

Diploma Thesis Supervisor'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	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
1 Fulfillment of the topic and extent of text	30	A
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	1,48	B

Evaluation, comments, remarks and suggestions:

- The engagement of the diploma student was beneficial for the elaboration of the results of the thesis and the project proposal.
- I appreciate the above-standard elaboration of the background of the conducted research and the characterisation of the research methods. However, a mainly descriptive approach was chosen for the presentation of the research results.
- The qualitative research involved up to 25 respondents. Despite the use of a semi-structured interview it was challenging to process the results.
- The project part could have been better structured.
- The presented limits of the proposed solutions can be positively evaluated.
- Minor stylistic inaccuracies and formatting errors are acceptable.

Plagiarism control was negative, although the system found 17% agreement.

Similarities are concerning sources that were cited. Concerning the primary research, research results and project only minor similarities were identified. In this way, the diploma thesis can be considered as an original work.

In Zlin on 12 May 2023

Signature: Peter Štarchoň, v.r.