

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## Evaluation of the Bachelor Thesis by supervisor

Thesis Title **Consumption and Consumers Behaviour**

Name of the student **Aidana Saifullina**

Thesis supervisor **Ing. Lenka Rumánková, Ph.D.**

Department **Department of Economics**

|  |                            |                                       |                                       |                                       |
|--|----------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| 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 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 type="checkbox"/> 2            | <input checked="" 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 checked="" type="checkbox"/> 2 | <input type="checkbox"/> 3            | <input type="checkbox"/> 4            |
| <b>Evaluation of the work by grade (1, 2, 3, 4)</b>                              |                            |                                       |                                       | <b>4</b>                              |

Evaluation: 1 = the best

Date 20/04/2023

*el. signed by* Ing. Lenka Rumánková, Ph.D. on 20/04/2023 22:06  
Supervisor signature

**Other comments or suggestions:**

The bachelor thesis is focused on the consumption and consumers' behaviour and contains both, the theoretical and the practical part.

However, several weaknesses can be found as following.

- The thesis itself uses a different theme than is written in the Thesis Assignment (see the Abstract).
- The extent of the thesis can be considered as border. Even, the Thesis Assignment requires 30 – 40 pages. The thesis hardly reaches the amount of 30 pages.
- The abstract contains the information about the further analysis/explanation of the factors affecting the tea consumption. However, this part is totally omitted.
- The formulation of the objectives is very weak.
- The practical part is very poor since at least it does not explain the procedure how the determinants of coffee consumption were selected. Moreover, in some steps there is not clear link to the selected topic and own questionnaire (e.g. Figure 11 and the factor "price").
- The text of the practical part contains just the description of results displayed in the figures and tables. However, the interpretation and deep discussion is totally missing.

I believe that if the author works on the thesis continuously, uses the consultations with the supervisor and follows the recommendations, the thesis would be definitely of higher quality.

In conclusion, the thesis cannot be recommended for defense since it does not fulfill the minimal requirement for the bachelor thesis.

**Plagiarism control:** The system Theses.cz has not assessed the thesis as suspicious.

Date 20/04/2023

*el. signed by* Ing. Lenka Rumánková, Ph.D. on 20/04/2023 22:06  
Supervisor signature