

Assessment of Bachelor Thesis – Opponent



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	2
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 is well written with appropriate choice of literature, although the research questions are not mentioned and hypotheses are identified only in the last part of the work. The topic chosen for the thesis is rather psychology related, very broad and complex to address. In such case, a higher number and better quality of professional literature mainly focused on psychology would be appreciated. Lack of expertise lowers the quality of the research conducted. Moreover, only one age group is vastly represented in the sample of respondents, which may affect the results in a misleading way. Nevertheless, Apple's marketing strategy and advertising is well described including comparison with competitive brands. Unfortunately, the survey does not fulfill the goal of the thesis adequately as it is a complex issue and many psychological aspects would have to be covered. At the bachelor thesis level such depth is not expected, though the author might have focused more on psychology and how certain factors affect consumer behaviour rather than strategy description of a brand.

Questions:

- 1) Are there any threats for Apple from the side of their competitors in the smartphone segment? What are Apple's weaknesses in this segment?
- 2) How the so called Generation Z perceives Apple in your opinion?
- 3) What psychological factors affect the decision making process the most in your opinion?

Conclusion: The Bachelor Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 17/05/2017

Ing. Alexandr Asmalovskij
Opponent