

Dissertation reviewer assessment

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Title: The moderation of income and environmental concern and organic food of Millennials in Vietnam

Dissertation thesis topicality

The theme of the thesis could be topical, but the author did not pay enough attention to the necessary explanations and arguments.

By the way also the title is somehow confusing and not clear – “moderation of income”? How and income could be moderated? Of course, it could be – by employers for instance, but? And “organic food of Millennials”? – this is extremely broad for being a part of the thesis title.

Problem solving procedure and results of dissertation thesis with specific contribution of the student

Thesis starts with the Introduction when the context of the research purpose should be introduced. The problem is the context is not narrowed down to what and why should be researched. There is much irrelevant information in this part. This issue is relatively better done in the following text – “Research gaps”, however, stronger arguments should be written here. By the way the text formulating research gaps is not about research gaps – it is more about propositions or assumptions.

From the beginning in throughout whole first chapter one question arises – how helpful and how usable could be findings from the research? This is even stronger with reading the research objective and research questions – by the way research objective should be formulated first, then research questions, but this is not so relevant. Research objective is not very logically formulated – to investigate millennials’ income...? Research question 1 was not answered in the thesis and the reason(s) for the formulation of such question is not explained in the text.

Literature review (chapter 2) contains many irrelevant information, specifically in the case of the theory of planned behavior. Author presents model of this theory, but it is not explained which his model (chapter 3) is different from the original one (what I mean are the associations between three constructs of the model which affect construct “Intention”).

The questionnaire the author used for his research is very simple and relevant maybe for rather low-quality journal article, but not for doctoral thesis. It is also not clear why so many demographic variables were included in the questionnaire as the author did not work with them in the statistical analyses (except for age and income).

Four constructs in the questionnaire were adopted from only two articles, one construct from 3 additional. Arguments for this adoption are very weak.

There are also some problems with Methodology, specifically with sampling, as due to the number of inhabitants the final sample size is very low, but this is only thesis and not commercial research, so this fact is not so important. Statistical analyses are maybe too detailed – in comparison with the previous text.

Because the main parts of the thesis are very narrowed and not well argued, the findings only reflect these problems. The main issue is lack of well argued purpose and simplicity of research.

Relevance for the practice and development of the scientific field

From the text of the implications no relevance is clear for both evaluated points. If the author wanted to explore if the application of theory of planned behavior could be proved in Vietnam, research need should be argued, and research question or aim should be formulated. But even if the author made the arguments, they would probably be useless....this theory has already been applied and proved many times in the Vietnamese context. What is meant with "updating of the moderation effects of income"? The third "update" is not understandable....however, updating is not a theoretical contribution – at least not in the way it is done in the thesis. And the final point – three-way interaction effect – is maybe contribution in the form of article but not enough for thesis. The text of practical contribution is very immature – very simple language saying almost nothing. Two sentences of this subchapter make any sense.

Formal layout of the dissertation thesis and its language level

The thesis meets all formal level requirements to some extent – on rather average level. There are some reservations about the language level – some sentences do not make sense, probably because of incompleteness. There are more not very logical formulations, e.g. "This thesis chooses the theory"...thesis cannot choose any theory.

Tables and graphs are too big, in tables smaller font size should be used.

I am not aware of any specific requirements regarding the number of pages or the number of sources and sources as such suitable for a dissertation. Thesis contains only 77 pages. If the text would be enough mature and of a high quality, probably this would not be an issue. But both expected characteristics are missing. The same can be mentioned about the sources. If statistics and short press releases are omitted, 67 titles remain of which 13 are works on methodology, i.e. not on the subject under discussion. 54 references are sufficient for master degree thesis. Quality of more than half from 54 topic-related references is rather or very low.

Evaluation of student's publishing activities

The publishing activity is average. Only conferences in Poland and at home institution are in the list and three co-authorships in not very excellent journals (despite the fact they are indexed in Scopus).

Comments on thesis

I have no further comments to the thesis.

Questions recommended for further explanation in defence

1. Could you, please, explain in more detail how business can devise marketing techniques to introduce products to targeted Millennials based on your findings? What techniques do you have in mind?
2. Could you, please, explain in more details how and what pricing strategy will be decided and why "decided" based on your findings? By the way how a retail price is constructed?

3. What are more limitations of your research? To present not full fur lines is not sufficient for doctoral thesis. This is very important to explain during the defence. Please, be prepared.

Conclusions

I hereby state that the submitted thesis meets the required content and formal requirements for this type of work at the minimum level.

As a reviewer I RECOMMEND dissertation for defence, however noting that the defence should be excellent so as to compensate for the many shortcomings of the thesis.



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