

Diploma Thesis Opponent's Review

Author	Mgr. Samuel Tete Acquah		
Title	Consumer Attitudes Towards Battery Electric Vehicles in the Czech Republic		
Field/Form of Study	Marketing Communications/Full-Time	Year	2022/2023
Review's Author	Peter Štarchoň, prof. Mgr., PhD.		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
2 The setting of the goals and research methods	40	A
3 The quality of the theoretical part of the work	50	A
4 The quality of the analytical part of the work	50	B
5 The quality of the project part of the work	50	B
6 Fulfillment of the goal of the work	60	A
7 Text structure and logic	40	B
8 The quality of resources and their use	40	A
9 Linguistic and formal standards of the work	30	B
Evaluation based on the weighted average	1,26	B

Evaluation, comments, remarks and suggestions:

- I appreciate the choice of the topic under study.
- Consistently processed theoretical background and the current state of the studied issue with the use of a number of practical examples.
- Clearly and consistently formulated the goal of the diploma thesis.
- Appropriately selected combination of research methods.
- I appreciate the implementation of the pretest.
- The absence of the attitudes of car dealers. I would consider the use of qualitative research within the given context.
- Given the total number of respondents – 257, the use of mathematical and statistical analyses would be expected. However, descriptive statistics were used appropriately and formed the basis for the project proposal. I appreciate the use of pivot charts.
- The SWOT analysis was located in the project section, yet it was treated in a very general way.
- The project section is handled in a consistent manner.

Questions:

- Consider the possibilities of using qualitative research in relation to the attitudes of car dealers.
- Define and quantify the KPIs of the proposed campaign.
- Please identify potential barriers to the implementation of your proposed project.

In Zlín on 12 May 2023

Signature: Peter Štarchoň, v. r.

The evaluation according to the ECTS scale:

A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01