

Report on Doctoral Thesis

Doctoral Student:

Ing. Michael Adu KWARTENG

Title of Doctoral Thesis:

Modelling Consumer Aversion and Trade-offs toward Pre-purchase Risk Factors in Online Second-hand Goods Market

Reviewer:

Doc. Ing. Miloslava Chovancová, CSc.

Place of Doctoral Examination:

Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic

Evaluation of Doctoral Thesis in relation to the actuality of the topic

The doctoral thesis topic deals with highly actual and socially relevant subject of consumer behavior in terms of second-hands/used goods sold through online market; such online transactions of second-hands/used goods can pose several risk to the consumer, in addition can exacerbate the risk to the user. The author wants to research the importance of pre-purchasing risk that consumer consider in online use goods transactions in a trade-off environment with a limited set of options for the consumer to choose from. The author considers that the sector of second-hands goods purchased online is the sector to be researched in terms of per capita GDP, especially in the Czech Republic. It should be emphasized that such research hasn't been dealt with so far, and because of that, the submitted doctoral thesis can be understood like very unique. That is the reason why research papers and theses like this one are welcomed and useful.

Evaluation of goals and objectives of Doctoral Thesis

The author has presented the statement of the problem on the pages 21 – 23; the objectives of the Doctoral Thesis as well as the research questions are presented in Chapter 4; the general aim of the research is to expand knowledge on consumer online buying behavior. Specifically, Doctoral Thesis is focusing on **modeling consumer aversion to pre-purchasing risk factors in online used goods transactions in a trade-off setting**. The author wants to research the consumers relative utility (weight) towards a relevant set of pre-purchasing (risk) factors, and indirectly divulge the characteristic consumers profile those are most hesitant of regarding online used goods in the Czech Republic. It is important to declare, that objectives setting was on base of critical literature and other sources review. The way the author has handled with the topic should be highly appreciated as well as level of quality presented in this doctoral thesis. The author formulated the aims of doctoral thesis clearly and **all of them have been**

accomplished progressively. Not only the goals have been defined precisely, their fulfillment had natural and logical progression throughout the whole doctoral thesis.

Statement about the procedure of research objectives and the results of Doctoral Thesis with the doctoral student's own contribution

A conceptual framework (chapter 5) for the research is developed by using a scientific approach. Presented methodology (chapter 6) of research in the Doctoral Thesis confirms that Ing. Michael Adu Kwarteng masters research methods at required level. Hypotheses were precisely and clearly defined and verified in appropriate way. Doctoral Thesis is from the formal arrangement at an appropriate level. Text is supplemented with suitable graphs and figures which visually illustrate complete author's results. Consequently, the Doctoral Thesis presents Gains for Scientific Knowledge (chapter 8.1), Gains for Practical Knowledge (chapter 8.2) as well as Conclusion, Limitation and Suggestions for Future Research (chapter 9). Author's contribution to the issue of consumer aversion and trade-offs toward pre-purchase risk factors in online second-hand goods market is evident.

Suggestion of questions to be discussed

The topic of consumer aversion and trade-offs toward pre-purchase risk factors in online second-hand goods market can bring additional issues for Internet business environment. Your analyses cover the customers in the Czech Republic. I have a question: in chapter 9.3 "Suggestion for future work", you mentioned "that more attention should be focused on developing countries, where internet or online buying has been a challenge to really access the fundamental problems that tend to discourage them from not connecting via online most importantly when such transaction tend to be a second-hand good". *Is that the only problem? Could you explain that?*

Statement on the doctoral student objectives fulfillment and evaluation

I state that the classified Doctoral Thesis accomplishes high standards and all requirements connected with this kind of qualification theses. The Doctoral Thesis is characterized by decisive contributions. All publication of Ing. Michael Adu Kwarteng are related to the examined topic, and they meet the conditions for successful graduation of doctoral studies.

I definitely recommend the Doctoral Thesis for the defense and in case of successful ensuing process, I recommend to confer the academic degree title "Doctor of Philosophy" (Ph.D.) to Ing. Michael Adu Kwarteng.

Zlín, 5th November, 2018

Doc. Ing. Miloslava Chovancová, CSc.

