

REFEREE'S REVIEW

Program:	MiM
Student:	Dolce Bassani
Title of thesis:	The role of initial consideration and active evaluation within the consumer decision journey framework

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 = the thesis meets all the requirements, 4 = the thesis meets almost all the requirements, 3 = a lot of the requirements are not met in the thesis, 2 = the thesis does not meet the requirements.

Additional comments:

Please, elaborate on the above mentioned criteria (we kindly ask you to provide your comments structured as strengths and weaknesses, maximum 5 for each, unless more points are crucial to justify the grade).

The idea of customer journey has been actively developed by researchers, consultants and practitioners over the last decade. With the development of information and digital technologies, the number of contact points is increasing and the firm's control over the process and activities of customer choices is diminishing.

Even more are the firms interested to understand consumer behaviour. Competition is driving the need for this understanding even further.

As Amazon operates on a competitive market and strives to keep the leadership, the role of a deep understanding of consumer behaviour is paramount. The focus of the thesis is on Amazon Italy.

The thesis focused on several stages, not full customer journey. This represents an interesting approach, as it allows focusing on the decision leading to particular managerial conclusions related to the stages under analysis. Author justifies the choices of the phases in focus by the lack of attention to these phases, thus focusing on an in-depth investigation of these stages. This choice does also justifies the qualitative methodology selected, and the persona-based approach to interview the consumers. Author justifies the sample choice with the focus on three criteria for each pair of respondents.

Among the critical comments on the thesis might be a rather short usage of secondary data on Italian market – this section is quite short (pp. 30-33). Another question is opportunity to work with consumer reviews and

other available information to add to the qualitative data that Author has collected. It would be interesting to use some triangulation to add to the insights obtained from the interviews.

Another critical point is that Author does not make any systematic overview of the results from interviews, e.g. in a tabular form to provide more structure and better overview.

And finally, the overall outcome is connected to the expected reward based on the items kept in the cart. One would expect more diverse results based on the interviews insights, resulting in more diverse and longer managerial implications (now less than 1 page).

Master thesis of *Dolce Bassani* meets the requirements of the Master in Management program, and according to the reviewer's opinion deserves a/an "good (B)" grade, thus the author can be given the desired degree.

Date: 30.05.2018

A handwritten signature in blue ink, appearing to be 'Daria Podmetina', with a long horizontal flourish extending to the right.

Referee: D.Sc. (Tech.), Post-doc researcher Daria Podmetina