

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Veronika Basenko
Title of thesis:	INVESTIGATING THE DETERMINANTS OF CUSTOMERS' PROPENSITY TO PLAN PURCHASES DURING SALES

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.
The paper is devoted to an up-to-date topic of consumer behavioral reaction on sales, including how consumers take sales in consideration when they plan shopping and to what extent they follow their shopping plans. The topic is well-justified and original, and well-aligned with the objectives of the study.
Structure and logic of the text flow.
The paper logic can be assessed as appropriate; the structure of the text fits the overall logic of the objectives of the work.
Quality of analytical approach and quality of offered solution to the research objectives.
The paper represents an independent study of a good quality, that fulfills the research goal. The objectives stated by the author are fully covered, and the chosen approach is based on recent trends in research.
Quality of data gathering and description.
Empirical part of the study is based on two stages of research (qualitative part for better understanding of consumer planning behaviour and quantitative part to test the research hypotheses). The data collected is adequate to the study goal and can be considered valid. The author demonstrates understanding of the methods chosen and provides a clear and accurate step by step description of data analysis.
Scientific aspect of the thesis.
The paper provides theoretical contribution through identification of consumer characteristics that affect planning of shopping behaviour and considers three types of sales which can be considered as paper novelty. The author thus adds to the literature devoted to shopping motivation, consumer behaviour during sales periods, marketing scepticism effects on shopping and classification of sales.
Practical/applied nature of research.
The presented research provides practical implications for Russian retail and manufacturers in relation to management of sales, better understanding of sales effects on consumer planning behaviour and further predictions of sales volume. The results of the paper may be of use when profiling customers and understanding their level of rationality when considering sales and how promotions may affect predictivity of their behaviour in store.
Quality of thesis layout.
The layout fulfils the requirements of the program, the formatting is appropriate.
Originality of the text.
The text is original and contains no trace of improper usage of sources.

The Master thesis of **Veronika Basenko** meets the requirements for master thesis of **MIM** program thus the author of the thesis can be awarded the required degree.

Date: 14.06.2020

Scientific Advisor: Candidate of Science (Economics), Senior Lecturer of Marketing Department
Olga Alkanova

