CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title	**The effect of advertisments 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**

	1	2	3	4
Logical process being used		**2**		
The structure of paragraphs and chapters			**3**	
Formal presentation of the work, the overall impression			**3**	
Formulation of objectives and Choice of appropriatemethods and methodology used			**3**	
Work with data and information			**3**	
Work with scientific literature (quotations, norms)		**2**		
Clarity and professionalism of expression in the thesis			**3**	
Summary and key-words comply with the content the thesis		**2**		
Fulfillment of objectives, formulation of conclusions		**2**		
Comprehensibility of the text and level of language		**2**		

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 leterature 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 proparly, strange format of main chapters, paragraph / chapter "Analysis Results of Chi-Square Test" has wrong indentation, table 2 is not formated 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 resereach, 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 thersis 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 Aydin, which uses digital marketing based on your researchs' 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?

Date   19/04/2024

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