**Review**

**for final qualifying work of Ivanova Maria Sergeevna, student of SPbSU**

**Title of thesis: Consumer trust in organic food on the German and Russian markets**

**1. The clarity of aims and tasks of the study**

The aim of the study is to identify general and specific factors influencing the formation of consumer trust in organic products on the markets of Russia and Germany (p. 5). The aim of the study is correlated with the research question. Tasks of the study concretize the aim (p. 5). The aim and tasks are clearly formulated.

**2. The relevance of the structure and logic of the study**

The logic of the study corresponds to its aims. It is revealed in the structure of the thesis. This work consists of introduction, two chapters of the main text, conclusion, list of references, and six appendixes. In introduction, the author presents the importance, object, subject, aim, and tasks of the study, discovers its theoretical framework and empirical base. In the first chapter, the key concepts such as "organic food", "trust", "trust in organic food” are identified on the base of literature analysis. In the second chapter, the author describes the design and results of a comparative study on establishing consumer trust in organic food on the food markets of Russia and Germany. Conclusion presents findings on general and specific factors influencing consumer trust in organic food at these markets. The list of literature includes 148 sources relating to the topic. Appendixes contain the program and tools of the study, as well as examples of interviews. The structure of the work corresponds to the research logic; it is balanced and harmonious.

**3.** **Author’s contribution in results of research**

The author analyzed theoretical approaches to the concept of "organic food", as well as to defining and assessing the level of trust on the food market. Also, M. Ivanova conducted a comparative empirical study of the factors influencing the development of trust for organic food on the food markets of Russia and Germany. The study was performed as case study.

**4. The novelty and practical significance of the research**

The empirical research of M. Ivanova is original. The student applies the concept of “organic food system” for a comparative intercountry analysis of factors influencing trust in organic food, which deserves attention and support. The system includes the following elements: production of organic food, market for organic food, institutes of control under the market and production of organic food, consumer behavior on the market for organic food. Consumer behavior is described through the prism of three components: motivation to the consumption of organic food, choice of organic products and places of their purchase, buying organic foods as everyday practice (pp. 56-57). The analysis of normative documents and media publications, as well as a questionnaire survey in social networks (Facebook for German consumers of organic food and Vkontakte for Russian consumers) allowed the student to identify general and specific factors influencing the development of trust in organic food on Russian and German food markets. The findings have a practical significance.

**5. The correctness of using research and analysis methods**

Sociological methods and the analysis of social information were applied correctly. The principle of methodological triangulation was observed in the empirical research.

**6. The relevance of informational sources**

As can be seen from the list of literature, M. Ivanova used a sufficient volume of sources for a comprehensive coverage of the topic. The sources reflect the current state of studies in the field of trust on the market for organic food.

**7. Strengths of the work**

The undoubted advantages of M. Ivanova’s thesis relate to entirety and completeness, logical structure, laconism in presenting the main theoretical positions and results of the research. The work is written in good literary language.

**8. Remarks and disadvantages of the work**

In paragraph 3 of chapter 2, M. Ivanova considers the influence of mass media on consumer trust in organic food. The author presents German and Russian editions which were used for analyzing publications on organic food (pp. 58-59). However, the student does not explain why those editions were selected, what period was analyzed, how the analysis of selected texts was conducted, and which methods were used.

**9. The admission to defence and assessment of the work**

In spite of the indicated remark, the final qualifying work of M. Ivanova “Consumer trust in organic food on the German and Russian markets” devoted to the solution of an important research problem is an independent scientific study which is holistic and complete. The work fully meets the requirements for master thesis at SPbSU and deserves evaluation "excellent (A)” assessment.

Reviewer

Dr, researcher, SIAR Elena Ganskau

07.06.2017