



# Lodz University of Technology

Faculty of Organization and Management  
Institute of Marketing and Sustainable Development

Łódź, 28.10.2022

Prof. dr hab. inż. Magdalena Grębosz-Krawczyk  
Department of Marketing  
Faculty of Organization and Management  
Lodz University of Technology

**Review of the doctoral dissertation of Mrs Thi Hong Ngoc Nguyen titled  
„Mobile Marketing Activities Based On Generation Z Technology  
Acceptance: Cross-Cultural Approach”, written under scientific supervision  
of prof. dr hab. Edyta Rudawska and dr Magdalena Kowalska (co-  
supervisor)**

The basis for the review was a letter from prof. US dr hab. Wojciech Drożdż, the chairman of the Scientific Council of the Institute of Management at the University of Szczecin of October 1<sup>st</sup>, 2022 with the attached documentation concerning the preparation of the review of the doctoral dissertation of Mrs Thi Hong Ngoc Nguyen titled „Mobile Marketing Activities Based On Generation Z Technology Acceptance: Cross-Cultural Approach”. Doctoral dissertation was written in English.

The assessment of the doctoral dissertation was prepared in accordance with the Regulation of the Minister of Science and Higher Education of 19 January 2018 regarding the detailed procedure and conditions for conducting activities in the doctoral dissertation, in habilitation proceedings and in proceedings for granting the title of professor (Dz.U., 2018, item 261, par. 6) and on the basis of the The Act of March 14, 2003 on academic degrees and academic title (Dz.U, 2017, item 1789).

The review of this doctoral dissertation was prepared on the basis of criteria that allow to determine compliance with the requirements in the context of the original solution of a scientific problem, the general theoretical knowledge of the PhD student in

Institute of Marketing and Sustainable Development  
93-590 Lodz, Poland, 8 Politechniki Street  
phone: +48 42 631 32 54, +48 42 631 37 67  
e-mail: w8i83@adm.p.lodz.pl, www.woiz.p.lodz.pl  
Correspondence address:  
90-924 Lodz, Poland, 116 Zeromskiego Street



HR EXCELLENCE IN RESEARCH

the discipline of management and quality studies, as well as her ability to conduct independently scientific work.

In this review, I assess especially the way of formulating the research problem and the topic of the dissertation, research objectives and hypotheses, research methodology, the layout of the content presented, as well as the substantive content and formal structure of the dissertation. The above elements became the basis for the formulation of final opinion.

## **1. Topic and objectives of the doctoral dissertation**

In her doctoral dissertation, Mrs Thi Hong Ngoc Nguyen discussed the issues of the acceptance of mobile marketing by Generation Z in Vietnam and Poland by developing an expanded technology acceptance model. In addition, the study focused on examining the influence of cultural differences between Vietnam and Poland on the on mobile marketing acceptance. These issues are important from the point of view of the development of marketing management theory and from point of view of the functioning of companies in a global environment. In the conditions of the modern market, the implementation of effective mobile marketing activities has become a necessity. The fact that Mrs Thi Hong Ngoc Nguyen evaluates mobile marketing activities in context of the cultural differences and customers' acceptance on the Polish and Vietnamese market is a new approach to the problem and proves the originality of this doctoral dissertation. At the same time, I believe that the problem of mobile marketing is part of current management trends.

Currently, with the rapid technology development leading to the omnipresence of the Internet that becoming a key communication channel for many brands, marketing activities conducted vis this medium have quickly gained importance. Consequently, we also observe the strong development of the mobile marketing which delivers advanced possibilities of targeting the specific consumer groups as well as more detailed profiling of individual users. Mobile marketing allows marketers to use precise location-based targeting and to segment the target audience on the basis of data-driven user's profiling, using information collected from e.g. registration forms, purchase history, browsing patterns and "cookies" or social media accounts. Such sources allow the brands to reach

specific audiences of detailed characteristics in real time. Moreover, in comparison with expensive traditional marketing communication tools, mobile marketing provides more precise targeting at relatively lower cost.

The main purpose of this thesis was to assess the determiners that influence the acceptance of mobile marketing by Generation Z in two different contexts: Poland and Vietnam and to propose mobile marketing activities for Generation Z in Poland and Vietnam. In my opinion, the main goal is clear and provides a good basis for solving the scientific problem.

Author also proposed the following detailed objectives:

- Exploring the Perceived Usefulness (PU) affecting acceptance by Generation Z of mobile marketing in Poland and Vietnam.
- Identifying Perceived Ease of Use (PEOU) affecting acceptance by Generation Z of mobile marketing in Poland and Vietnam.
- Identifying the Information Value (IV) impacting on acceptance by Generation Z of mobile marketing in two countries.
- Analyzing the influence of Brand Trust (BT) on acceptance of Generation Z of mobile marketing in two countries.
- Exploring Privacy (P) affecting acceptance by Generation Z of mobile marketing in Poland and Vietnam.
- Proposing the concept of mobile marketing activities for Generation Z in Poland and Vietnam.

The particular goals are properly formulated except the objective 4. In my opinion the analysis is a tool used to achieve each goal and it does not clearly indicate what Author intended.

It is important to underline that PhD Student took into account the importance of the managerial implications in the quality and management studies and the last particular goal has practical character.

## 2. Hypotheses and research methodology

Mrs Thi Hong Ngoc Nguyen formulated two main hypotheses according to which:

- H0a: The ETAM model has a positive and significant impact on customer acceptance of mobile marketing.
- H0b: Culture determines significantly the impact of ETAM on mobile marketing acceptance. It is higher in Poland than in Vietnam.

In addition, ten specific hypotheses were formulated as an extension of the main hypotheses:

- H1a. PU has a positive and significant impact on customer acceptance of mobile marketing.
- H1b. Culture determines significantly the impact of PU on mobile marketing acceptance. It is higher in Poland than in Vietnam.
- H2a. PEOU has a positive and significant impact on customer acceptance of mobile marketing.
- H2b. Culture determines significantly the impact of PEOU on mobile marketing acceptance. It is higher in Poland than in Vietnam.
- H3a. IV has a positive and significant impact on customer acceptance of mobile marketing.
- H3b. Culture determines significantly the impact of IV on mobile marketing acceptance. It is higher in Poland than in Vietnam.
- H4a. BT has a positive and significant impact on customer acceptance of mobile marketing.
- H4b. Culture determines significantly the impact of BT on mobile marketing acceptance. It is lower in Poland than in Vietnam.
- H5a. P has a positive and significant impact on customer acceptance of mobile marketing.
- H5b. Culture determines significantly the impact of P on mobile marketing acceptance. It is lower in Poland than in Vietnam.

At this point, I would like to express my doubts about the main hypothesis H0a. PhD student stated that "The ETAM model has a positive and significant impact on customer acceptance of mobile marketing". I understand that it was confirmed whether the factors

of the ETAM model have a positive and significant impact on customer acceptance of mobile marketing, and the phrase “ETAM model” was a shortcut (taking into account the model presented in a graphical form on page 119). The main hypothesis H0b is formulated correctly. Detailed hypotheses are also formulated correctly and show that Author of this dissertation made in-depth analyses.

In the introduction, Author also indicated the research gaps in the existing literature.

Author achieved her goal through realisation of the literature review and empirical research based on the survey method. The research was conducted from October 1, 2021, to January 20, 2021. The survey was conducted based on both, online and offline forms among Polish and Vietnamese respondents. A total of 414 Vietnamese and 368 Polish respondents took part in the research. The questionnaire survey was very extensive and was divided into four sections. When assessing the research approach, it should be stated that Author used research methods and tools adequate for the formulated objectives, thus confirming the ability to use them properly. I also positively assess the ability to collect a large amount of data and its interpretation.

The detailed examination of the conclusions formulated by Author on the basis of own research will be carried out in the further part of the review, when evaluating the empirical chapters.

In the doctoral dissertation Mrs Nguyen refers to 558 sources indicated in the final references’ list, including books, articles and online sources. The author refers to international literature. I highly assess the selection of sources and their use as it was very well focused on the implementation of the dissertation objectives. The number of sources used is impressive. The sources are up-to-date. The list of sources is not numbered.

### **3. Construction of dissertation and evaluation of its content**

The reviewed doctoral dissertation has 270 pages and is a theoretical and empirical study. It consists of six chapters and all formally required components of scientific dissertations, i.e. introduction, conclusions, bibliography, lists of figures, list of tables and annexes. Moreover, an abstract and list of abbreviations have been added. The dissertation layout is correct. The following chapters form a coherent and logical

structure. The chapters are presented in a manner typical for doctoral dissertations, i.e. the theoretical chapters are followed by methodical and empirical parts.

In the introduction, Author discussed the aims, hypotheses and research gaps as well as the scope of the dissertation, and she correctly justified the choice of the topic.

**The first chapter of the dissertation entitled “Review of mobile marketing concept”** is a review of the theoretical basis of marketing in general and mobile marketing in particular. After short presentation of the evolution of the marketing concept, Mrs Nguyen discussed the evolution and concept of mobile marketing, presented its benefits and pointed out challenges and barriers related to the implementation of mobile marketing. The first point (1.1.) - in my opinion - relies too much on Kotler’s books and is very textbook in nature. However, in the following sections, the doctoral student refers to various sources, and the literature review is insightful. Table 1.6, which provides an overview of the definition of mobile marketing, deserves special attention, as it allows to understand mobile marketing evolution and meaning.

**The second chapter entitled “Technology acceptance models”** includes a review of chosen popular models concerning consumers’ acceptance behaviour (like: Theory of Reasoned Action, Theory of Planned Behavior and the Technology Acceptance Model and The Unified Theory of Acceptance and Use of Technology) with special emphasis on TAM model. In this chapter, PhD student referred also to the previous research concerning the use of TAM in the analysis of mobile marketing acceptance and the previous studies concerning the impact of cultural context on the consumers behaviour. Mrs Nguyen analysed deeply the research results presented by foreign scientists. She compared different approaches to the TAM model to recommend own conceptual framework and she discussed the potential impact of culture on the mobile marketing acceptance to propose the own theoretical model.

Summarizing this part of my review, I would like to emphasize that the theoretical part of the dissertation is well prepared. Theoretical chapters were prepared based on appropriate literature review. I positively assess the selection of sources and their use. The author interpreted the literature sources in a reliable and cross-sectional manner, which allows for a comprehensive approach to the discussed issues. By citing the definitions and opinions of other Authors and referring to the results of other researches,

PhD Student conducted the critical analysis and was able to formulate her own opinions. She proved a logic and clarity of reasoning.

**In the third chapter entitled “The concept of technology acceptance by Generation z in Poland and Vietnam – context of the study and research design”,** Author provided the general concept and characteristics of Generation Z, taking into account the differences of Generation Z in Vietnam and Poland. The discussed topic has been described in detail. The question is why in the point 3.1. “Generation Z as the object of the research study”, so little attention has been paid to the section “Mobile marketing and Generation Z”?

In this chapter a conceptual framework of the research and the research hypotheses are presented. Author discussed in detail the research model and described the studied variables. Particular variables have been characterized in detail in reference to existing sources and previous international research. I appreciate the scientific approach of Mrs Nguyen and methodological rigour. This part of the dissertation is very well prepared.

**In chapter four entitled “Research Methodology”,** Author discussed in detail the research process and she presented the research method used during own empirical investigation, the structure of the questionnaire, the sample and the data collection procedures. All elements are clearly described. I consider the selection of the research method as correct. This chapter contains only 10 pages and could be included in the next part.

**In chapter five entitled “Data analysis”,** the Author presents the results of her own empirical research. I evaluate positively the collection of data from a large group of consumers, especially taking into account the fact that the questionnaire survey was very long. The Author conducted a detailed analysis of the collected data and tested the formulated hypotheses. The presentation of research results, both in descriptive and graphic form, is interesting. The author used very advanced statistical tools which enriched the analysis. This proves the Author’s ability to conduct scientific research with use of quantitative methods. The analysis of research results has scientific character and the presented interpretations are correct. The test results are presented clearly, precisely and in a transparent way. The results of these analyses are very interesting and cognitively valuable.

These three chapters of the doctoral dissertation confirmed the PhD student's skills in synthesizing the obtained data and summarizing the research results, as well as high scientific level of dissertation.

**In chapter six entitled “The concept of mobile marketing activities for Generation Z in Poland and Vietnam”**, Author presented the results of data analysis on variables, hypotheses, the performance of the research model, perspectives and differences between Vietnamese and Polish consumers representing Z generation. The significance of each variable was explained individually and as in groups. The performance of the research model was measured by the explanatory variance in the dependent variable, which is acceptance. Moreover, this chapter also discussed the impact of cross-culture factors by pointing out the difference in perception of Vietnamese and Polish respondents and Mrs Nguyen gave some recommendations concerning the development of mobile marketing activities in both countries. The study contribution, implications and limitation are also included in this chapter.

The results of research are presented in a comprehensible manner and Author's comments are adequate. It should be emphasized that the author formulated conclusions referring to the conclusions of other authors, which proves a high level of scientific awareness. In point 6.2, author could try to illustrate the conclusions in the form of tables or figures. I identify the title of this subchapter 6.2. as too general. In my opinion, it is not the proposal of mobile marketing activities for Generation Z in Poland and Vietnam, but the recommendations concerning the development of mobile marketing activities in both countries in context of crucial factors typical for both nationalities.

Last chapter of the doctoral dissertation confirmed the PhD student's skills in summarizing the research results, as well as formulation conclusions and recommendations.

**In the last part entitled “Conclusions”**, Author presented the results of the study. In the conclusions, Author refers to the objectives, research questions and hypotheses formulated in the dissertation. This part is relatively short (only 4 pages) and too laconic. In my opinion, Author could indicate the studies limitations and further extensions as a part of final conclusions (not in the chapter 6). The objective indicated in

the conclusions is worded slightly differently than in the introduction, however, the meaning remains the same.

To sum up, the main research goal has been achieved. The analyses carried out are reliable and helped to assess the factors influencing the acceptance of mobile marketing by Generation Z in Poland and Vietnam. The author has collected analytical material that allows formulate certain recommendations concerning the mobile marketing activities for Generation Z in Poland and Vietnam.

The polemical remarks contained in this part of the review are formulated to inspire the PhD student to further improve her scientific work. In my opinion, this dissertation is of high quality, and the PhD student demonstrated the ability to collect data, and to analyse them using a statistical workshop exceeding the requirements for doctoral dissertations. She has also proved her skills to formulate conclusions.

I would like to ask the Author questions of a polemical nature that could constitute a starting point for the discussion:

- What qualitative research methods would you suggest in further stages of the research?
- What mobile marketing tools would you recommend especially to Polish companies, and which to Vietnamese companies?

The issues concerning consumers behaviours in the “mobile” reality are difficult and multidimensional. After an in-depth analysis of the dissertation, it should be stated that as a result of literature studies and own empirical research, Author achieved the objective of the doctoral dissertation and formulated several interesting cognitive recommendations. I state that the conducted literature studies and own empirical research allowed for a presentation and assessment of the factors that influence acceptance of mobile marketing by Generation Z in two different cultural contexts and to propose recommendations concerning the mobile marketing activities in Poland and Vietnam. The conclusions in this dissertation are presented with the caveat as to the limitations of the sample. This dissertation does not exhaust the complex of issues related to this area, however the Author is aware of the further research directions.

#### **4. Formal and linguistic assessment of a doctoral dissertation**

The layout of the dissertation and its division, coherence of consecutive contents and formal aspect should be assessed as correct. It is written carefully, using comprehensible language and in a good style. The author is fluent in discipline-specific terminology. The dissertation complies with the commonly accepted standards for the preparation of the source references footnotes and a list of bibliographies, a list of figures and tables.

## 5. Conclusion

After evaluating the overall content of the doctoral dissertation of Mrs Thi Hong Ngoc Nguyen titled „Mobile Marketing Activities Based On Generation Z Technology Acceptance: Cross-Cultural Approach” submitted for review, and taking into account:

- the significance of the presented issues,
- the research assumptions,
- formulated objectives and their implementation,
- proposed model,
- properly designed and self-conducted quantitative research,
- final conclusions and recommendations,

I state with full conviction that this dissertation meets the requirements set for doctoral dissertations indicated by the article 187 p. 1-3 of the Act of 20 July 2018 “Law on Higher Education and Science”.

I therefore request the Scientific Council of the Institute of Management at the University of Szczecin to admit the doctoral dissertation of Mrs Thi Hong Ngoc Nguyen to public defense.

I would like also to request for a distinction of this dissertation.

*M. Grogosz*