

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by Opponent

Thesis Title **The Role of YouTuber in the Consumer Decision Making Process**

Name of the student **Iana Nabokikh**

Thesis supervisor **Ing. Lenka Platilová Vorlíčková**

Department **Department of Management**

Opponent **Ing. Richard Selby, Ph.D.**

|  |                          |                          |                                     |                                     |
|--|--------------------------|--------------------------|-------------------------------------|-------------------------------------|
| Formulation of objectives and Choice of appropriate methods and methodology used | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Work with data and information   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Logical process being used   | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| The structure of paragraphs and chapters   | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Work with scientific literature (quotations, norms)                              | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Comprehensibility of the text and level of language                              | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Clarity and professionalism of expression in the thesis                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Formal presentation of the work, the overall impression                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Fulfillment of objectives, formulation of conclusions                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| Summary and key-words comply with the content the thesis                         | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Evaluation of the work by grade (1, 2, 3, 4)                                     |                          |                          |                                     | <b>4</b>                            |

Evaluation: 1 = the best

Date 29/04/2021

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Signature of Opponent

**Other comments or suggestions:**

The practical content of this thesis is based largely on the author's research and opinions of a Russian YouTuber. Other people would research the same YouTube channel and form different opinions. Towards the end of the practical part data is presented and an attempt at analysis made, but the data itself is not trustworthy, as no source is given.

The conclusions are very weak, and barely link to the original objectives

I am not comfortable that the work meets the required standards.

As someone born in the UK, it is annoying to see a mix of US and British spellings – often on the same page (eg: on page 17 we have both "behavior" and "behaviour"). The author should be consistent.

Figure 3, and the text below it, imply that it is the consumer who purchases something. I would also like to point out the difference between the words "Consumer" (the person who uses the product) and "Customer" (the person who buys the product). Often these are not the same people.

Bibliography incorrectly laid out (eg: should be in alphabetic order). Some items presented as English-Language texts are actually Russian (eg: ERMAKOVA, Svetlana & BAGROVA, Natalya. (2016)) with title on work in English is actually "Влияние трансформации потребительского поведения на деятельность фирмы в эпоху информатизации" by "Ермакова С.Э., Багрова Н.А.")

Figures 4 and 5 (page 26) give no indication of the source of the graphics, who expressed these opinions, nor when etc.

**Questions for thesis defence:**

1) In your research is the following statement (page 31): "According to research among consumers of blogging content, 88% of women trust the information and recommendations of bloggers". Please identify which research this comes from, and explain how and where that research was carried out.

2) From your research, what makes an "Engaging video"?

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