

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Maria Skorodumova
Title of thesis:	Prerequisites for symbolic consumption in the Russian apparel market

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.
The paper is devoted to the up-to-date context of consumer culture, more specifically to the aspects of symbolic consumption of apparel. In light of the structural changes in the Russian apparel market in 2022-2023 the study aims at providing relevant insights regarding the nature of apparel symbolic consumption by the Russian customers. The topic is well justified and aligned with the objectives
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.
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. 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.
The paper represents an independent study of a proper quality, that fulfills the research goal. The objectives stated by the author are covered in the paper, the chosen research design demonstrated a mono-method approach and incorporates an empirical validation of a conceptual model through quantitative data analysis.
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.
The methodology used is fully in line with the research problem identified. Data collection was organized through Yandex.Toloka service. The quality of the data is properly assessed, and the quantitative analysis results are adequately described and interpreted.
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.
While performing the study, the author demonstrated good scientific thinking and ability to develop research solutions to address the research problem under study while effectively utilizing existing academic knowledge. The paper provides empirical evidence to the academic discussion related to symbolic consumption and sheds light on prerequisites of those in the Russian apparel market. The research outcomes provide insights for further studies on the topic and have potential for publication.
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.
The topic of the study is of interest for practitioners, as it provides evidence on how and why consumers buy and wear new apparel. The outcomes of the study give insights for marketing campaigns development as well as for branding strategy creation for new apparel brands.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The layout in general fulfils the requirements of the program, the formatting is appropriate.

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.

The text is original and contains no trace of improper usage of sources.

The Master thesis of Maria Skorodumova meets the requirements for master thesis of Master in Management program thus the author of the thesis can be awarded the required degree.

Date June 10th, 2023

Scientific Advisor:

Olga Alkanova

Candidate of Science

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