

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by supervisor

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**

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 checked="" type="checkbox"/> 2	<input 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 type="checkbox"/> 2	<input checked="" 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 type="checkbox"/> 2	<input checked="" 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)				<b>3</b>

Evaluation: 1 = the best

Date 23/04/2024

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Supervisor signature

**Other comments or suggestions:**

The literature review covers the aspects of social media, online advertising, and their role in online consumer behaviour and decision-making, with a particular focus on Turkey. The list of references contains 70 items. However, some of them (e.g. Turgut, 2006; Turanci, 2019) are never cited in the text, which is a shortcoming. Chapters four and five have titles different from those in the thesis template.

The practical part is a survey among 302 respondents in Aydin, Turkey. The author calculated descriptive statistics and factor analysis and tested two statistical hypotheses. The results are interpreted and discussed. The text formatting is incorrect on several pages and contains numerous typos and grammar mistakes. VIF is an indicator used to detect multicollinearity, not multiconnection, as stated on p. 40.

I recommend the thesis for the final defence.



**Plagiarism control:** The system Theses.cz found similarities in the thesis. The thesis needs to be manually reviewed. After a manual check the file was not assessed as plagiarism.

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