

**Federal State Educational Institution of Higher Education**  
**‘National Research University Higher School of Economics’**

**Saint Petersburg School of Economics and Management**  
**Department of Finance**

**Report of the supervisor on the bachelor’s thesis**

Students **Saenko Maria Artemovna & Fomenko Alina Valentinovna**

Last name, first name, middle name

Of the 4<sup>th</sup> year of the educational programme Management

On the theme: **‘GREEN MARKETING: CUSTOMERS’ PERSPECTIVE AND RECOMMENDATIONS. VKUSVILL CASE’**

Maria Saenko and Alina Fomenko made their bachelor’s project on really hot topic connected with the companies’ reasons for being an environmentally-friendly business. Topic is absolutely relevant, because many big players in the global market implement environmental practices in their everyday operations.

**Justification of the project.** Project is absolutely relevant as Vkusvill, a Russian food retailer known for selling products made by Russian suppliers using only natural ingredients, has been among the companies that understand the importance of implementing green initiatives and embedding them into customers’ experience. The research focuses on finding and considering the key success factors in green marketing used by VkusVill. Authors’ approach and objectives seem to cover the topic and eventual outcomes.

**Theoretical foundation.** The theoretical foundations of green marketing for food retail companies were systematized. The analyzed literature is related to the topic of the bachelor’s thesis and its goal. It consists of scientific and original publications about different aspects of project problem. Maria and Alina also evaluate and analyze the sources of literature with regard to the level of reliability in the researches and the decisions made in them.

**Development of the solution to the project.** Authors evaluated the reliability of project methods. Maria and Alina also checked the appropriateness and justification of chosen methods and instruments through analysis of the relevant literature. Authors focused on VkusVill’s green initiatives and the intentions, attitudes and motivations of its customers through the use of in-depth interviews of the customers, which are interpreted with the help of MAXQDA, a software for visualizing and interpreting qualitative and mixed methods data. Moreover, they used the concept of the theory of planned behavior and a reflective thematic analysis for the interpretation of in-depth interviews. Authors mastered methods successfully that we can see on getting results of project.

**Results and conclusions.** The structure of results presenting in bachelor's thesis is clear and understandable. Maria and Alina found the right balance in combination of text, figures and tables, which helps to concentrate only on content.

Authors formulated conclusions and recommendations based on the getting results, and it seems credible due to the reasons of clear project structure and careful data collection.

Concrete recommendations for increasing the overall awareness of VkusVill's green practices and enhancing the involvement of those customers who already use VkusVill's green practices are formed in the following areas of improvement: location, a sense of community, lack of transparency, educational activities and eco-related partnerships with organizations, in-store promotion and online promotion. The recommendations are formed based on the opinions of customers and the factors that stand behind their green habits identified via the theory of planned behavior. As a part of the analysis, customer segments are formed based on green consumer behavior factors they tend to show through the course of in-depth interviews, which are also reflected in the recommendations.

Bachelor's thesis meets requirements of academic standards. It's also need to write about practical solutions received by Maria and Alina in process of preparing project section of their bachelor's thesis – as we can read from company's review; they demonstrated really high level of competencies and the use of tools and methods of management, which helped them to solve business tasks from real life and to bring benefits for VkusVill.

**The bachelor's thesis of Maria Saenko and Alina Fomenko meets the requirements of the Programme and authors of the thesis should be admitted to the defense and deserves an excellent grade in case of successful defense.**

Scientific advisor:

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/ Vitalii S. Lipatnikov /

Date: 02.06.2021