

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Aleksandra Vorobeva
Title of thesis:	DRIVERS OF CUSTOMER SATISFACTION WITH THE ONLINE GROCERY SHOPPING EXPERIENCE IN THE CONDITIONS OF COVID-19 PANDEMIC

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

The paper is devoted to the highly up-to-date issue of customer satisfaction with e-grocery shopping. The context of COVID-19 pandemic that is not only the environmental factor of the data collection but also a factor included in the model makes the study even more relevant for the marketing field. The topic is justified and properly 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. And support clear navigation from the problem statement to the research outcomes and implications.

Quality of analytical approach and quality of offered solution to the research objectives

The paper represents an independent study that fulfills the research goal. The objectives stated by the author are covered in the paper, the chosen analytical approach fits the research practice in the field of study and the tested research model. It should be highlighted that Aleksandra both adapted existing scales and developed new scales for the variables not researched previously. Application of scales from existing research allowed to control for confirmation bias in the study.

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 according to quota sampling approach, sampling frame is properly explained and is adequately valid to address the stated research question in the framework of exploratory research design. The list of references demonstrates a good 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 different factors on customer satisfaction with e-grocery experience and defining the moderating role of COVID-19 pandemic effects on customers' lives and state of mind. The developed approach may be interesting for further investigation of the abovementioned effects. The factor of the store brand proved as a new possible dimension of customer satisfaction, and a new scale to measure consumer life during COVID-19 pandemic was validated.

Practical/applied nature of research

The research results may be of use for practitioners through specifying the role of various factors in forming customer satisfaction with e-grocery in the Russian market and thus contributing to better understanding of priorities in managing various aspects of customer experience. The scales adapted for the study and validated through data analysis may be used in monitoring procedures.

Quality of thesis layout

The layout 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 **Aleksandra Vorobeva** meets the requirements for master thesis of **MIM** program thus the author of the thesis can be awarded the required degree.

Date: 15.07.2021

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

Olga Alkanova

