Univerzita Tomáše Bati ve Zlíně
Fakulta multimediálních komunikací

Opponent´s Review

Author	**Sammy Dona Olubukola**		
Title	**The Impact of Social Media Influencer Marketing on the Consumer Purchase Decision in Nigeria: The Cosmetics and Beauty Industry**		
Field/Form of Study	**Marketing Communications/Full-Time**	Year	**2022/2023**
Review´s Author	**doc. PhDr. Dagmar Weberová, Ph.D. MBA**		

	Evaluated parameter	Weight	Evaluation
1	Fulfillment of the topic and extent of text	30	**B**
2	The setting of the goals and research methods	40	**B**
3	The quality of the theoretical part of the work	50	**B**
4	The quality of the analytical part of the work	50	**C**
5	The quality of the project part of the work	50	**C**
6	Fulfillment of the goal of the work	60	**B**
7	Text structure and logic	40	**C**
8	The quality of resources and their use	40	**B**
9	Linguistic and formal standards of the work	30	**B**
	Evaluation based on the weighted average	**1,49**	**B**

Evaluation, comments, remarks and suggestions:

- It is valued that this work provides insight into the consumer behavior in Nigeria.
- The introductory chapter is too long.
- The theoretical part is well-written, even though three-level structuring could have been used more frequently.
- The methodological part (Chapter 4) is too long, some of the issues could have been presented in the analytical part.
- In the analytical part, research characteristics is missed. The research is summarized in the section dealing with the answers to the research questions, this is not correct (see 5.2.2). In addition, graphs could have been used instead of tables (e. g. Table 3 on p. 53).
- The project part deals with answering the research questions, this is confusing and incorrect.
- Incorrect terms are used, e. g. the presented work is not a study (see Abstract), it is a diploma thesis.
- The title of Part 7.7 on p. 93 is confusing.
- The conclusion of this work is very short and the list of bibliography is confusing.
- Some formal shortcomings are found in this work such as punctuation errors on p. 33, or using small letters at the beginning of the sentence (p. 73).
- The number and name of the table should be above it. The source should be written below the table (e.g. Table 1 on p. 46).
- The author presented a fairly good knowledge of the cosmetics and beauty industry in Nigeria.

Questions:

- What are the main drawbacks of the eWOM in the cosmetics and beauty industry in Nigeria?
- What are the ways of improving authenticity of the SMIs?
- Based on your primary research, what was the most surprising finding?

In Zlin on 12 May 2023   **Signature:** doc. PhDr. Dagmar Weberová, Ph.D. MBA, v.r.

The evaluation according to the ECTS scale:
A = 1,00-1,24, B = 1,25-1,50, C = 1,51-2,00, D = 2,01-2,50, E = 2,51-3,00, F = 3,01