

## REVIEW

**Reviewer :** Assoc. Prof. Petranka Ivanova Midova, PhD., Department of Commerce, D. A. Tsenov Academy of Economics – Svishtov

**Author of the dissertation:** Tonya Todorova Petrusheva, doctoral student at the Department of Commerce, D. A. Tsenov Academy of Economics – Svishtov

**Topic of the dissertation:** “Research on the influence of retail formats on the consumption of fast-moving consumer goods”

### I. General presentation of the dissertation

The dissertation has a classic structure - three chapters with points and subpoints are distinguished, which are in logical sequence and have *a total volume of 222 pages*.

*The main goal of the dissertation* is to study the place of fast-moving consumer goods in the structure of consumption and take into account the specifics of retail formats to adapt and approve a model for studying the influence of retail formats on the consumption of fast-moving consumer goods at the household level. To achieve this goal, *five research tasks have been formulated* that correspond to the set goal. I believe that the main goal has been achieved and the specified tasks have been solved. On this basis, it can be concluded that the research *thesis* has been proven, namely: “...in the structure of consumption, fast-moving consumer goods occupy a significant relative share and their purchase and consumption in the household are determined by the influence of various determinants...”. The goal, tasks and thesis are correctly and clearly formulated.

*The object of the study* is consumers of FMCG in Bulgaria at the household level.

*The subject of research* is the consumption of FMCG, determined by retail formats and consumer behavior factors.

To develop the work, *numerous scientific methods were used* - historical, descriptive, analytical such as synthetic, comparative, variance analysis, regression and correlation analysis. An appropriate software product is used to analyze the data.

At the end of the conclusion, *six restrictive conditions are introduced*. A large number of literary sources - 162 - have been studied and used with critical analysis, thereby achieving part of the educational goals of the doctoral program. The information is illustrated in 47 figures and 41 tables.

*In summary, the dissertation meets the requirements of Art. 27, para. 2 of the Regulations for the Implementation of the Act on the Development of the Academic Staff of the Republic of Bulgaria.*

## **II. Assessment of the form and content of the dissertation**

The issue under consideration, regarding consumer behavior in Bulgaria, is *current and appropriate for this type of research*. Its presentation demonstrates that the candidate possesses theoretical knowledge and is able to interpret the theory related to the consumption of FMCG and the influence of retail formats on it.

Scientific research is distinguished by originality, depth of research into the issue, and use of appropriate tools to achieve the goal.

*The first chapter* is 52 pages long and is theoretical in nature. It logically presents the foundation of the concept of "fast-moving consumer goods", the evolution and typology of retail formats, and the factors influencing consumption when choosing a format.

*The second chapter* of the work is 60 pages long. In terms of content, it includes the methodological foundations of the dissertation, determining the research approaches and behavioral models characteristic of FMCG. A model has been adapted to study the influence of retail formats on consumer behavior.

*The third chapter*, with a volume of 81 pages, represents an empirical testing of the developed model. It begins with an analysis of the FMCG subsector, presents the testing of the model to study the impact of retail formats on consumption, and concludes with the formulation of recommendations for the development of this sector.

At the end of the dissertation work, the following are presented: bibliography, list of figures, list of tables, declaration of originality and authenticity, and appendices, including the questionnaire.

The dissertation is an in-depth study, supported by graphical, tabular and appropriately processed empirical material. The doctoral candidate demonstrates the ability to systematize, analyze and summarize theoretical and empirical data for the purposes of his/her research.

The structural presentation of the dissertation **meets the basic requirements for assessment.**

*The abstract* of doctoral student Tonya Todorova Petrusheva is 42 pages long. It includes the elements required for such a type of work: general characteristics, structure and content, a brief presentation of the content and results of the research, a reference to the scientific and applied scientific contributions, a list of publications of the doctoral student on the topic of the dissertation, and a declaration of originality and authenticity.

*The abstract* corresponds entirely with the dissertation work, correctly reflects the author's views presented in the main work, and complies with the requirements for this type of research.

*The publications* on the dissertation are 6, of which 1 study and 5 reports, all of which are independent. This shows that significant parts of the work are available to the general public and have received a positive assessment. The candidate meets the minimum national requirements for acquiring the ESD "Doctor".

The dissertation is distinguished by correct citation of the literary sources used, using the APA style. The authenticity and originality of the work is verified. The required *rules of scientific ethics are observed and an acceptable percentage of compliance is reported.*

### **III. Scientific and scientific-applied contributions of the dissertation**

The scientific merits of the dissertation can be outlined in the following areas:

*First.* Based on a thorough review of the literature in the field of FMCG, their significance in the structure of consumption is substantiated, and author's definitions are derived.

*Second.* Based on a study of existing approaches, models and factors of consumer behavior when purchasing FMCG, determinants of an economic, demographic, psychological, social, cultural and marketing nature have been identified.

*Third.* As a result of analyzing the theoretical statements, a framework has been outlined and a model has been proposed for studying the influence of retail formats on the consumption of FMCG, and a specific sequence of stages has been proposed.

**Fourth.** As a result of taking into account the research results from testing the adapted model, recommendations have been formulated for developing the consumption of FMCG, taking into account the influence of retail formats.

The achieved *contributions* contain scientific ideas and their significance is proven in a theoretical and applied aspect. In this regard, it can be concluded that *the dissertation work meets the requirements of Art. 27, para. 1 of the Regulations for the Implementation of the Act on the Development of the Academic Staff of the Republic of Bulgaria.*

#### **IV. Critical notes, questions and recommendations on the dissertation.**

When discussing the scientific work in the department, as an internal reviewer, critical remarks, questions and recommendations were made, which were taken into account and reflected by the doctoral student. The interesting issues raised in the dissertation work raise one question:

1. According to doctoral student Petrusheva, will the distribution of consumers regarding the preferred retail format be maintained in a 5-year horizon? Will the position of online stores and specialized stores change?

## V. Summary conclusion and opinion

The reviewed dissertation represents an original scientific and applied research in a relevant field of science. It *meets the requirements* of the Act on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for its implementation. The candidate possesses theoretical knowledge and has the ability to conduct independent scientific research, thereby contributing to the development of science on the researched issues. Based on everything said so far, I give *a positive assessment* of the dissertation and propose to the esteemed members of the scientific jury that *Tonya Todorova Petrusheva* be awarded the educational and scientific degree “*Doctor*” in doctoral program “Economics and Management (Commerce)”.

11.02.2025 , Svishtov

Reviewer: 

(Assoc. Prof. P. Midova, PhD)