

REFeree'S REVIEW

Program:	Master in management
Student:	Laura Askenova
Title of thesis:	Changes in consumer behavior: embracing Generation Z in Russia

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 strong side of the thesis is the focus on the issue of understanding generation-driven differences, specifically the generation Z. Understanding the drivers of purchase intention is essential in segmenting the market and adapting marketing strategy.

Author applies a creative and critical approach to addressing the consumer behavior evolution with the focus on decision making model.

However, it can be noted that description of the behavior of two addressed generations is following a different logic and can be perceived as a very different part of the thesis, breaking the logic of the first chapter. The chapter would benefit from a closer connection between these parts.

The exploratory nature of the empirical study is justified on one hand, but again – it rather follows the previous part on describing the behavior of consumers from various generations, not the first paragraphs of theoretical chapter. Hence the question is again about the comprehensive nature of the tested relationships – why are these included factors enough to describe and predict consumer behavior?

Unfortunately, there is no way to verify reliability of the constructs as author has loaded all 30 items when calculating Cronbach's Alpha, and thus has inflated it.

Author claims that the data is based on ordinal measurement and is not normally distributed. Hence non-parametric tests are applied. This has resulted in an oversimplified analysis, where separate questions, not the constructs have been tested for difference between generation-based subsamples. The weakest part of the thesis is interpretation of the results, whereas an integrative picture is expected, but unfortunately not delivered.

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

Date May, 30th 2018

Referee: Dr., Associate Professor Vera A. Rebiazina

A handwritten signature in black ink, appearing to read 'Vera A. Rebiazina', with a horizontal line extending to the right.