Univerzita Tomáše Bati ve Zlíně
Fakulta multimediálních komunikací

Diploma Thesis Opponent´s Review

Author	**Bc. Esther Bimpongmaa Oppong**
Title	**Dark Patterns awareness and its influence on consumer purchasing intentions in the Czech Republic**
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	D
6	Fulfillment of the goal of the work	60	B
7	Text structure and logic	40	B
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	**1,60**	**C**

Evaluation, comments, remarks and suggestions:

- The choice of topical issues and the effort to treat them in a consistent manner can be positively evaluated.
- The use of many practical examples is a strong advantage of the thesis. However, the selection criteria were not explicitly stated.
- Despite the number of respondents reached, only descriptive statistics were used. The use of mathematical-statistical analyses would have been welcome.
- The use of word cloud in the presentation of the research results is appreciated.
- Although the proposed project is relevant, it could be elaborated in more detailes in the terms of its scope.
- Minor weaknesses regarding the formatting of the thesis are acceptable.

Questions:

- Please characterize the specifics of Marketing 5.0 by Kotler in relation to the issue under study.
- Identify the similar projects in the Czech Republic. Are the proposed expenditures relevant?
- Identify potential sources of funding for the proposed project.
- Select and specify the KPIs in the context of the proposed project.

In Zlin on 12 May 2023   **Signature:** Peter Štarchoň, 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