

REFEREE'S REVIEW

Program:	Master in International Technology and Innovation Management Program
Student:	Wang, Bo
Title of thesis:	EFFECTIVE MESSAGE DESIGN AND MEDIA MIX OF SENIOR MOBILE PHONE IN CHINA

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.	5	4	3	2
Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.	5	4	3	2
Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.	5	4	3	2
Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.	5	4	3	2
Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.	5	4	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor .

Additional comments:

The author has chosen *an interesting topic* by conducting a research, which is focused on the effectiveness of message design and media selection in senior mobile phone advertising in China and it's consequences on customer's purchase intention. *The topicality* of the research for the China market was sufficiently argued, and it is possible to say that the results of such a research would be interesting for many firms as senior mobile phones market is apparently drawing a lot of attention due to its relative newness and the cultural peculiarities of the Chinese

market, which were thoroughly described by the author in the beginning. Although the topic is definitely an interesting one, *the formulation of the research question didn't allow to fully open the topic and bring sufficient scientific value* as the author tried to answer it. Consequently, the formulation of the research question («How to design message and to select media to generate customer's demand of senior mobile phone in China?») sounded too much like a consulting project topic rather than a scientific work.

Overall, the theoretical and practical material that is presented in the work is well structured; the logic of material representation is kept and it is consistent to the stated content. The objectives of the paper are realized in a proper way and the author has successfully achieved the goal of the paper.

In the present thesis, the data consist of primary data and secondary data. The primary data were obtained through pre-interview questionnaires, interviews, and three sets of experiments while the secondary data are three senior mobile phone advertisements which were selected from the Internet.

Among *the limitations* of this research is fact that the author had chosen to interview not the users of senior mobile phones, but the buyers – the children and grandchildren of potential users. Strangely enough, the author states that “the exploration results might not sufficiently reveal participants' responses because of inadequate participants”. That implies that the sample was small AND partially inadequate, which is strange considering that the interviewees were practically hand picked via convenience sampling.

As for the *bibliography list*, it looks representative as it includes various sources of publications. The articles and monographs were picked up in accordance with the topic and helped the author to make an theoretical overview of the current problem. As the result the master thesis has neat appearance and makes a positive overall impression.

The primary data reveal the realities, which are almost the same as the observation stated in the instruction of the research background (Chapter 1) that the potential consuming power of senior mobile phone is strong and the product exists in market but inadequate available information on media.

Regarding the *drawbacks of the paper*, the referee should mention that the author paid very little effort to trying to find ways for his research to be applicable beyond the very specific Chinese market. It would have been interesting to see how these results might be applied to the marketing of other senior-oriented products, or to the senior mobile phones markets of other countries. Second, it is a real shame that the author chose to ignore the users of the product – the seniors, for in the end of the day, they are the people, who choose whether to use the product or not. The stimuli representing informational appeal seem very similar to the one, which represents

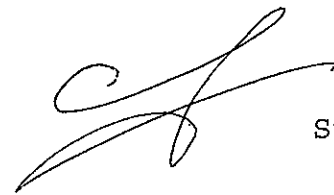
the negative appeal, which might have affected the end results made their interpretation questionable.

However, the thesis has also a *practical value*, as it explores previously ignored specifics of senior mobile phones-related marketing communications in a country where apparently there is a great and growing need for the product. Hence, the results might be used by mobile phones companies, which are already operating in this market or are considering to.

Overall the Master thesis of Bo Wang **meets** the requirements of Master in International Business Program, and deserves an **“good”** grade, thus the author can be given the desired degree.

Date 24.09.2012

Referee:
Associate Professor



Starov S.A