

MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **EMMANUEL PAUL KANE**

Master's Thesis Supervisor (MT): **MICHAEL ADU KWARTENG, PhD**

MT topic: **THE IMPACTS OF SOCIAL MEDIA ON CONSUMER PURCHASE BEHAVIOUR AMIDST COVID 19 PANDEMIC: A CASE OF ABSA BANK GHANA, MADINA BRANCH**

Acad. year: 2022/2023

Notes on completing the report:

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B – fulfilled with quality; C – fulfilled without reservations; D – fulfilled with minor 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
<ol style="list-style-type: none"> 1. The objectives of the thesis are clearly defined in the manuscript and are in tandem with the method used in the entire thesis. 2. The study (thesis) adopted a quantitative approach, specifically descriptive analyses in the thesis. Given this descriptive analyses, author of the Master thesis designed a comprehensive project for Absa bank along with recommendations and conclusions. Consequently, the methodological approach and procedure elicited by the author was fulfilled. 	
2. Theoretical Background	B
<ol style="list-style-type: none"> 1. Empirical literature on the subject was thoroughly discussed. The method of citing sources was adequately done with the exception of some few ones that needed a bit of corrections. 	
3. Practical Application – Analysis	C
<ol style="list-style-type: none"> 1. The role of theory was somehow missed in the Master thesis. However, the authors application of the methods used in the theses were accurate. 2. Author substantiated his conclusions as well as his data collection procedures in an academic manner devoid of bias. 	

4. Practical Application – Project/ Research	B
<ol style="list-style-type: none"> 1. Author analysed the nexus between literature and the practical implications of the study. The author, however, augmented a proposal with the requisite arguments-that met the objective set before the study. 2. Thorough discussions were made throughout the thesis. 	
5. Formal Layout	C
<ol style="list-style-type: none"> 1. Author’s text in the manuscript followed a coherent manner with the use of correct terminologies. However, there were technical and academic writing shortfalls in the manuscript. Specifically., the use of technical jargons in academic writing are not entertained. 2. Linguistically, author exhibited a high command over the English language in an appropriate manner/fashion. 	

Overall thesis assessment *	B
<p>Covid-19 pandemic has been a topical issue in the academia today mainly due to adverse effects it had and still having on businesses or the society at large. The candidate (author) makes a determined effort to fill a gap in in literature by analysing the impact on consumers purchasing behaviour in the wake of the dreadful covid-19 using Absa Bank in Ghana as the study site. To do this, the master thesis (MT) focused on gauging public views and evaluating the behaviour of customers of Absa bank in the midst of the invisible enemy ours (Covid-19)- by way of communicating with customers. I really appreciate the zeal and effort of the candidate to subject this study into a scientific enquiry and subsequently designing a project to enhance social media usage of Absa Bank Ghana in communicating with its customers in this turbulent era.</p> <p>*However, I found some inconsistencies in the topic of the MT ASSIGNMENT TOPIC AND THE MANUSCRIPT OF THE MT TOPIC.</p> <p>*Also, the author should be mindful/watchful of technical jargons and contrasted words in his writings going forward.</p>	

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

Questions for the defence:

1. Questions:
 1. What is your motivation (problem) for designing this project for Absa and in Ghana?
 2. If you were to design your project again, what would you have change or added to the project?
 3. What methods or Sampling Technique did you employ in your analytical part of your thesis (study)?

The thesis **fulfils** the criteria for the defence of the MT. The thesis Zvolte položku. 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 02.06.2022



Signature of MT Supervisor

