

TRAKIA UNIVERSITY
STARA ZAGORA

OPINION

By Prof. Dr. Nadka Stefanova Kostadinova, scientific specialty Economics and Management /agriculture, management accounting/, Department of Management at the Faculty of Economics of Trakia University - Stara Zagora.

The review was prepared on the basis of: Order No. 1302/11.12.2024 of the Rector of the Academy of Economics "D. A. Tsenov" - Svishtov and a decision of the Scientific Jury, taken at the first meeting held on 13.12.2024.

Author of the dissertation: Tonya Todorova Petrusheva, Department of "Commercial Business", SA "D. A. Tsenov", Svishtov for the acquisition of the educational and scientific degree "Doctor" in the scientific specialty Economics and Management /Trade/, professional field 3.8 Economics.

Topic of the dissertation: "RESEARCH THE INFLUENCE OF TRADE FORMATS ON THE CONSUMPTION OF FMCG"

I. General characteristics of the dissertation

The subject of research in the dissertation is the consumption of fast-moving consumer goods, influenced by retail formats and other factors of consumer behavior.

The total volume of the dissertation is 222 standard pages, and is structured as follows: introduction, three chapters, conclusion, list of figures, list of tables, declaration of originality and authenticity, appendices.

The structure (title page, table of contents, introduction, exposition, conclusion and bibliography) and the content of the dissertation work are in accordance with the requirements of Art. 27, para. 2 of the Regulations for the implementation of the law on the development of the academic staff in the Republic of Bulgaria.

The literature used includes a total of 162 literary sources, of which: 52 are in Cyrillic (Bulgarian and Russian) and 110 in English. All are cited correctly.

The results of the study are presented in 47 figures, 41 tables and 5 appendices with a volume of 31 pages.

II. Assessment of the form and content of the dissertation

Relevance of the research – The presented dissertation examines a current and significant problem for trade. The growing influence of trade formats on the structure of sales and consumption of FMCG implies the construction of a consumption structure and shapes the customer's choice. The success of the trade format is directly dependent on the study and analysis of consumer behavior. It is predetermined by various economic, demographic, cultural, marketing and other determinants.

The object of research has been correctly selected – consumers of FMCG in Bulgaria, making purchases and consumption in the household.

The subject of the scientific research is the consumption of fast-moving consumer goods, influenced by retail formats.

The research thesis is a logical consequence of the topic of the dissertation work - 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 and objectives of the dissertation are precisely and clearly formulated, adequate to the subject of research - to adapt and to a certain extent validate a model for studying the influence of retail formats on the consumption of FMCG at the household level and on this basis to formulate conclusions and recommendations.

The research methodology used, encompassing various methods and approaches, is appropriate for the purpose and objectives of the study and has been applied correctly.

I believe that the dissertation correctly sets the research limitations, namely that the proposed research model is tested in a sample of households in two districts of Bulgaria (Veliko Tarnovo and Burgas). The volume of the random and non-repeated sample covers 600 households from both districts, and the time scope of the study includes a ten-year period (2012-2022).

The presentation of the dissertation is presented in three chapters, achieving a good balance in terms of their volumes, as well as their individual paragraphs. A classical approach to structuring a dissertation with distinguishable and logically linked theoretical, methodological-analytical and project parts, which in their entirety represent an independently completed study, has been adopted.

Each chapter of the dissertation ends with adequately summarized conclusions.

In the conclusion of the dissertation, the doctoral student presents summarized theoretical statements, results achieved in the study, and formulates basic conclusions that prove the thesis of the dissertation.

I believe that the dissertation is an original and in-depth scientific study, the personal work of the author. The doctoral student has complied with the rules of scientific ethics, by correctly citing the literary sources used. The computational procedures and the statistical processing of the empirical data have been correctly performed. The dissertation is excellently illustrated and illustrated.

The abstract is presented in a form that meets the requirements, reflecting in a volume of 41 pages the content of the dissertation and the main scientific and applied results achieved.

The reference for contributions correctly reflects the results achieved by the author, which I fully accept.

The dissertation submitted to me for an opinion proves that the doctoral student has acquired in-depth theoretical knowledge on the researched issues and has the ability to conduct independent scientific research.

Doctoral student **Tonya Petrusheva** has published 1 independent scientific study on the topic of the dissertation, printed in the Annual Almanac of the Academy of Sciences - Svishtov. She has also presented 5 independent scientific reports, 3 of which are in a foreign language, presented at international scientific conferences. This proves that the results of the dissertation have gained popularity in the country and abroad.

Questions, recommendations and notes

I have no questions for the doctoral student.

I recommend that the doctoral student, in her future scientific activity, publish her research in specialized, refereed and indexed scientific journals.

III. Conclusion

The dissertation work of the doctoral student Tonya Todorova Petrusheva on the topic: "RESEARCH ON THE INFLUENCE OF TRADE FORMATS ON THE CONSUMPTION OF FMCG" is a completed independent scientific study dedicated to a current economic problem. The set goals and objectives of the study have been successfully fulfilled.

I believe that the dissertation meets the requirements of the Law on the Promotion of Education and Training of Bulgarian Students and the Regulations for its Implementation. I will vote with conviction for awarding an educational and scientific "Doctor" to **Tonya Todorova Petrusheva** in the scientific specialty "Economics and Management" /trade/.

10.02.2025

City of Stara Zagora

Prepared the opinion:

/Prof. Dr.  Kostadinova/