

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Mariami Denosashvili**

Master's Thesis Supervisor (MT): doc. Ing. Miloslava Chovancová, CSc.

MT topic: **Consumer Preferences and Brand Loyalty to FastFood Restaurant Chains in Georgia**

Acad. year: 2023/2024

Notes on completing the report:

1. A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with deficiencies, E - fulfilled but with significant deficiencies, F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the MT defence, and such a thesis cannot be recommended for the defence.
3. MT Supervisor must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

| Assessment criteria: | Assessment |
|--|------------|
| 1. Thesis Objectives and Methods | A |
| <i>The Master Thesis is primarily focused on research. The author set herself the main goal of her Master Thesis, where she wanted to prepare an in-depth analysis of consumer preferences and their loyalty to fast food chain brands in the Georgian context. The aim of the thesis was clearly formulated, the conceptual framework of the research was created, hypotheses were established and verified. Data for analysis were obtained from quantitative research. The methodology was followed correctly. The results of the consumer analysis were translated into recommendations. Questionnaires for consumers are included in the thesis, in English as well as in Georgian.</i> | |
| 2. Theoretical Background | A |
| <i>The author prepared an critical and high-quality literature search for the topic of the diploma thesis, which was a very good basis for an in-depth analysis.</i> | |
| 3. Practical Application – Analysis | A |
| <i>Knowledge from theory was used for the analysis of consumer preferences, and these were appropriately applied and described in the methodology. The author collected quantitative data through a questionnaire survey among consumers, performed statistical calculations that resulted in the verification of hypotheses.</i> | |

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| 4. Practical Application – Project/ Research | A |
| <i>The MT was research-oriented, the results of the analysis were justified and resulted to recommendations for fast food restaurant chains in Georgia. The author also states the limits of her research work.</i> | |
| 5. Formal Layout | A |
| <i>The Master Thesis has a logical structure, the author uses the correct terminology, she also cites sources correctly, and the work is at a very good level both linguistically and graphically.</i> | |
| Overall thesis assessment * | A |
| <i>The Master Thesis is primarily focused on research. The objectives of the MT were met. The overall careful processing of the MT testifies to the author's responsible approach and, her knowledge and excellent research skills.</i> | |

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. *What subsequent research topic should emerge from your thesis? Please, give reasons.*

The thesis **fulfils** the criteria for the defence of the MT. The thesis **is recommended** for the defence.

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 10.05.2024

Signature of MT Supervisor