



Opponent's Review of the Doctoral Thesis

Candidate: Fortesa Haziri

Title of the doctoral thesis: Gamification and purchase intention

Opponent: Assoc. Prof. Jaroslava Kubátová, Ph.D.

The doctoral thesis deals with the question of an understanding of the impact of gamification on purchase intentions. The candidate states that she aims to develop a comprehensive model and provide empirical evidence concerning purchase intention when game elements are considered consumer motivation and engagement within selected countries, Albania and Kosovo (p. 4). The main aspects of the doctoral thesis are reviewed below.

Topicality of the doctoral thesis theme

The topic of gamification and purchase intentions has been studied with a growing intensity in the last years which is apparent for example from the numbers of publications indexed at the Web of Science. Thus the outputs of the thesis can extend and develop the knowledge in this area.

Fulfillment of the doctoral thesis objectives

The candidate set six research objectives to achieve the declared aim of the thesis (a comprehensive model) and four research questions (p. 15, 17).

What are the links between the research objective and research questions, please?

Later the candidate set five research hypotheses.

Can the candidate explain the links between the research objectives and the hypotheses, please?

Then in chapter 4 when the reader really pays attention, he or she can find the answers and results of the hypothesis testing. Nevertheless, the structure of the chapter is confusing. It is on page 53 where the candidate considers it necessary to use the whole word hypothesis/hypotheses for the last time.

The same applies to the research objectives – the word objective/objectives can be found only up to page 53, and the word answer/answers also up to page 53.

And where the sought comprehensive model is presented in an organized and structured way, please?

Research methods and procedures

The candidate presents her research methods and procedures in detail in her doctoral thesis. However, there are several questions to be answered.

Why the sought comprehensive model is not better specified, named? The word model can have several meanings. In the context of the thesis it is possible to understand what is meant here. But just from a marketing point of view, would a marketing department of a company be interested in a product called “comprehensive model” to influence the purchase intention of their customers? Model of what? Comprehensive in what sense?

The second question is quite obvious. How applicable is the theoretical background used in the thesis in the chosen countries, i.e. Albania and Kosovo? And vice versa, how generalizable are the findings from these countries?

Results of the doctoral thesis - candidate's concrete contribution

The results of the thesis are presented in chapter four. Very many findings are presented here, nevertheless, the candidate leaves it up to the reader to guide himself or herself in this dense text and try to find the links between the aim of the thesis, research objectives and the findings.

Eventually, I miss a clear presentation of the “comprehensive model” both verbal and graphical. It is not said that the model was not found. But considering it is the main aim of the thesis it should have been presented very explicitly. The same applies to the answers to the research questions and the results of hypotheses testing.

Importance for practice and for the development of the branch of science

The candidate argues that she has extended theoretical knowledge in the field of gamification and to my understanding she suggests employing necessarily game elements in each purchasing process “The study draws attention to the necessity to employ game elements in the purchasing process.” (p. 99). Are there purchasing processes where game elements can make a customer unhappy? Or is gamification of the purchasing process a universal golden rule?

Regarding the practical impact, how would the candidate connect her practical recommendations (p. 100) “...firms need to pay close attention to the establishment of user-friendly, fun and enjoyable page“ and “to create a personalised promotional plan for each consumer“ ?

Formal layout and language level

The formal layout of the doctoral thesis is acceptable but some parts could have been much better structured, particularly the key findings (or in general the main results of the research.) Regarding the language level, the text is comprehensible.

Candidate's publications

The list of publications by the candidate includes one published coauthored journal article, two coauthored journal articles accepted for publication and in press, and four coauthored conference papers.

The doctoral thesis is recommended for defense.

Following a successful defense of the doctoral thesis **I recommend granting the candidate the title Ph.D.**

A handwritten signature in blue ink, appearing to read 'Kuba'Corra!'. The signature is written in a cursive, flowing style.

Olomouc, July 10, 2021