

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **The effect of advertisements on social media to consumer purchase behavior**

Name of the student **Zaur Seyidli**

Thesis supervisor **doc. Ing. Miloš Ulman, Ph.D.**

Department **Department of Information Technologies**

Opponent **Ing. Lukáš Poláček**

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

Evaluation: 1 = the best

Date 19/04/2024

el. signed by Ing. Lukáš Poláček on 19/04/2024 11:09
Signature of Opponent

Other comments or suggestions:

The bachelor's thesis has a logical structure at lower level, the goal of the thesis and the methodology are defined / described and I am convinced that the author managed to fulfill them. In methodology I am missing some mention about literature review. I can see many formal or stylistic deficiency on the submitted work – table of content has strange indentation, missing numbering of pages in footer, list of table is not working properly, strange format of main chapters, paragraph / chapter "Analysis Results of Chi-Square Test" has wrong indentation, table 2 is not formatted nicely + its caption is not directly under table, caption of table 7 is not correctly, chapter 3.10 should be on previous page (there is a huge empty gap), etc. The author has demonstrated the ability to work independently with reference works. In the practical part, I appreciate empirical research, but unfortunately I am fully missing some basic / graphic visualisation besides simple tables, which are not very well formatted. SPSS is powerful tool, which can handle many nice charts and statistics. I am also missing basic tool of every thesis like SWOT analysis or similar.

Questions for thesis defence:

I recommend that the author respond to the following questions as part of the defense of the bachelor's thesis:

1. Why did not you insert to your thesis any charts from SPSS (any histogram, etc.) or from other SW (e.g. at least from MS Excel)?
2. What would you recommend to some company in Aydın, which uses digital marketing based on your researches' results in terms of digital marketing in order to improve their business?
3. In your opinion, what innovations can be expected in the area of "digital marketing" in the coming years?

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