

## MA Thesis Opponent's Review

To	<b>Bc. Emel Kartal</b>
Title	<b>The importance of understanding Turkish consumers' behaviors to determine the most convenient adaptation strategy for global companies which plan to enter into Turkish market</b>
Programme/Form	<b>Media Communications, full-time</b>
Academic Year	<b>2012/2013</b>
Full Name of Reviewer	<b>PhDr. Dagmar Weberová, Ph.D.</b>

Rated parameter	Weight	Rating
1 Topicality and extent	40	<b>a</b>
2 Choice of goals and methods	30	<b>a</b>
3 Quality of theoretical part	50	<b>a</b>
4 Quality of analytical part	50	<b>a</b>
5 Quality of project part	50	<b>a</b>
6 Meeting of goals	60	<b>a</b>
7 Structure and logic of text	40	<b>b</b>
8 Quality of sources and work with sources	30	<b>b</b>
9 Innovativity, creativity and usability of proposed solution	20	<b>a</b>
10 Linguistic and formal qualities	20	<b>b</b>
<b>Proposed rating based on weighted average</b>	<b>1,14</b>	<b>A</b>

### Comments and rating:

The thesis deals with the phenomenon of a Turkish consumer, analyses its profile and provides valuable recommendations for international companies entering the Turkish market. The theoretical part provides an insight into cultural dimensions, basic concepts of international marketing with a focus on adaptation – one of the key marketing strategies when entering a new market. The only thing I object is a more precise work with references; throughout the entire thesis I miss a bit more precise listing of sources. Some minor language errors have practically no impact on understanding the text. I particularly appreciate the analysis of the typical cultural phenomenon – the Turkish tea – by reading this part, written so well, one gets the feeling of becoming more familiar with and staying closer to the Turkish culture. The project part provides a detailed profile of Turkish consumers and could be used as a valuable source of information for international companies wishing to expand by obtaining a market share in Turkey.

### Defense questions:

1. Besides adaptation there are other marketing strategies that can be used by international companies when entering new markets. Briefly mention and describe some of them.
2. Briefly present the main differences between the old and new consumers in Turkey.
3. Does globalization automatically mean homogenization of customers' needs, requirements and behavior? What is your opinion?

Rating 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

**Zlín, 12 May 2013**

**Reviewer's signature:**