey websites, which is filled by participants via the internet.

The author shows that the asymmetric dominance effect caused by a presence of unavailable decoy alternative in the choice set resulted in 19.05% increase in the choice share of the target option, confirming his initial hypothesis. On the other hand, the author did not manage to observe the asymmetric dominance effect when the decoy alternative was available for choice, i.e. when employing the ordinary decoy. However, this might have been caused also by the insufficient number of observations and the quality of the dataset.

The thesis is well structured and researched and it is written in satisfactory English. It includes all the formal requirements such as lists of tables and figures and outputs in appendices. The figures and tables are clear and properly titled. The topic is relevant and up-to date, mostly taking into account the use of social networks. Even though there are some issues connected to it, I appreciate own data collection, which is a very good experience for further academic work. The main takeaways are to have good data collection planning so that there is enough observations at the end of the experiment – unfortunately, the author failed to manage that and had to resort to less standard ways of supplementary data collection. Moreover, the chosen apparatus (simple t-test) is one of the most basic tools the author could have used. However, even though the contribution is very limited, **I consider this thesis on the borderline between good and satisfactory and I recommend it for defence.**

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

<b>CATEGORY</b>	<b>POINTS</b>
<i>Literature</i> (max. 20 points)	18
<i>Methods</i> (max. 30 points)	15
<i>Contribution</i> (max. 30 points)	11
<i>Manuscript Form</i> (max. 20 points)	17
<b>TOTAL POINTS</b> (max. 100 points)	<b>61</b>
<b>GRADE</b> (1 – 2 – 3 – 4)	<b>2</b>

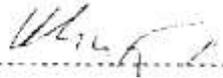
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**NAME OF THE REFEREE:** *Tomas Klinger*

**DATE OF EVALUATION:** 22.8.2016

  
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**Referee Signature**

