

Assessment of Bachelor Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business**

Academic year: **2016/2017**

Bachelor Thesis Topic: **The Influence of Advertising on Consumer Behavior**

Author's name: **Laura Probstnerová**

Ac. Consultant's Name: **Ing. Přemysl Průša, Ph.D.**

Opponent: **Ing. Alexandr Asmalovskij**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	1
3.	Using of literature, citations	1
4.	Adequacy of methods used	2
5.	Depth of analysis	2
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The theoretical part of the thesis covers the most important areas of marketing, commercial communication, advertising, branding as well as consumer behavior. It is based on sufficient number of resources, even though I would appreciate if the author paid more attention to the consumer psychology, as there is a plethora of resources dedicated to this area.

The aim of the practical part was to find out the influence of advertising on the consumer behavior. This is a very hard task, and I can appreciate the effort of the author to accomplish it.

Even though I praise the preformed own survey of the author, I am not sure, if it really has discovered the influence of advertising, as it has rather demonstrated the impact of advertising and brand building in a case study of Apple, which is already a very good example of a successful brand building, indeed.

Despite the constraints of the research performed, I do appreciate the author's analysis of the identity, positioning and communication of Apple.

Questions:

1. To which extent, in your opinion, can the Apple's success be attributed to its communication, and to which extent to its product features/ quality?
2. Is Apple an iconic brand in your opinion? Why?
3. Do you think, that the "emerging" Chinese brands of smartphones can form a big threat for iPhone?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 08/05/2017

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