SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Celestin Morier-Genoud
Title of thesis:	Impact of Customer Involvement and Reviews on Sales of Digital Main Distribution Gaming Platform

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

Online user reviews constitute a new element of the marketing communication mix that can significantly affect product sales. In this paper, author reports on the industry of videogame approaches customer involvement and customer reviews affiliated with digital distribution gaming platform. Taking into account all above, the master thesis of Celestin Morier-Genoud 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.

Structure and logic of the text flow.

The thesis is organized in a logical way. The structure of the research is divided into several parts. In the very beginning author formulates the goal of the thesis, research questions and objectives. The goal of this paper is to study how written reviews, video reviews and customer involvement interact with each other to influence purchase decisions of videogame. In the introductory chapter Celestin discusses the background and context of the proposed research. In the second chapter he places the literature review, covering the aspects of customer behavior and involvement, purchase intention and the different type of reviews. Based on the existing literature on digital consumer behavior and purchase intentions, customer involvement and online reviews, Celestin formulates three different hypotheses and builds statistical models using the Software State, followed by Watson Analytics. It goes on with results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.

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

The quantitative research approach is chosen to answer the research question of the paper. Different factors are analyzed. For example, the Beta/early-access factor as an indicator of customer involvement is used and compared to the purchases at the release date. Celestin uses Stata to build statistical regression models in order to analyze if involving the customer through beta test lead to better sale at the date of release of the game. The impact of customer reviews and involvement on purchases was also analyzed on Stata, through the creation of a hierarchical database model in order to visualize the correlation between independent variables and the purchases. The models used investigate the impact of customer involvement and online customer reviews on purchases of videogame and show several important findings based on the hypotheses stated in the text. I recommend to discuss the results of this paper at the research conference. Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.

Quality of data gathering and description.

The primary data source comes from a web API provided by Valve, owner of the digital distribution gaming platform Steam, which holds more than 75% of market shares for PC game. The dataset used in this thesis is therefore accessible to the public and does not infringe or breach any confidentiality. Quality of selecting research tools and methods is high. Author demonstrates adequacy of used data for chosen research tools and methods. The data samples are well described and analyzed. The sample of data is based on 100 different videogames. Data mining was done with an API gathered by Valve, and from SteamSpy. The list of Reference is complete and relevant.

Scientific aspect of the thesis.

Author established a good example of independent scientific thinking in solving the set of stated problems/objectives of research by conducting the study and interpreting the results. Research methods are well justified and research results are related with the aim/objectives of the study. This research is one of the first attempting to connect customer involvement and online consumer-generated reviews with the purchases of videogames. In addition, taking YouTube videos and Twitch channels as a type of reviews is

a new approach and goes beyond the usual analysis on review valence or reviews volume seen in other studies on impact of reviews and has identified several significant findings. The main theoretical implication is related to video reviews.
Practical/applied nature of research.
The study develops a significant contribution to ongoing work in the domain of online reviews management in the fast evolving videogame industry.
Quality of thesis layout.
Layout fulfils the requirements of the Regulations for master thesis preparation and defense. All the tables and figures are properly edited and represented.
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 thesis text is original and does not contain elements of plagiarism

The Master thesis of Celestin Morier-Genoud meets the requirements for master thesis of Master in Management (MIM) program thus the author of the thesis can be awarded the required degree.

01.06.2017

Scientific Advisor:
Asc. Professor S.A.Yablonsky