

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	<b>Yuhang Lei</b>
<b>Title of thesis:</b>	THE INFLUENCE OF SOCIAL MEDIA MARKETING ON IMPULSE BUYING INTENTION : THE CASE OF WECHAT

### **Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis**

The paper is devoted to the mechanism of Chinese consumers' impulse purchase intention formation in the social media marketing environment. WeChat as the most widespread social media was targeted in the study. The research questions decompose the research problem into 2 logical directions for the study. The topic is well-justified and well-aligned with the objectives.

### **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 paper.

### **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 covered in the paper, the chosen approach is based on best practices in the chosen field of study and fits the nature of the research undertaken.

### **Quality of data gathering and description**

The research design is based on quantitative research methodology which is well aligned with the goal of the study and the nature of the stated hypotheses. The data was collected through the online survey and is adequately valid to address the stated research question. The list of references demonstrates a proper coverage of the conceptual and empirical background for the study.

### **Scientific aspect of the thesis**

The paper provides theoretical contribution through identification of the effects of social media marketing on the impulsive purchase intention among Chinese consumers. Due to cultural differences and specificity of the social media landscape in China representativeness of the results for other cultural environments requires further investigation, however the empirically tested model and questionnaire provide a good basis for that research. The results obtained for the Chinese market provide interesting insights for academic discussion on the processes of impulsive buying behaviour in general. While performing the study, the author demonstrated independent scientific thinking and ability to develop research solutions to address the research problem under study while effectively utilizing existing academic knowledge.

### **Practical/applied nature of research**

The research results show that the entertainment, interaction and information richness of the social media marketing environment, as well as the prevention focus of Chinese social media users, will affect the pleasure and arousal of Chinese consumers, thereby affecting the generation of impulsive purchase intentions. These results provide companies operating in the Chinese market with insights how to develop communications and overall atmosphere in their social media to provoke impulsive buying behaviour of their customers.

### **Quality of thesis layout**

The layout in general 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 **Yuhang Lei** meets the requirements for master thesis of **MIM** program thus the author of the thesis can be awarded the required degree.

Date: 15.06.2020

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

