

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Feng Yan
Title of thesis:	Factors Impact Consumer Purchase Intention During Live Streaming

<p>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.</p> <p>Live streaming platforms become very popular in recent years, which attracts researchers to study new emerging issues such as consumer purchase intention during live streaming. There are thousands of anchors who are broadcasting live streaming simultaneously every day in prevailing live streaming platforms. It is hard for a business to find the proper live streaming strategy in short time. Therefore, an accurate factors' impact research is in urgent need. In traditional e-commerce marketplace, item's content is constant, which can serve as auxiliary information to improve consumer purchase intention effect. However, in live streaming purchase scenario, anchors change their broadcast content every day and the live streaming is in broadcasting at the purchase moment. Strictly speaking, we do not know the live streaming content before purchase prediction. Existing econometric models do not take this feature into consideration. Considering all above, the master thesis of Feng Yan seems to be surely topical. The title, research problem and research questions are clearly specified. The goal is real, accurately expressed and the tasks are defined in a good form.</p>
<p>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.</p> <p>The thesis is organized in a logical way. The structure of the research is divided into four main parts. In the first chapter Feng Yan discussed the basics of Live Streaming, Online Purchase Intention, Consumer Trust, Competitive Price etc., built on the analysis of the literature. In chapter two the model, hypotheses and questionnaire are developed. In chapter three author presents data analysis using SPSS and AMOS software as data analysis tools. Discussion of research findings is patten in the chapter four. In conclusion Feng Yan summarizes the paper's results.</p> <p>Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.</p>
<p>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.</p> <p>Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.</p>
<p>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.</p> <p>The dataset used in this thesis was extracted through survey and does not infringe or breach any confidentiality. Quality of selecting research tools and methods is mostly good. Author demonstrates adequacy of used data for chosen research tools and methods. The data samples are described and analysed. The list of reference is mostly complete and relevant. However, it might be updated by the latest research papers and methods.</p>
<p>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.</p> <p>The theoretical contribution of the thesis is the application of well-known econometric methods and models to live streaming practices.</p>
<p>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.</p> <p>The practical contribution of the thesis is that it provides a chance to apply the above-mentioned models for the live streaming case with the good level of adjustments and tuning. The result of the study provides some guidance for industry practitioners.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>

Layout fulfils the requirements of the Regulations for master thesis preparation and defence. All the tables and figures are properly edited and represented. Unfortunately, there are some misspellings, typos and formatting issues in the text.

Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.

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

Date: 14.06.2021

Scientific Advisor:

Assoc. Professor Sergey Yablonsky

