

## REFEREE'S REVIEW

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|-------------------------|---|
| <b>Program:</b>         | MIB   |
| <b>Student:</b>         | Kyrill Kosyrev  |
| <b>Title of thesis:</b> | <b>PRIVATE LABEL'S ROLE IN CUSTOMER LOYALTY CREATION FOR RETAIL CHAINS ON THE CONSUMER MARKET OF RUSSIA</b> |
|                         | <b>(CASE OF INTERNATIONAL RETAILERS AUCHAN AND PRISMA)</b>  |

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|---|----------|---|---|---|
| <b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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.    | <b>5</b> | 4 | 3 | 2 |
| <b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.  | <b>5</b> | 4 | 3 | 2 |
| <b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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. | <b>5</b> | 4 | 3 | 2 |
| <b>Quality of data gathering and description.</b> 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.   | <b>5</b> | 4 | 3 | 2 |
| <b>Scientific aspect of the thesis.</b> 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.                        | <b>5</b> | 4 | 3 | 2 |
| <b>Practical/applied nature of research.</b> 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.  | <b>5</b> | 4 | 3 | 2 |
| <b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.   | <b>5</b> | 4 | 3 | 2 |

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

### Additional comments:

*Please, elaborate on the above mentioned criteria (about 500 words)*

The thesis is addressing one of the most relevant research issues in marketing – private labels management with particular attention to the customer-based measurement of loyalty to both private label and the retail chain in the whole. The aim and objectives of the study are well justified.

The study is grounded in existing theory on private labels and loyalty studies. The research itself is independent and well thought and executed. Additional value is provided by ensuring comparison opportunity of two distinctive retail chains, their private labels portfolio specifics and empirical studies, providing insights from the customer perspective.

The text flow is logical and author is enriching the text by additional analytical graphs, tables and further figures, contributing to both understanding the logic of the text and creating the links with previous research in the field.

The empirical study has been based on existing theoretical background and is linked with the practical tasks of the thesis, related to comparison of both chains. The study has been well prepared and executed, providing appropriate data collection and data analysis methods.

Scientific aspect of the thesis is represented both by analysis and interpretation of wide range of theoretical sources, secondary data on both retail chains under investigation and the quality and results of the empirical study. The quality of the research corresponds to the program requirements both in terms of scope and scientific rigor. Researcher is obviously deeply devoted to the topic and has presented an integrated approach to analysis of the problem of research.

Selected approach to in-depth analysis is also reflected in the quality of recommendations provided by Author. This type of study, addressing a highly relevant issue and providing both results of secondary data and empirical study, has potential for substantial practical implications for the industry market players.

Among the critical remarks on the thesis one might notice some minor elements of the thesis layout (in particular the way the sources are indicated under most of the tables).

Master thesis of Kyrill Kosyrev meets the requirements of MIB program, and deserves an “excellent” grade, thus the author can be given the desired degree.

Date June, 17<sup>th</sup> 2012

Referee: *Associate Professor, Maria M. Smirnova*