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**RESEARCH ON THE INFLUENCE OF RETAIL FORMATS
ON THE CONSUMPTION OF FAST-MOVING CONSUMER
GOODS**

Author's abstract

OF A DISSERTATION FOR THE AWARD OF EDUCATIONAL AND SCIENTIFIC
DEGREE “DOCTOR” IN DOCTORAL PROGRAMME “ECONOMICS AND
MANAGEMENT (COMMERCE)”

Scientific advisor:

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The dissertation work has been discussed and proposed for defense in accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Implementation of the Law on the Development of the Academic Staff in the D. A. Tsenov Academy of Economics – Svishtov, by the Department of Commerce at the Faculty of Industry and Commerce at the D. A. Tsenov Academy of Economics – Svishtov.

The author is a PhD student in a full-time mode of study at the Department of Commerce at the D. A. Tsenov Academy of Economics – Svishtov.

The dissertation has a total volume of 222 pages and is structured in: introduction (5 pages), main text of three chapters (193 pages) and conclusion (4 pages). A declaration of originality and authenticity is provided. The applications, with a total volume of 31 pages, are 5 in number. The information in the dissertation is visualized in 41 figures and 47 tables. The list of used literature consists of 162 sources, of which 110 are in Latin and 52 are in Cyrillic.

The defense of the dissertation will take place on 21.03.2025, at 11:30 a.m., in the „Rectorate“ Meeting Hall at the D. A. Tsenov Academy of Economics – Svishtov. The defense materials are available to those interested in the Department of Doctoral Studies and Academic Development at the D. A. Tsenov Academy of Economics, Svishtov – <https://www.uni-svishtov.bg/bg>.

I. GENERAL CHARACTERISTICS OF THE DISSERTATION

1. The relevance and significance of the research are determined by the growing influence of retail formats on the structure of sales and consumption of FMCG (Fast-moving consumer goods). Consumers, on the other hand, visit different store formats to purchase the goods they are looking for. Their shopping habits are predetermined by a number of economic, demographic, social, cultural, marketing and other determinants. The study and analysis of consumer behavior are becoming one of the key factors securing the success of a retail format.

The growth and success of the fast-moving consumer goods subsector are largely determined by the characteristics of this type of goods - a variety of assortments and brands, relatively low prices, quality of goods, high frequency of purchase and accelerated turnover rate, relatively short useful life, packaged goods, the purchase of which is impulsive and aimed at end consumers in order to satisfy their needs.

The topic of the study finds application in the main theoretical and methodological statements of leading researchers in the field of studying the structure of consumption and the dependence of consumer behavior on the conditions of trade offered by the different types of trade formats in the fast-moving consumer goods subsector. In the scientific literature, we can distinguish between Bulgarian and foreign authors, who have dedicated their works to the topic of this study. Significant contributions among Bulgarian researchers are made by: B. Markova, V. Avramov, M. Kehayova-Stoycheva, V. Nencheva, Y. Vladimirova, S. Kostova, P. Midova, B. Atanasov, I. Nikolova, Y. Uzunova, etc. Some of the leading foreign researchers are: G. Tarde, Ph. Kotler, A. Andreasen, M. Solomon, J. Engel, R. Blackwell, D. Kollat, P. Miniard, G. Katona, J. Howard, J. Sheth, J. Carman, H. Assael, F. Nicosia, I. Ajzen, J. Bettman, P. Roy, D. Datta, A. Vorobieva, G. Rossinskaya, E. Lysova, I. Aleshina, M. Budnik, L. Dvalishvili, T. Skitovski, Ya. Gurkot and others.

2. Object and subject of the research

The object of the research is the consumers of fast-moving consumer goods in Bulgaria, making purchase and consumption in the household.

The subject is the consumption of fast-moving consumer goods, determined by the influence of retail formats and other factors of consumer purchasing behavior.

3. Aim and objectives of the dissertation

The main aim of the dissertation is, by analyzing and systematizing theoretical, methodological and empirical research on the role of fast-moving consumer goods in the structure of consumption, as well as by interpreting the specifics of retail formats, approaches, models and factors of consumer behavior, to adapt and to a certain extent approve a model for studying the influence of retail formats on the consumption of fast-moving consumer goods at the household level and on this basis to formulate conclusions and recommendations.

Research objectives:

First. Clarification of the essential characteristics of the concept of “fast-moving consumer goods” and formulation of classification criteria.

Second. Research on the evolutionary development and typology of retail formats.

Third. Outlining the methodological foundations for studying the consumption of fast-moving consumer goods on the foundation of economic knowledge of approaches, models and factors of the consumer behavior when purchasing fast-moving consumer goods.

Fourth. Adaptation of a model for studying the influence of retail formats on the consumption of fast-moving consumer goods.

Fifth. Practical testing of the proposed model for studying the influence of retail formats on the consumption of fast-moving consumer goods at the household level and formulation of conclusions and recommendations.

4. Research thesis

The main research thesis is that in the structure of consumption, fast-moving consumer goods occupies a significant relative share and their purchase and consumption in the household are determined by the influence of various determinants,

among which the terms of trade offered by retail formats, as well as other factors of an economic, demographic, psychological, social, cultural and marketing nature.

5. Theoretical and methodological framework

To achieve the main aim and its associated objectives, the dissertation uses historical, descriptive, inductive, deductive and other methods. Analytical methods are applied, such as: synthetic, comparative, variance analysis, regression and correlation analysis to study relationships and dependencies. The statistical software product IBM SPSS Statistics (Statistical Package for the Social Sciences) and the Excel program are used in the data analysis.

The information for conducting the research is provided by sources from specialized literature, data for sectoral analysis of trade in fast-moving consumer goods, articles and research papers, data from annual activity reports and annual financial statements of retail chains, the official website, statistical yearbooks and reference books of the National Statistical Institute (NSI), Eurostat, the World Bank, the Commercial Register, the Institute for Market Economics, the Internet and other sources.

As an empirical method for collecting data, a structured questionnaire is used to study households when purchasing and consuming fast-moving consumer goods. The geographical focus of the study is on a sample of households in Bulgaria residing in the Veliko Tarnovo district (from the Severen tsentralen region) and the Burgas district (from the Yugoiztochen region).

6. Limiting conditions

The multifaceted nature of the researched issue in developing the dissertation requires the introduction of the following restrictive conditions:

First. Search for a conceptual basis in the theory of consumer behavior to clarify the consumer patterns followed when purchasing fast-moving consumer goods.

Second. Dominance of economic determinants of consumers in characterizing the consumption of fast-moving consumer goods and the choice of retail formats.

Third. In economic terms, the consumption of fast-moving consumer goods at the household level is represented by the total expenditure on purchases of this type of goods for their consumption at home and does not include consumption in public catering establishments.

Fourth. The proposed model for studying the influence of retail formats on the consumption of fast-moving consumer goods is tested in a sample of households residing in two regions of Bulgaria. *The research was conducted in the months of June - August 2024 on the territory of the Veliko Tarnovo district (from the Severen tsentralen region) and the Burgas district (from the Yugoiztochen region). The volume of the random and non-repeated sample covers a total of 600 households from the two studied regions. The choice of the regions thus presented is due to geographical, economic, demographic and research considerations, ensuring comparison of the consumption of fast-moving consumer goods, which is broadly explained in the methodological part of the research.*

Fifth. The time scope of the research on the fast-moving consumer goods subsector in Bulgaria includes the ten-year period 2012-2022 and considers current data published by the National Statistical Institute in previous editions as well as in the latest edition of the Statistical Yearbook of 2023, not considering preliminary and subject to clarification data. Reported economic results from the annual activity reports are observed.

Sixth. *When analyzing the state and development of the fast-moving consumer goods subsector, a primary research focus is placed on the systematization and interpretation of data regarding main retail formats such as supermarkets and hypermarkets, considering quantitative indicators for the national and regional economy, the overall socio-economic contribution and determining the impact on the structure of sales and consumption of fast-moving consumer goods, as well as other arguments explained in the research methodology.*

In the dissertation, while adhering to the logical order of the presentation, the research focus is consistently directed at the theoretical, methodological and applied aspects of the consumption of fast-moving consumer goods, considering the trading conditions created by the retail formats.

II. STRUCTURE AND CONTENT OF THE DISSERTATION

The dissertation consists of an introduction, three chapters, conclusion, bibliography and appendices. The thesis is 222 pages long, of which a title page, table of contents, introduction – 5 pages, argument – 193 pages, conclusion – 4 pages, sources used – 11 pages. The dissertation includes tables – 41 pcs. and figures – 47 pcs. The works cited list consists of a total of 162 sources in Cyrillic and Latin.

The dissertation has the following content:

Introduction

Chapter I. Theoretical foundations of retail formats and specifics of fast-moving consumer goods consumption

1. Economic foundation of the concept of “fast-moving consumer goods” and criteria for classification
2. Evolutionary development and typology of retail formats
3. Factors determining consumer behavior in the choice of retail format, purchase and consumption of fast-moving consumer goods

Chapter II. Methodological foundations of studying the influence of retail formats on fast-moving consumer goods consumption

1. Determination of approaches to studying fast-moving consumer goods consumption and the choice of retail format
2. Consumer behavior models determining fast-moving consumer goods consumption
3. Adaptation of a model for studying the influence of retail formats on fast-moving consumer goods consumption

Chapter III. Empirical testing of the model for studying the influence of retail formats on the consumption of fast-moving consumer goods

1. Analyzing the fast-moving consumer goods subsector in Bulgaria
2. Testing the model for studying the influence of retail formats on the consumption of fast-moving consumer goods

3. Formulating recommendations for the development of fast-moving consumer goods consumption considering the influence of retail formats

Conclusion

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Declaration of originality and authenticity

Applications

III. SYNTHESIS OF THE DISSERTATION

INTRODUCTION

The introductory part of the dissertation outlines the relevance of the work. The following are defined: the object and subject; the main aim and objectives that allow its solution; the research thesis. The leading authors on the researched issues are indicated. The research methods are highlighted, and the limiting conditions of the study are set.

CHAPTER ONE. THEORETICAL BASIS OF TRADE FORMATS AND SPECIFIC ASPECTS OF THE CONSUMPTION OF FAST-MOVING CONSUMER GOODS

In paragraph 1. **Economic foundation of the concept of “Fast-moving consumer goods (FMCG)” and classification criteria, essential characteristics of fast-moving consumer goods** are presented. *Clarifying the economic nature of the concepts of “goods” and “consumer goods” becomes a necessary basis for building the theoretical research and defining “fast-moving consumer goods”*. In the evolution of economic ideas explaining the essence of goods, interpretations are proposed, some of which are imposed as predominant. In accordance with the opinions about goods and their distinction from other economic categories, teams of authors, including B. Boeva, A. Vasileva, I. Stoychev, M. Slavova, O. Lozanov, A. Daneshka and A. Hristov, advocate the opinion that the policy on goods occupies an equal place with decisions regarding price, distribution, communications and other elements for influencing consumer supply and demand. In the interpreted by P. Midova definitive perceptions regarding goods, their key features are highlighted. The utility that goods provide is emphasized, turning them into a factor for their consumption. In economic terms, the emphasis is on the special value of goods for measuring the economic activity of traders and their enterprises.

To clarify the broad nature of goods, as well as the reasons for their production, method of exchange and consumption, a corresponding classification according to

various criteria contributes: purpose of the goods; nature of demand; degree of turnover; time of use/durability; relationship with other goods; degree of novelty; elasticity of demand; method of making a purchase decision.

In the outlined research area, a significant classification of the concept of “consumer goods” was derived by M. Copeland. In his publication, dedicated to the relationship between consumer purchasing habits and applied market methods, the author conducts a study of trade and classifies goods as: durable goods; daily consumption goods and special goods with special characteristics. The American Marketing Association derives a definition of consumer goods, reducing them to: convenience goods; shopping goods; special goods or goods with special characteristics (specialty goods). The given definition explicitly observes the period in which consumer goods are useful and are used.

The study of economic theory allows for the identification of more important definitions that clarify the essence of fast-moving consumer goods. According to the theoretical view of researchers such as J. Chinnasamy and K. Pongiannan, *the concept of “fast-moving goods” is equivalent to the concept of “fast-moving consumer goods”, has an English origin – “Fast-moving consumer goods (FMCG)”, and it designates goods that are sold quickly at a relatively low price. The given definition is shared in the dissertation thesis, considering the identification of fast-moving consumer goods with the so-called consumer packaged goods.*

In a definitive aspect, when clarifying the essence of the concept of “fast-moving consumer goods”, a systematization of the definitions given by researchers in the field is carried out. The grouping of the author’s positions is carried out according to the following more important criteria: high frequency of search and/or daily search and consumption of fast-moving consumer goods; low price and rapid turnover of fast-moving consumer goods; composition of fast-moving consumer goods. The criteria determined in this way allow us to emphasize the significance of certain specific aspects, forming and characterizing in the sought-after completeness the essential nature of the clarified concept of “fast-moving consumer goods”.

The synopsis of developments on the research allows for subsequent essential clarification of the concept of “fast-moving consumer goods”, aided by the possibilities

of classification as a method of grouping. This process is carried out in compliance with certain *criteria adapted to the objectives of this study*: international and national standard industry classifications of economic activities; assortment structure of fast-moving consumer goods categories, specified according to the National Statistical Institute data; commodity categories of fast-moving consumer goods according to their type.

Based on the synthesis of the opinions and theoretical statements presented in the paragraph, *the author's definition is reached, according to which the concept of "fast-moving consumer goods" is reduced to all perishable food and non-food goods with a relatively low price, high frequency of purchase and accelerated turnover, having a relatively short useful life, most of which are pre-packaged or packaged, their purchase is impulsive and aimed at end consumers in order to satisfy daily household needs.*

In paragraph 2. **Evolutionary development and typology of commercial formats**, a review of the changes that have occurred in historical terms, related to the emergence and market establishment of different types of commercial formats, is carried out. *Defining the essence and distinctive characteristics of commercial formats* is of particular importance for achieving the research goal set in this paper. The affiliation of a commercial enterprise to a certain existing standard in the world practice is determined by various parameters. When structuring the fast-moving consumer goods market, a variety of criteria are used by which commercial enterprises are related to a precisely defined commercial format.

Definitions of the concept of "commercial format" are systematized, taking into consideration the current economic principles and laws. Distinguishing the position of a research group, taken by A. Bonfrer, P. Chintagunta and S. Dhar, allows us to highlight that the basis of the commercial format is the strategy of the merchant, represented by the operations that he/she uses to serve the target markets, as well as the location of the store, its layout, the level of service and the pricing policy. In the works by J. Vipin and J. Vibhor, the commercial format is identified with the business model of behavior chosen by the merchant, which is comprehensively characterized by its assortment, pricing, communication and commercial policy. According to the interpretations of

researchers such as A. Kumar, M. Trivedi, R. Bezawada and K. Sridhar, different retail formats place consumer behaviour in a certain framework, providing the necessary shopping atmosphere and purchasing opportunities.

The review of the definitions of the retail format that have become established in economic theory and practice presupposes giving relative semantic weight to one or another characteristic of the concept being clarified. The conducted research on the specialized literature allows *the following definition to be derived: retail formats are objects with specified and unified distinctive characteristics in terms of location, scope, offered assortment, pricing and promotional policy, retail atmosphere and target consumer group. These features distinguish them from each other and set clear conditions for retailers regarding the adoption of specific strategies for positioning and development of retail policy and offered consumer service.*

It is assumed that the attribution of a retailer to a certain format depends on several conditions. The consideration of the *typology of retail formats* existing in the specialized literature is the basis for observing: approaches based on descriptiveness and analytics; orientation of the retailer to prices and adding value to the offered goods or services; taking into account economically significant criteria, as the main quantitative criterion - size of the retail outlet (retail area), and as additional criteria - location, size of the formed assortment, prices, retail atmosphere and service, consumer profile.

The characteristics of the different types of retail formats predetermine the choice of the consumer and the changes in his/her behaviour.

In paragraph 3. **Factors determining consumer behaviour when choosing a retail format, purchase and consumption of fast-moving consumer goods**, a systematic review of theoretical statements in the outlined area is carried out. On this basis: more significant factors determining consumer behaviour when choosing a specific retail format are grouped; basic factors influencing consumer behaviour when purchasing and consuming fast-moving consumer goods are highlighted.

Research results of various author teams allow the selection and grouping of *factors determining consumer behaviour when choosing a specific retail format* to include: expenses, income and consumption of individuals or households, the size of

households influencing the decision to shop; the image of the retail format, the prices of the goods offered and the perceived usefulness for consumers when making a purchase decision; the retail atmosphere of the store and the shopping experience of consumers; the time spent on shopping in the store; the quality of the retail service; the location of the store; the type of purchase - for daily purchases, choosing small stores, and for weekly shopping related to the purchase of more goods - larger retail formats; the size of the purchase and the number of goods purchased; the convenience of using or visiting the store.

The identification of the basic *factors influencing consumer behaviour when purchasing and consuming fast-moving consumer goods* refers to considering: the different attitudes, motives and commitment of consumers, as well as their determination by economic, demographic, social, cultural and other variables, including rationality and irrationality in consumer decisions.

The literature review allows us *to reach the conclusion that, in essence, consumer behaviour when choosing a commercial format, purchasing and consuming fast-moving consumer goods is a combined process of internal and external manifestations - attitudes, moods, preferences, actions, intentions, purchasing decisions under the influence of economic, social, demographic and psychological variables, as well as assessments following the purchase.* The influence of the formulated factors should also be added to the process of continuous technological progress and digital transformation of the activities of traders and the formats they choose to conduct business.

The theoretical research on the nature and classification of fast-moving consumer goods, retail formats, factors determining consumer behaviour in choosing a retail format, purchasing and consuming fast-moving consumer goods, which are presented in the *first chapter* of the dissertation, provide grounds for formulating the following *more important conclusions*:

First, fast-moving goods, defined in the English-language literature by the abbreviation FMCG (Fast-moving consumer goods), are goods of significant importance for satisfying needs in the consumption process. Their consumer utility turns them into an economic category. They include both food and non-food goods, with

the possibility of packaging, with a high frequency of demand, low price and quick turnover, daily and/or frequent purchase, for which no prior preparation is required.

Secondly, the essential clarification of the nature of fast-moving goods is helped by the possibilities of classifying them according to certain criteria and distinguishing between - food and non-food goods, product categories according to the assortment composition, utility and functional applicability. The application of such an approach ensures the priority differentiation of the studied type of goods.

Third, at the heart of the retail formats applied in the fast-moving consumer goods sub-sector is the retailer's strategy, represented by the operations it uses to serve the target markets, as well as the location, the size of the retail outlets (sales area), their layout, the size of the formed assortment, the commercial atmosphere, the price and promotional policy. The creation of added value is tied to the type of commercial sales formats that retailers adopt to offer different product categories.

Fourth, the systematic review of the theoretical propositions related to the definition of consumer behaviour in the choice of commercial formats, the purchase and consumption of fast-moving goods, contributes to distinguishing more significant factors with different influence. Attitudes, preferences and purchasing and consumption decisions are driven by certain economic, social, demographic, psychological and marketing variables.

CHAPTER II. METHODOLOGICAL BASIS OF RESEARCH ON THE INFLUENCE OF TRADE FORMATS ON THE CONSUMPTION OF FAST-MOVING GOODS

Paragraph 1. Determining approaches to research fast-moving consumer goods consumption and the choice of the trade format integrates the author's judgments on the research subject that we dwell upon. There is an understanding that consumers attracted by a retail format should be retained, and as S. Kaul affirms, there is a *need to look at fast-moving consumer goods consumption from a holistic perspective of the overall shopping experience, and the focus of marketers should not be on the*

store itself, but on what it means to consumers. Thus, different users, with their dynamic behavior, may perceive the same trading format differently.

In the course of the exposition of the paragraph, it is emphasized that the realization of sales is determined by the knowledge of the *essence of consumption*, as well as the variables that determine it. It is believed that for the first time J. Keynes in his book *General theory of employment, interest and money*, published in London in 1936, defined ***the concept of “consumption” as a set of consumer expenses for the purchase of goods and services.*** In this context, the cited author introduces the economic category "propensity to consume". By referring to the theory of aggregate demand, a definition of consumer behavior is reached, defined as the study of the activities of individuals, households or enterprises related to the purchase and use of goods and services.

The conducted research allows the determination and categorization of *five more significant approaches to research the consumption of fast-moving goods and the choice of commercial format*, based on: economic, demographic, psychological, cultural and social, and marketing determinants. On this basis, it is possible to distinguish the main determinants of consumers of fast-moving goods when choosing a commercial format: see Fig. 1.

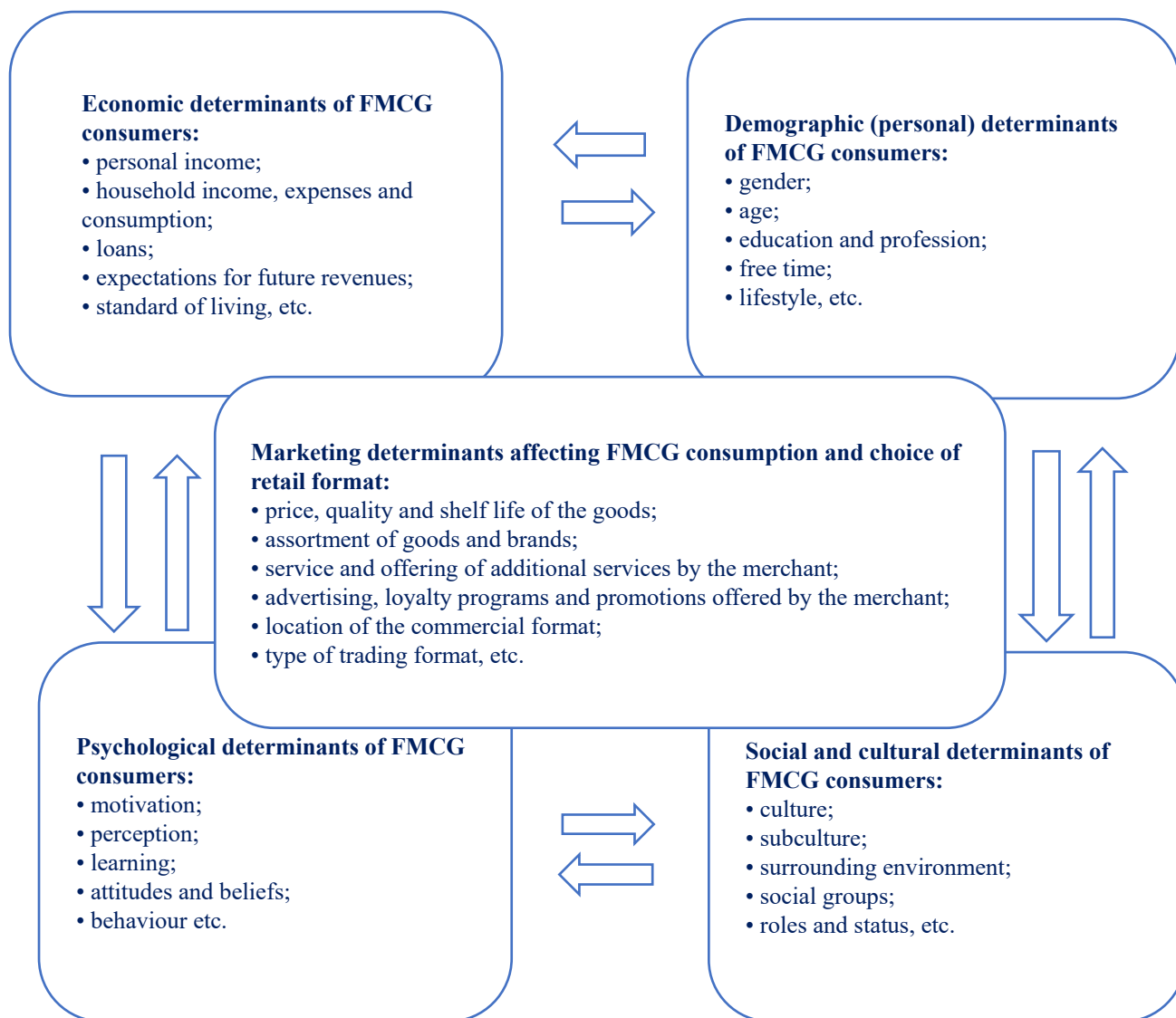


Figure 1. Fast-moving consumer goods consumers' determinants of choice in commercial format

Source: developed by the author based on research in the specialized literature; J. Helen, V. Selvi. International Journal of Management (IJM). Volume 13, Issue 3, March 2022, pp. 214-221, <https://iaeme.com/Home/issue/IJM?Volume=13&Issue=3>.

The theoretical and practical usefulness of those identified by Fig. 1. groups of determinants find expression in their applicability in the segmentation of the fast-moving goods market. This market covers a wide range of food and non-food goods, a large proportion of which are vital to consumers and fulfill their primary, functional and day-to-day needs.

The main purpose of the exposition in paragraph 2. **Patterns of consumer behavior determining the consumption of fast-moving goods**, is to integrate an

analysis of scientific research on the problem at hand. An evaluation of the specific aspects of the reduced models is carried out. The focus is placed on the regularity of studying consumer behavior patterns and their relation to the assortment offers of the various commercial formats. Manifest dependencies are derived on this basis. As confirmed by B. Atanasov, the main function of consumer models is to reveal the factors that influence consumer choice, and this makes them a basis for studying the stages of the decision-making process for the purchase of fast-moving goods.

The systematization of the views in the specialized literature allows for the ***classification of some of the types of fundamental models of consumer behavior*** when considering the possibilities for testing fast-moving goods: see Table 1.

Table 1.
Types of consumer behavior patterns

| <i>Model type</i> | <i>Author(s) of the model</i> | <i>Research emphasis</i> |
|--|--|--|
| <i>An economic model of consumer behavior</i> | <ul style="list-style-type: none"> • marginal utility model; • income and savings model; • theory of consumer choice; • a model for expected benefits/costs. | <i>The purchase decision is evaluated as rational economic behavior. The main limiting conditions are the disposable income and the price of the goods.</i> |
| <i>A psychological model of consumer behavior</i> | <ul style="list-style-type: none"> • model of F. Nicosia; • Engel, Kollat & Blackwell's model of consumer behavior and ways of making purchase decisions; • Ajzen's model and theory of planned behavior; • J. Bettman's model for information processing; • Sweeney & Soutar model of perceived value PERVAL; • Hoyer & MacInnis model. | <i>Purchase behavior is dictated by the personal and psychological determinants inherent in the consumer.</i> |
| <i>Marketing model of consumer behavior</i> | <ul style="list-style-type: none"> • P. Kotler & K. Keller's model; • Howard's user decision model; • model of Henry Assael; • Sheth, Newman & Gross model; • online shopping model by F. Di Virgilio, G. Antonelli. | <i>Factors that determine consumer behavior are the elements of the marketing mix: price, product, distribution, movement.</i> |
| <i>Generalized (complex) model of consumer behaviour</i> | <ul style="list-style-type: none"> • G. Tarde's model for the psychological theory of the basis of economic behaviour. • G. Katona's psychological analysis of the model of economic behaviour; • model by S. Inouye, T. Chi, L. Bradley; • model of K. Wiedmann, S. Behrens, • C. Klarmann and N. Hennigs; • models by P. Roy & D. Datta. | <i>Consumer behavior is seen as a combined phenomenon due to the orthodox-economic and individual-psychological framework influencing the purchase decision.</i> |

Source: Developed by the author based on studies of specialized literature.

It can be summarized that the discussed models come down to processes of sequential actions, through which consumers of fast-moving goods go through, placed under the influence of various external and internal factors, with a view of identifying a specific need for fast-moving goods and their satisfaction.

Paragraph 3. Adaptation of a model for researching the influence of commercial formats on the consumption of fast-moving goods is of key importance for achieving the main goal of the dissertation thesis. The methodology of the research is directed to its organization and sequence of implementation through the selection of rational and applicable economic metrics, methods, tools and approaches to achieve the defined goal, interpreting the data, summarizing the results and drawing conclusions and recommendations. The following sequence of stages is integrated within the model: see Fig. 2.

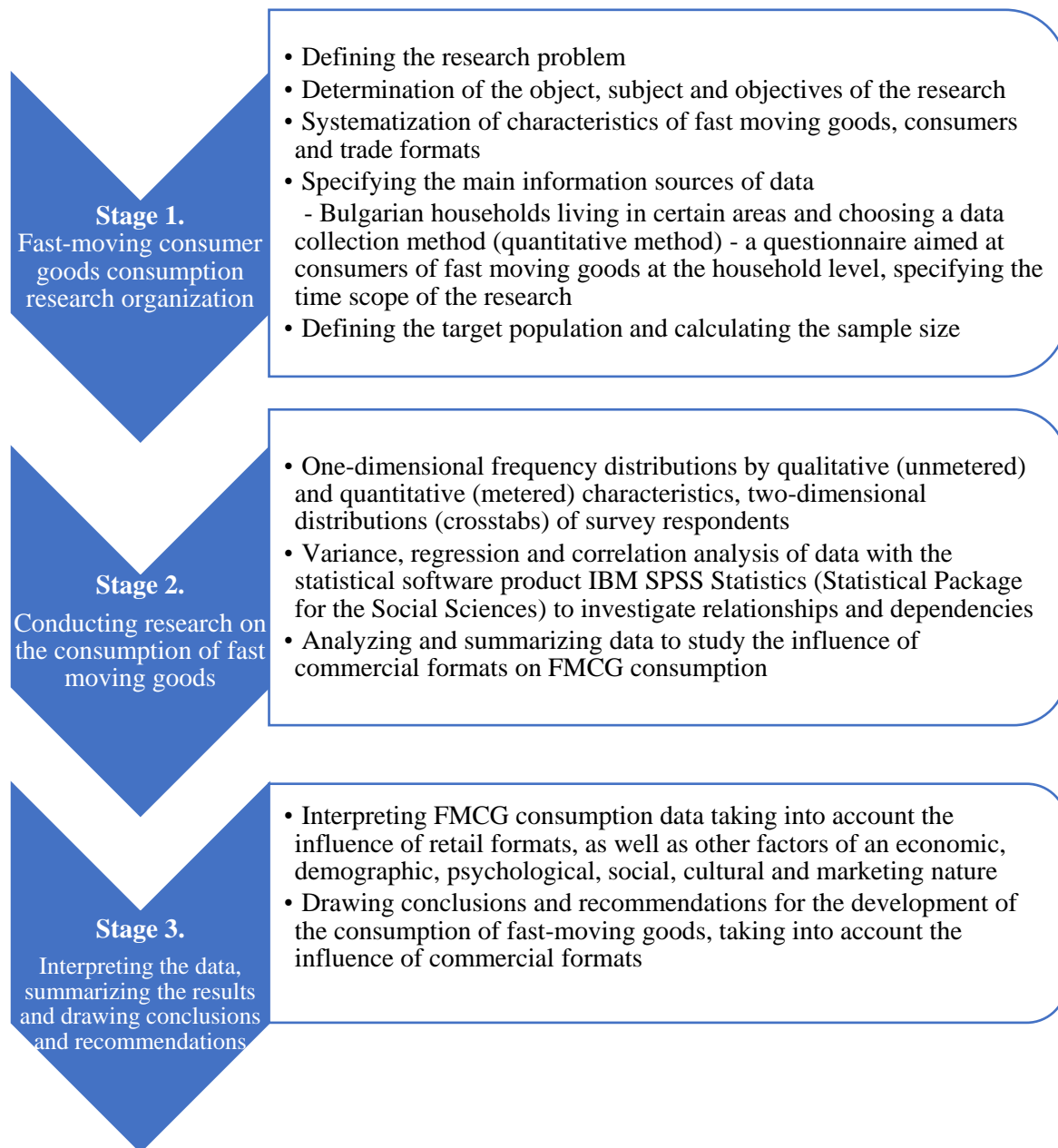


Figure 2. Model for researching the influence of commercial formats on the consumption of fast-moving goods

Source: developed by the author.

The first stage of the proposed model is associated with the organization of the research on the consumption of fast-moving goods. In its scope, the following are conducted: definition of the research problem – to study the consumption of fast-moving goods at the household level; defining the object, the subject, the objectives of the research; systematization of characteristics of fast moving goods, consumers and

commercial formats; specification of the main information sources of data and choice of data collection method (quantitative method) – **survey card** aimed at *households with residence in Veliko Tarnovo region (from the Severen tsentralen region) and Burgas region (from Yougoiztochen region) of the country*; specification of the **time scope of the research** – the survey of households from the studied population was conducted in the **months of June – August 2024** on the territory of both regions; determination of defining characteristics observed in the selection of the reduced areas - geographical, economic, demographic and research considerations, ensuring comparison of the consumption of fast-moving goods; **determination of the target population and calculation of the sample size** – *respondents of the study are households from the two highlighted areas, and the questionnaire survey is carried out on a random and unrepeated sample of the studied households, the volume of which covers a total of 600 households - respectively 299 households from the Veliko Tarnovo district (from the Severen tsentralen region) and 301 households from the Burgas district (from the Yougoiztochen region) of Bulgaria.*

The second stage of the presented model is aimed at conducting research on the consumption of fast-moving goods. In its analytical sequence, this stage is carried out with the help of: *one-dimensional frequency distributions according to qualitative (unmetered) and quantitative (metered) characteristics, two-dimensional distributions (cross tables) of the respondents of the survey* - allowing both the distribution of respondents according to the answers they gave, and impact research of one or more variables defined as a factor with respect to another outcome variable; performing *dispersion, regression and correlation analysis* of data with the statistical software product IBM SPSS Statistics (Statistical Package for the Social Sciences) to study relationships and dependencies.

The third stage of the model for researching the influence of commercial formats on the consumption of fast-moving goods includes *interpreting the data, summarizing the results and reaching conclusions and recommendations*. Structurally, this stage integrates two main analytical steps as follows: interpretation of data on the consumption of fast-moving consumer goods by households, considering the influence of commercial formats, as well as other factors with economic,

demographic, psychological, social, cultural and marketing character; formulation of conclusions and recommendations for the consumption of fast-moving goods at the household level, considering the influence of commercial formats.

The research objective set in the dissertation determines and predetermines the adoption and adaptation of the thus presented three-stage model for research on the influence of commercial formats on the consumption of fast-moving goods by households. When constructing this model, the fact that each of the three stages included in it is relatively independent, with a specific content and contribution to the research being conducted, is considered.

Based on the exposition in the **second chapter** of the dissertation argument, the following *more important conclusions* are outlined:

First, fast-moving consumer goods consumption is clarified in terms of the overall shopping experience, placing marketers' focus not on the store itself, but on what it means to consumers. Through the theory of aggregate demand, consumer behavior is defined as a set of activities of individuals, households or enterprises related to the purchase and use of goods, including fast-moving goods.

Second, the consumption of fast-moving goods and the choice of trade format are determined by the impact of a diverse set of determinants - economic, demographic, psychological, social, cultural, marketing and others. Analyzing and evaluating them allows the emerging dependencies to be outlined.

Third, the main function of consumer behavior models determining the consumption of fast-moving consumer goods is to reveal the external and internal factors with different power of influence, which makes them a basis for studying the stages of the purchase decision process.

Fourth, the methodological framework of the adapted Model for researching the influence of commercial formats on the consumption of fast-moving goods considers basic specifics of consumer behavior models, observes the characteristics of individual types of commercial formats and analyzes the impact of certain economic, demographic, psychological, cultural, social and consumer marketing determinants. ***The research usefulness of the thus derived three-stage model is expressed in helping to identify general trends, regional similarities and differences at the household level***

in consumer preferences for commercial formats in the purchase and consumption of fast-moving consumer goods.

CHAPTER III. EMPIRICAL VALIDATION OF THE MODEL FOR RESEARCHING THE INFLUENCE OF TRADE FORMATS ON THE CONSUMPTION OF FAST-MOVING CONSUMER GOODS

In paragraph 1. **Analyzing the sub-sector of fast-moving goods in Bulgaria**, the interpretation of the changes in the sub-sector of fast-moving goods is carried out through the prism of its presentation as an essential part of sector G “Trade; repair of cars and motorcycles” according to the Classification of Economic Activities (KID - 2008), in the following sequence: analyzing the state and dynamics of development of the trade sector, part of which is the sub-sector of fast moving goods; characterizing the state and development trends of the fast-moving consumer goods sub-sector in Bulgaria by primarily systematizing and analyzing data for the main commercial formats such as supermarkets and hypermarkets.

The time frame of the study of the fast-moving consumer goods sub-sector in Bulgaria includes the ten-year period 2012-2022 and includes the latest data published by the National Statistical Institute. Other information sources are also used - data from annual activity reports and annual financial statements of trade chains, articles and scientific reports, the Commercial Register, data from Eurostat, etc.

A characterization of the state and development trends of the fast-moving consumer goods sub-sector is undertaken through the preferential systematization and analysis of commercial formats such as supermarkets and hypermarkets, which refers to the research arguments, considerations and limitations explicitly stated in the paragraph.

According to Eurostat data, the dynamics of the Index of the volume of retail trade in Bulgaria is being followed in comparison with the 27-member states of the European Union. The analyzed index is defined as a business indicator that measures monthly changes in the deflated turnover of retail trade – a significant part of the general structure of the trade sector. It is calculated both at the level of the European Union and

the Eurozone, as well as for individual member states of the European Union, including Bulgaria. The data for the analyzed period 2012-2022 is presented according to the statistical classification of economic activities in the European Union (NACE Rev., Eurostat): see Table 2.

Table 2.

Index of retail trade in the European Union and Bulgaria during the period 2012-2022.

| Retail trade | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|----------------------------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| European Union (27 states) | 96,8 | 97,6 | 98,8 | 101,3 | 103,8 | 108,6 | 110,8 | 115,1 | 116,7 | 126,5 | 136,8 |
| Bulgaria | 82,3 | 87,0 | 94,4 | 102,6 | 108,1 | 117,0 | 122,0 | 137,5 | 138,5 | 165,2 | 201,2 |

Source: Eurostat. Retail trade volume index overview. https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Retail_trade_volume_index_overview.

According to the data from Table 2., during the ten-year period 2012-2022, the average speed of development of the growth rate of the volume of retail trade, followed by Bulgaria, is ahead of that achieved by the European Union by nearly 5.83 points. Part of the increase in the compared volume of retail trade implies reflecting the influence of the price level increasing during the researched period, inflation processes occurring, and changing level of consumer purchasing power. The analyzed index indirectly measures the dynamics of development of the fast-moving goods sector, occupying a significant relative share of the retail trade of food and non-food goods.

The search for causality and conditionality allows us to perceive the judgment that *the relative decrease in the total number of grocery stores can be linked to the established trend, on the one hand, of an increase in medium and large enterprises, and, on the other hand, a decrease of micro- and small enterprises in trade. The upcoming changes related to the size of commercial outlets for the sale of fast-moving goods, such as food and a significant part of non-food goods, can be explained by the increasing construction and entry into the sub-sector of fast-moving goods of commercial chains operating with different formats.*

The analysis of the changes that occurred in the relative distribution of retail stores by statistical regions in Bulgaria during the period 2012-2022. is helped by the following Fig. 3.

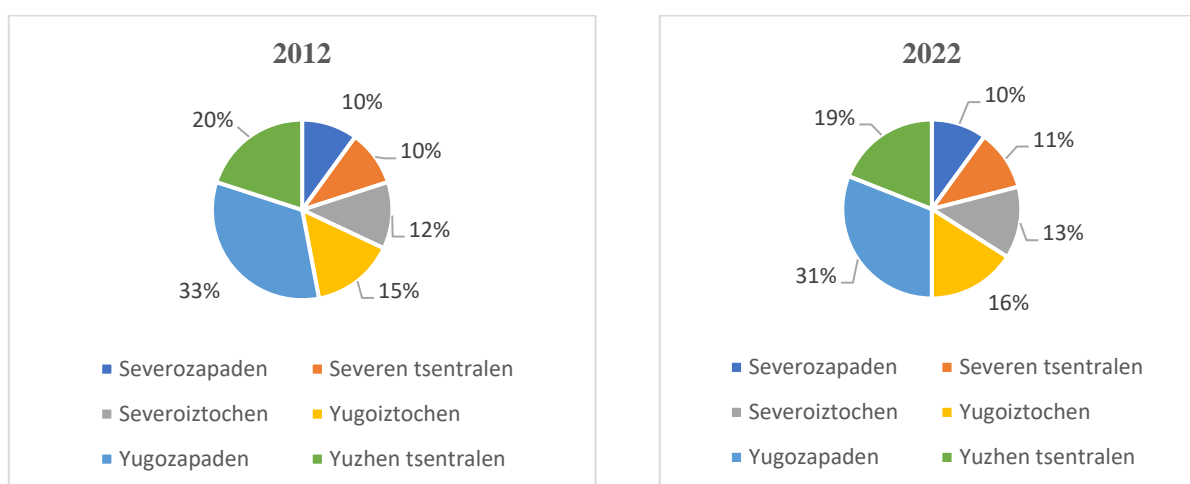


Figure 3. Retail sales stores by statistical area in 2012 and in 2022.

Source: NSI. Statistical yearbooks from 2013 and 2023; <https://www.nsi.bg/>.

The results obtained show the variations in the values of the analyzed indicator by statistical regions, similar to the general trend for the country. In this respect, the differentiation of regional similarities and differences is helped.

A significant indicator representing the state and changing trends of the trade sector, part of which is the fast-moving consumer goods sub-sector, is the **amount of retail sales**. Based on data released by the National Statistical Institute, at the national level, retail sales by groups of goods are changing as follows: in the period 2012-2022, the average growth rate for the total sold goods amounted to - 6.79%, for food goods – 6.59%, and for non-food goods – 6.91%. The reported values reflect favorable average rates of development of the studied economic variables.

The characterization of the state and development trends of the fast-moving consumer goods sub-sector in Bulgaria is carried out primarily through the systematization and analysis of data for basic commercial formats such as supermarkets and hypermarkets. At the same time, data for smaller commercial formats - convenient (neighborhood) stores, specialized stores and other types for which there is information security – are subject to interpretation.

As economic analyses confirm, the growth and expansion of the formats of retail chains lead to an increase in the economic significance of supermarkets and hypermarkets in the fast-moving goods market in the country. The upcoming changes

in retail sales by types of commercial formats in Bulgaria during the period 2012-2022. are visualized with Fig. 4.

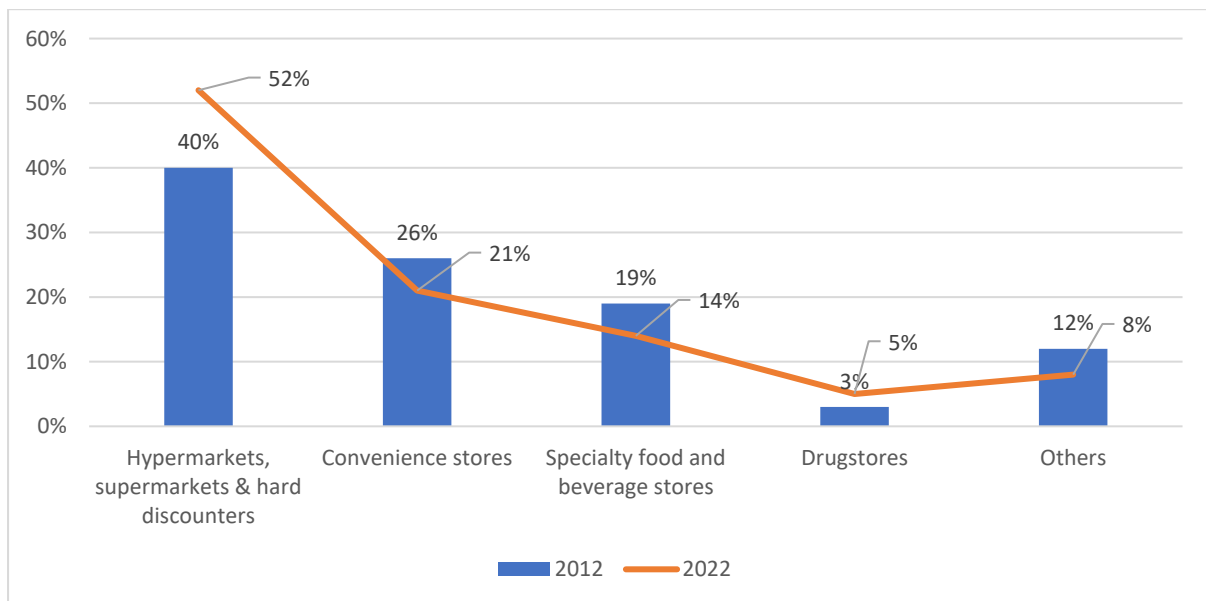


Figure 4. Dynamics and trends of changes in retail sales by types of commercial formats in Bulgaria during the period 2012-2022, in %.

Source: Institute for Market Economy, 2017.

https://ime.bg/var/images/Modern_Trade_Analysis_2017.pdf;

GlobalData. <https://www.globaldata.com/store/report/bulgaria-retail-market-analysis/>.

The analysis allows us to reach the following more significant findings: in 2022, **large commercial formats such as hypermarkets, supermarkets and hard discounters, account for 52% of the total value of retail sales in Bulgaria, which essentially measures their market share of the analyzed market.** The overall relative weight of the compared smaller commercial establishments – **such as convenience stores and specialized food and beverage stores** – amounts to about 36%, i.e. one third of the market. The reported data for the two years analyzed show the direction of change in the value of retail sales in the stores of the compared objects operating under a different commercial format.

The ongoing changes in the market presence of commercial formats require determining the interdependence and relatedness of changes in income, expenditure and

consumption. As a result of the analysis, the manifested variations in the variable quantities are determined: see Fig. 5.

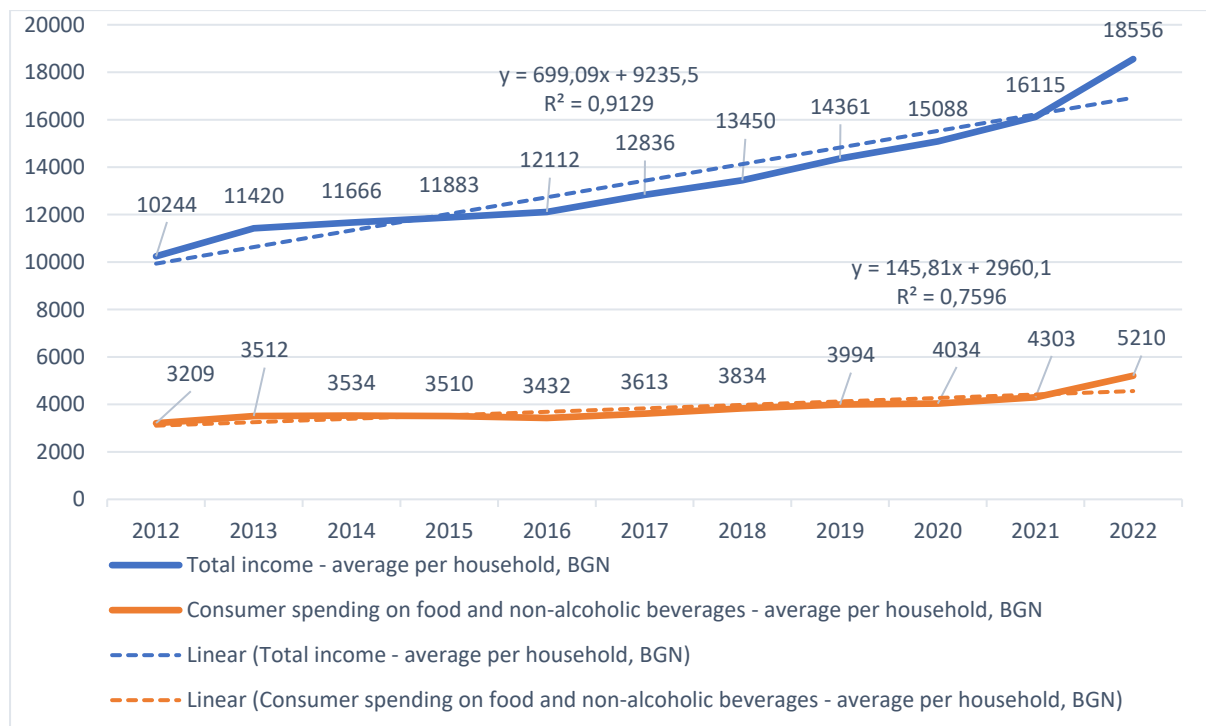


Figure 5. Dynamics and trends of changes in the total income and consumption expenditure for food and non-alcoholic beverages of households in Bulgaria during the period 2012-2022, BGN.

Source: NSI, https://infostat.nsi.bg/infostat/pages/reports/result.jsf?x_2=436; https://infostat.nsi.bg/infostat/pages/reports/result.jsf?x_2=600; author's calculations.

As confirmed by the value occupied by the coefficient of determination $R^2 = 0.7596$, during the period 2012-2022, the dynamics of consumer spending on food and non-alcoholic beverages of households in Bulgaria is determined by a relatively increasing trend. The reported coefficient expresses the strength of the dependence and shows how much of the variation in the value of consumer spending on food and soft drinks – more than $\frac{3}{4}$ – can be explained by the variation of the other variable – the disposable income of households. When considering the section of the regression line, it is found that the increase in the amount of income for each past year is BGN 699.09, and that of consumer spending on food and non-alcoholic beverages – by BGN 145.81. Therefore, the incomes of Bulgarian consumers are growing at a faster rate compared to the studied expenses for fast-moving goods.

The analyses carried out and the results obtained testify to a significant socio-economic impact of the trade sector, as well as the sub-sector of fast-moving goods, causing corresponding changes in consumer behavior and in the structure of consumption.

In paragraph 2. **Validation of the model for researching the influence of commercial formats on the consumption of fast-moving goods**, the research results obtained from a survey of 600 households from the Veliko Tarnovo region (from the Severen tsentralen region) and from the Burgas region (from the Yugoiztochen region) are presented), observing the pre-defined phasing.

More significant economic, demographic, psychological, cultural, social and marketing determinants of fast-moving consumer goods consumption at the household level are examined. The specific research objectives are aimed at determining the impact of different retail formats such as – convenience (neighborhood) stores, supermarkets, such as Lidl, Billa, CBA, T Market, etc., hypermarkets, such as Kaufland, Edea, etc., specialty bread shops and bakery products, meat and meat products, fruits and vegetables, etc., online supermarket/hypermarket stores, other types of commercial formats, on the purchase and consumption process by households of fast moving goods, including the terms of trade offered.

When considering the *place of residence and the monthly income of the household, the apparent variations between the incomes of the households* from the regions of Veliko Tarnovo and Burgas are established: see Table 3.

Table 3.

Distribution of respondents according to place of residence and monthly household income

| Cases | | Your place of residence: | | | | | | Total |
|-----------------------------|--------------------------|--------------------------|-------------------------------|------------------------------------|----------------|-----------------------|----------------------------|-------|
| | | City of Veliko Tarnovo | City in Veliko Tarnovo region | A village in Veliko Tarnovo region | City of Burgas | City in Burgas region | A village in Burgas region | |
| In which category does your | up to 500 BGN | 2 | 0 | 0 | 1 | 1 | 0 | 4 |
| | between 501 and 1000 BGN | 10 | 3 | 1 | 5 | 0 | 0 | 19 |

| | | | | | | | | |
|---|--------------------------------|-----|----|---|-----|----|----|-----|
| household's monthly income fall? | between 1001 and 1500 BGN | 19 | 7 | 1 | 11 | 5 | 0 | 43 |
| | between 1501 and 2000 BGN | 26 | 10 | 1 | 28 | 6 | 4 | 75 |
| | between 2001 and 2500 leva. | 30 | 12 | 1 | 25 | 7 | 1 | 76 |
| | between 2501 and 3000 BGN | 50 | 20 | 1 | 30 | 11 | 2 | 114 |
| | between 3001 and 3500 BGN | 39 | 5 | 2 | 43 | 13 | 1 | 103 |
| | between 3501 and 4000 leva. | 33 | 10 | 0 | 44 | 15 | 4 | 106 |
| | between 4000 BGN | 14 | 1 | 1 | 29 | 13 | 2 | 60 |
| Total | | 223 | 68 | 8 | 216 | 71 | 14 | 600 |

Source: Conducted survey.

According to the adopted scale, the number of households receiving higher incomes in the defined intervals - between BGN 2501 and BGN 4000, as well as over BGN 4000, amounts to 383, which represents 63.83% of the total population. In the subset thus created, whose data is colored darker, higher values of disposable income are obtained from 176 households from the Veliko Tarnovo region – 29.33% of the entire population, and from 207 households from the Burgas region – 34.50 % of the total number of respondents.

The results obtained support the author's opinion, formed in the course of the survey, that *in a territorial aspect the respondents from the Burgas region have higher household budgets in comparison to the compared ones*. This finding helps to understand the assumption that ***households from the Burgas region, compared to those from the Veliko Tarnovo region***, have relatively higher purchasing power, based on a certain type of goods, including fast-moving goods, which they can buy with their disposable income.

According to the module of questions included in the survey card, ***the survey targets the consumption preferences and habits of fast-moving consumer goods*** (food and non-food items for daily and/or frequent use) ***at the household level***. The resulting graphical and tabular images visualize the answers given by the surveyed consumers

regarding: the usual way of shopping for fast moving goods; the frequency of shopping for fast moving goods in the household, including by commodity groups; the preferred commercial formats when shopping for single purchases or for larger quantities of fast-moving goods in the household; the consumer expenditure per week and per month for the purchase of fast-moving goods in the household, etc.

When observing the *preferred commercial formats when shopping for larger quantities of fast-moving goods in the household*, the following distribution of the respondents is established: see Table 4.

Table 4.

Distribution of respondents according to preferred commercial formats when shopping for larger quantities of fast-moving goods in the household

| | | Answers | | Percentage of cases |
|------------------------------|--|---------|------------|---------------------|
| | | N | Percentage | |
| Preferred commercial formats | Convenient (neighborhood) shops | 210 | 19.0% | 35.0% |
| | Supermarket, such as Lidl, Billa, CBA, T Market, etc. | 448 | 40.6% | 74.7% |
| | Hypermarket, such as Kaufland, Edea, etc. | 299 | 27.1% | 49.8% |
| | Specialized shops for bread and bakery products, meat and meat products, fruits and vegetables, etc. | 99 | 9.0% | 16.5% |
| | Online store of a supermarket/hypermarket | 30 | 2.7% | 5.0% |
| | Other type of commercial format (please specify) | 17 | 1.5% | 2.8% |
| Total | | 1103 | 100.0% | 183.8% |
| a. A dichotomous group. | | | | |

Source: Conducted survey.

According to the given total of 1103 positive answers, visualized in Table 4, when *shopping for larger quantities of fast-moving food and non-food goods* for daily and/or frequent household use, the following is reported: 40.60% of the respondents prefer supermarkets; 27.10% prefer hypermarkets; convenient (neighborhood) stores are preferred by 19.00%; followed by the preferences of 9.00% of the respondents to specialized shops for bread and bakery products, meat and meat products, fruits and vegetables, etc. With the lowest relative shares are the preferences for the online stores of supermarket/hypermarket – 2.70%, and for other types of commercial formats – 1.50%.

The trading conditions created by trading formats reflect and influence consumer behavior in purchasing fast-moving consumer goods and the choice of a

trading format. In favor of the statement the results of the survey are cited, according to which: the largest relative share of the total population of respondents, amounting to 14.90%, emphasized that the most important thing for them is the location of the store; 14.20% – distinguish the quality of the offered goods; 13.9% – the assortment variety of goods and brands; equal to 11.70% – the type and characteristics of the commercial format stand out - convenient (neighborhood) store, supermarket, hypermarket, etc., as well as the shelf life of the offered goods; 8.50% – servicing and offering additional services; 7.70% – the offered promotions; 3.80% – advertising messages; 3.00% – the loyalty programs.

The data represents the values of the *weekly or monthly consumer expenditure for the purchase of fast-moving goods in the household, considering the following more important dependencies of:* the age group of the respondents; degree of completed education; household size; the number of children up to 18 years of age; living in the household; status according to employment and professional status. This data is illustrated by corresponding figures presented in the exposition of the paragraph.

The implementation of multiple linear regression and correlation allows *analyzing the dependence of the monthly expenditure on the purchase of fast-moving goods in households from the researched areas on the factors:* disposable monthly income of the household and the age of the respondents. The visualization of the values of the measured coefficients is shown in Table. 5.

Table 5.

Multiple linear regression and correlation coefficients

| Model | | Coefficients | | | | | | |
|-------|--|-----------------------------|----------------|---------------------------|-----------|-------|---------------------------------|-------------|
| | | Unstandardized coefficients | | Standardized coefficients | t – stat. | Sig. | 95.0% Confidence interval for B | |
| | | B | Standard error | Beta | | | Lower limit | Upper limit |
| 1 | (Constant) | 0.747 | 0.249 | | 3.001 | 0.003 | 0.258 | 1.235 |
| | In which category does your household's monthly income fall? | 0.387 | 0.027 | 0.528 | 14.410 | 0.000 | 0.334 | 0.439 |

| | | | | | | | |
|---|--------|-------|--------|--------|-------|--------|-------|
| What is your age group? | -0.012 | 0.030 | -0.015 | -0.402 | 0.688 | -0.071 | 0.047 |
| a. Dependent variable: Approximately how much does your household spend per month on the purchase of fast-moving goods? | | | | | | | |

Source: Conducted survey.

The analysis and interpretation of the data obtained as a result of applying the method of multiple linear regression and correlation are the basis for the following more significant findings: *when the monthly income of the 600 respondents in the sample increases by BGN 1.00 there is an increase in the monthly expenditure for the purchase of fast-moving goods by BGN 0.39*, provided that the influence of the age variable is eliminated. At the same time, *it is measured that with an increase in age by 1 year, there is a decrease in the monthly expenditure for the purchase of fast-moving goods by an average of BGN 0.012*, provided that the influence of the disposable income variable is eliminated. It can be concluded that 28% of the variation in the monthly expenditure for the purchase of fast-moving goods in the researched households from the Veliko Tarnovo and Burgas regions is determined by the differences in the available monthly income and their age.

In paragraph 3. **Formulation of recommendations for the development of the consumption of fast-moving goods, considering the influence of commercial formats**, the results obtained from the analysis of the trade sector, of the sub-sector of fast-moving goods in Bulgaria and the testing of the model for researching the influence of commercial formats on fast-moving consumer goods consumption. Through the prism of *the search for opportunities to develop the consumption of fast-moving goods and taking into account the influence of commercial formats, specific recommendations are formulated, structured in the following main groups*: enrichment of the assortment of commercial formats at an optimal “quality – price” ratio; offering own brands of fast-moving goods that are a good alternative to the main brands; development of promotional policies of commercial formats; creation of trading conditions by saving users’ time, convenience when shopping for fast-moving goods in stores of commercial formats; maintaining a partnership with Bulgarian suppliers and manufacturers of fast moving goods, with a tendency to increase annually; adopting sustainability practices,

offering healthy and organic fast-moving consumer goods; creation of new jobs in the economy and development of other socio-economic activities; adapting to the digital transformation of the business of retail formats and the growth of online shopping for fast moving goods.

Based on the presentation in the *third chapter* of the dissertation, *more important conclusions* are reached, which are expressed in:

First, in the last two and a half decades, a significant *structural transformation has taken place in the trade sector, respectively in the fast-moving consumer goods sub-sector*. The changes in commercial establishments according to their size are associated with an increase in those of medium and large size, a decrease in small and micro-enterprises in Bulgaria. *Large commercial formats such as supermarkets and hypermarkets, discounters report a significant growth in retail sales and occupy a market share that significantly exceeds that of other commercial formats such as convenient (neighbourhood) stores, specialized stores, drugstores and other types.*

Second, the results of the analysis of the state and dynamics of development of sector G “Trade; repair of cars and motorcycles”, part of which constitutes the fast-moving consumer goods sub-sector, allow the following trends to be outlined: the state and development of fast-moving consumer goods sales - food and non-food, add value to the general development of the trade sector and this determines the study of interdependence and the connectivity between them; tracking the dynamics of the Retail Trade Volume Index in Bulgaria compared to the 27 member states of the European Union establishes that during the studied period the average growth rate of the retail trade volume in Bulgaria is ahead of that of the European Union; the measurement of favourable values of the economic indicators - number of enterprises, number of employed persons and value of income from the activity, presupposes determination of the significant role of trade, respectively of the sub-sector of fast-moving goods, in the structure of the national economy.

Third, the practical testing of the Model for researching the influence of commercial formats on the consumption of fast-moving goods, as well as the collected data and results of the questionnaire survey of a random and unique sample of households with residence in the Veliko Tarnovo and Burgas regions, processed,

analyzed and interpreted with the help of the statistical software product IBM SPSS Statistics, allow the following generalizations: the consumption of fast-moving goods is determined by the influence of different types of trade formats, taking into account both the trade conditions created by them and the manifestation of diverse economic, demographic, psychological, cultural, social and marketing determinants. In a territorial aspect, when evaluating the consumption of fast-moving goods, relative differences are found between the respondents from the two compared areas, due to the influence of economic and other determinants.

Fourth, observing the results of the performed analysis of the fast-moving consumer goods sub-sector in Bulgaria and testing the proposed model are grounds for formulating certain recommendations. The main goal is to look for and identify opportunities for the development of the consumption of fast-moving goods, considering the influence of commercial formats. These recommendations should integrate user requirements into future policies and strategies for the development of commercial formats.

Based on the conclusions of the theoretical-practical research and the empirical results obtained by means of the approved Model for studying the influence of commercial formats on the consumption of fast-moving goods, ***a research thesis is proved*** that in the structure of consumption, fast-moving goods occupy a significant relative share and their purchase and consumption in the household are determined by the influence of various determinants, among which stand out the trading conditions offered by commercial formats, as well as other factors of an economic, demographic, psychological, social, cultural and marketing nature.

CONCLUSION

In accordance with the defined main goal and tasks of the dissertation thesis, the conclusion summarizes the results of the theoretical and empirical research. These results are related to determining the economic foundation of the concept of “fast-moving goods”, the essence of commercial formats and the specific aspects of the consumption of fast-moving goods, outlining the methodological framework and validation of the model for researching the influence of commercial formats on the consumption of fast-moving consumer goods. More important conclusions are formulated, supporting and confirming the research thesis of the dissertation development. Specific recommendations for the development of the consumption of fast-moving goods are made, considering the influence of commercial formats.

IV. REFERENCE OF THE CONTRIBUTIONS IN THE DISSERTATION

Based on the theoretical and practical studies, the following more important contributions of the dissertation thesis can be highlighted:

1. Based on theoretical interpretations, generalization and synthesis of definitive judgments about fast-moving goods, their importance in the structure of consumption is substantiated and the existing knowledge is enriched through the derived author's definitions.

2. Based on a study of fundamental approaches, models and factors of consumer behaviour when choosing a commercial format and purchasing fast-moving goods, determinants of significant economic, demographic, psychological, social, cultural and marketing nature are grouped.

3. As a result of a systematic and critical analysis of theoretical statements on the above questions, methodological foundations are outlined and a sequence of stages of a model for researching the influence of commercial formats on the consumption of fast-moving goods is proposed and supported by convincing arguments.

4. Based on the research results obtained from the empirical testing of the proposed model, recommendations are formulated for the development of the consumption of fast-moving goods, considering the influence of commercial formats.

V. PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

1. Scientific studies

1.1. Petrusheva, T. Fragmentary analysis of the activity of retail chains for fast-moving consumer goods in Bulgaria. Annual Almanac, “Scientific research of doctoral students” book 19, volume XVI, Tsenov Publishing House, 2023, pp. 192-218, ISSN 1313-6542.

2. Scientific reports

2.1. Petrusheva, T. The corporate social commitment of retail formats in Bulgaria and the circular economy. Collection of reports from the International scientific and practical conference “The circular economy in the context of the relationship industry 4.0 - society 5.0”. Tsenov Publishing House, October 21-22, 2022, pp. 160-168, ISBN (print) 978-954-23-2249-8, ISBN (online) 978-954-23-2250-4.

2.2. Petrusheva, T. Studying the functioning of international trade chains for fast-moving consumer goods in different markets. The membership of Bulgaria in the European union & sixteen years later. Volume 1, 13 October 2023, University of national and world economy – Sofia, Publishing complex – UNWE, 2023, pp. 241-250, ISSN 2815-2727.

2.3. Petrusheva, T. A study of retail format choice and fast-moving consumer goods shopping patterns. International scientific conference “Trade 5.0 - Digitization and/or Humanization”, dedicated to 70 years since the establishment of the Department “Economics and Management of Trade and Services” (1953-2023) and 75 years since the beginning of studies in the specialty “Economics and trade” (1948 - 2023), University of Economics – Varna, October 13, 2023, pp. 311-319, ISBN 978-954-21-1160-3.

2.4. Petrusheva, T. A multifaceted approach to fast-moving consumer goods research: theoretical and empirical aspects. Mechanisms of territorial development management: collection of scientific works in 2 parts. Part 1. Scientific works of participants of the international scientific and practical conference, Polessky National University, Zhytomyr, Ukraine, October 26-27, 2023, pp. 209-213 c. ISBN 978-617-8223-41-0.

2.5. Petrusheva, T. Research of consumer attitudes towards the purchase of FMCG in Bulgaria. Proceedings of the International Scientific and Practical Conference “Territory Development Management Mechanisms”, Polesky National University, Zhytomyr, Ukraine, October 30-31, 2024, pp. 344-347.

DECLARATION OF ORIGINALITY AND AUTHENTICITY

by Tonya Todorova Petrusheva

In connection with the procedure for obtaining the educational and scientific degree “doctor” in the doctoral programme “Economics and management (Commerce)”, I declare:

1. The results and contributions in the dissertation thesis on the topic: **“Research on the influence of retail formats on the consumption of fast-moving consumer goods”** are original and are not borrowed from research and publications in which the author has no participation.

2. The information presented by the author in the form of copies of documents and publications, personally compiled references, etc. corresponds to objective truth.

3. The scientific results obtained, described and/or published by other authors are duly and extensively cited in the references.

Date: November 2024

Svishtov

Declarant:

/Tonya Petrusheva/