

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

Evaluation of the Bachelor Thesis by Opponent

Thesis Title **Effectiveness of advertising in different cultural environments (a case study of Kazakhstan and the Czech Republic)**

Name of the student **Karina Ibragimova**

Thesis supervisor **PhDr. Alena Drebitková Malá, Ph.D.**

Department **Department of Languages**

Opponent **Ing. Lenka Platilová Vorlíčková**

Logical process being used	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
The structure of paragraphs and chapters	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 2	<input 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 type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Work with data and information	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input checked="" 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 type="checkbox"/> 3	<input checked="" type="checkbox"/> 4
Comprehensibility of the text and level of language	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input checked="" type="checkbox"/> 3	<input type="checkbox"/> 4
Evaluation of the work by grade (1, 2, 3, 4)				4

Evaluation: 1 = the best

Date 30/04/2023

el. signed by Ing. Lenka Platilová Vorlíčková on 30/04/2023 12:46
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Other comments or suggestions:

LOGICAL PROCESS BEING USED

The absence of a discussion on the effectiveness of advertising in the literature review is a significant limitation of the study. While the historical insight into advertising may provide helpful context for understanding the evolution of advertising practices, it does not address the thesis topic and the research question on the effectiveness of advertising. The literature review should have included a comprehensive review of studies that have investigated the effectiveness of advertising and provided insights into the factors that influence its effectiveness. This would have allowed more precise research questions formulation, more relevant and accurate analysis and increased the validity of the findings.

THE STRUCTURE OF PARAGRAPHS AND CHAPTERS

The structural division of the thesis corresponds to the assignment and Instructions for submitting a bachelor thesis. Concerning the thesis structure, there are chapters without any text in the assessed work (see pages 8 – 2. Objectives and Methodology, 9 – 3.1 What advertising is, 27 – 4.1 Characteristics of people from the Republic of Kazakhstan, 31 4.2 Characteristics of people from the Czech Republic, and 27 – 4 Practical part).

FORMULATION OF OBJECTIVES AND CHOICE OF APPROPRIATE METHODS AND METHODOLOGY USED

The main aim is clearly stated and corresponds to the thesis assignment. However, partial objectives would have helped to link the main topic with some hypotheses. Additionally, breaking down the main aim into smaller logical blocs may help to create a more organised and comprehensive thesis.

By defining partial objectives, the author can provide a more detailed outline of the research process and establish clear links between different parts of the thesis. This helps to understand the logical progression of the research and apprehend how different parts of the thesis contribute to the overall objective. Furthermore, breaking down the main aim into smaller logical blocs can also help to prove that the research is manageable and to carry out. The author can, in that case, focus on specific aspects of the research and ensure that all relevant factors are considered. This should be discussed during the thesis defence.

The bachelor thesis methodology is brief and deficient in detail and clarity. Even though the author mentions that the thesis is divided into two parts, namely the theoretical and analytical, a clear explanation of the research design or data collection and analysis is missing. The absence of partial objectives in the previous chapter leads this chapter to insufficient methodology and unclear logical process.

Moreover, the choice of methods is vague and unspecific, “analysis” and “synthesis” are not specific enough to understand what exact analysis is intended. It is also unclear what qualitative and quantitative data will be used, what data collection methods the author selected, and how the obtained data sets were processed. More details about the data sources and structure would have been helpful as well.

Additionally, the author does not specify the sample size or the selection criteria for the survey participants, which raises questions about the validity and reliability of the results. The practical experiment mentioned in the methodology is not explained either, which makes it challenging to understand the relevance of the selected method.

Overall, the methodology of the bachelor thesis requires much more detail and clarification to provide a clear understanding of the research design and methods used to address the research question.

The author could have extended the methodology, mainly by providing a more detailed description of the procedure for processing data from the questionnaire survey, paying more attention to the description of selected statistics and indicators. The quality of the work would undoubtedly have increased with an outline of the dependencies that would be examined using contingency tables.

WORK WITH DATA AND INFORMATION

The literature review predominantly focuses on the history of advertising but is lacking in its discussion of cultural factors related to the effectiveness of advertising. The author provides only a brief overview of the topic without providing any relevant research or theoretical frameworks. Furthermore, the author does not define the term “advertising” in the literature review, which leads to confusion and ambiguity in the interpretation of the findings. The misinterpretation of the term “advertising” also appears in the questionnaire in question #21 where the author provides one option “advertising from relatives and friends”. This is not a proper term for advertising, and a more appropriate term, such as “references” or “word-of-mouth”, would have been more accurate.

The literature review of the thesis needs a thorough discussion of the cultural factors in general and a determination of what factors influence advertising effectiveness. The author only briefly touches on the topic, and from a corporate culture perspective, which does not provide a comprehensive understanding of the subject matter. The author could have provided a more in-depth analysis of the impact of cultural differences, values, and beliefs on advertising effectiveness, especially in selected regions (Kazakhstan and the Czech Republic) and age group (18-27).

Furthermore, the term "effectiveness of advertising," which is the central topic of the thesis, is not adequately defined or discussed in the literature review. The author fails to clearly explain what effectiveness means in general and in the context of advertising or how it can be measured. The absence of a discussion on effectiveness in the literature review raises questions about the author's understanding of the topic and ability to conduct a thorough analysis in the analytical part of the thesis.

The questionnaire used for data collection is inadequately designed; it is not supported by a relevant theoretical framework or current research on the topic in the theoretical part of the thesis. The author does not clearly explain how the questions were selected or how they relate to the research objective. It is unclear whether the questionnaire has been validated and whether the questions are reliable or appropriate for the target audience. The author could have generated the same set of questions without studying the topic.

There are several methodological drawbacks in the questionnaire used for data collection in the thesis. Firstly, some questions may be interpreted as manipulative or instructive, which could lead to biased responses. For example, question #4 "Does your religion influence the perception of advertising? (For example: if you are a Muslim, do you feel bad about advertising alcohol, tobacco products or pork products)" This question may be interpreted as manipulative or leading because it assumes that individuals of a particular religion feel a certain way about advertising certain products. It also implies that individuals of certain religions may have negative feelings towards advertising certain products. T

Secondly, some questions are built methodologically incorrectly. For instance, question #15 provides imprecise options like often, sometimes, and rare, without any explanation or context, which could lead to confusion and inaccurate responses.

Thirdly, some questions are open to interpretation and may be perceived differently by individual respondents, leading to inconsistent results. For example, question #18 asks how the respondent feels about interesting and creative advertising, which is subjective and could vary widely from person to person.

Moreover, the author does not define advertising from a marketing perspective in the thesis, which leads to confusion and inconsistencies in the questionnaire. For instance, question #19 asks if the respondent thinks good advertising will be equally successful everywhere, but it is not clear what the author means by "good advertising."

Data processing is simple. The author demonstrates an ability to collect data using quantitative research techniques. However, she does not work adequately with the data obtained. It is a pity that the practical part lacks a deeper analysis. It contains many rather descriptive characteristics from which only a few relevant conclusions are drawn.

It is important to note that basic descriptive statistical characteristics can be helpful in certain situations. Nevertheless, using more advanced statistical analysis techniques is important to draw relevant and meaningful conclusions from the data. Additionally, the lack of in-depth analysis and interpretation of the data limits the potential impact of the research. It would be beneficial for the author to consider incorporating more advanced statistical techniques and deeper analysis in future research.

WORK WITH SCIENTIFIC LITERATURE (QUOTATIONS, NORMS)

The author keeps a unified citing style in the thesis; most sources are listed in references. However, several sources listed in the references are not cited in the text. Furthermore, it is also important for the author to explain the reason why the following sources are included in the references but not cited in the text: ALIM, A., 2014; CORVI, E. & BONERA, M., 2010; LIŠKOVÁ, I., 2021 and TERSKIKH, M. & KUBENOVA, A., 2020. As this exceeds the 10% thus concerning the Rector's Directive No. 5/2019, the thesis should be considered as DEFICIENT AND UNSATISFACTORY. Article 6 of this directive states that "As deficient and unsatisfactory is considered the thesis which does not contain proper citation (quotation) of more than 10 % of bibliographical recourses which are listed at the end of the thesis in the list of information (bibliographic) recourses".

Overall, the lack of citation of some sources listed in the references may weaken the author's argument and suggest a lack of attention to detail in the research process.

Relying on a single source or author in the literature review (chapters 3.1.1; 3.2; 3.2.1; 3.2.2; 3.2.4 or 3.3) is a limitation of the thesis, as it may suggest a lack of breadth and depth in exploring the topic. Using multiple sources and authors can help provide a more comprehensive understanding of the research question and assess the findings' validity and reliability. Additionally, considering different perspectives and approaches can enhance the robustness

of the research and strengthen the overall argument. Therefore, it is essential to critically evaluate and synthesise the existing literature from multiple sources in the literature review. Regarding the topic, using more current sources would have helped to ensure that the information presented in the thesis is up-to-date and relevant to the current state of knowledge in the field.

Numerous studies have been conducted on the impact of cultural factors on advertising effectiveness. However, the author does not refer to them. For example, Hofstede's cultural dimensions theory. Other studies have explored the role of cultural values, beliefs, and attitudes in shaping consumer behaviour and the effectiveness of advertising.

SUMMARY AND KEYWORDS COMPLY WITH THE CONTENT THE THESIS

The keywords are appropriate concerning the title. The abstract could have contained the methods, findings, and conclusions. The author could also indicate here the usability of her findings.

FULFILLMENT OF OBJECTIVES, FORMULATION OF CONCLUSIONS

The thesis objectives are not fulfilled, and the conclusion is very brief. The author doesn't prove that her selection of advertisements is made for young people, and a comparison of effectiveness is lacking more detailed information and more persuasive findings and conclusions.

Based on the issues highlighted in this review, the author did not fully address the objective of the thesis. In particular, the lack of a relevant theoretical base and the use of limited and outdated sources in the literature review may have contributed to the shortcomings in the analysis of the data and the conclusions drawn. As a result, the author did not fully demonstrate the relevance of the selected advertisements for young people. Disputable is also a clear comparison of their effectiveness.

Furthermore, the brief conclusion suggests that the author may not have fully explored the implications of the research findings or provided recommendations for future research. It would be helpful for the author to revise the objectives of the thesis and consider how to better address them through a more comprehensive analysis of the data and a deeper engagement with relevant literature.

Acknowledging the author's effort and dedication to the data collection and analysis is important. A revised title and objectives that more accurately reflect the study's scope and focus can also provide a clearer understanding of the purpose and significance of the research and make the thesis more coherent and organised.

Questions for thesis defence:

Q1: What is effectiveness, and how the effectiveness of advertising is determined?

Q2: Which cultural factors are considered to be most important regarding the effectiveness of advertisement? Are there some studies on this?

Date 30/04/2023

el. signed by Ing. Lenka Platilová Vorlíčková on 30/04/2023 12:46

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