



STATEMENT

Вх. № РД 20-1312 / 30.07.2020

1. General information

Prepared by: Assoc. Prof. Atanas Denev Luizov, PhD, Burgas Free University, Professional filed 3.8 Economics, Scientific discipline "Marketing"

Basis for the Statement: This Evaluation Report has been prepared pursuant to Rector's Order No. RD-06-126/03.07.2026 appointing the Scientific Jury.

Author of the Dissertation: Hristina Dimitrova Aleksandrova

Title of the Dissertation: Marketing Influences on Consumer Behaviour in the Dance Arts Market

2. General presentation of the dissertation

The dissertation comprises a total of 262 pages, including 204 pages of main text, 17 pages of references, and 41 pages of appendices. It contains 55 tables and 31 figures. The bibliography includes 319 references in Bulgarian, English, and Spanish.

The submitted dissertation has been made in a way that meets the specific rules of the main academic unit, satisfying the requirement in Article 27, Paragraph 2 of the Regulations for the Implementation of the Academic Staff Development Act of the Republic of Bulgaria.

3. Publications and Participation in Scientific Forums

The doctoral candidate has submitted three scientific publications—two journal articles and one conference paper—published in peer-reviewed journals. All publications are single-authored, with two of them published in English. The publications directly relate to the topic and content of the dissertation.

The submitted publications satisfy the minimum national requirements for the award of the educational and scientific degree of Doctor (PhD) in accordance with Article 2b, Paragraphs 2 and 3 of the Academic Staff Development Act of the Republic of Bulgaria.

4. Evaluation of the Structure and Content of the Dissertation

The dissertation is logically structured and consists of an introduction, three chapters, a conclusion, a bibliography, and appendices. The introduction provides a well-founded justification of the relevance and significance of the research topic and clearly formulates the main research objective and four research tasks. The object and subject of the research are clearly defined, as is the central research thesis, which posits that specific changes in advertising stimuli can be used to develop a model of the marketing influences on consumer behaviour in the dance arts market. The Introduction also presents the research questions, the information base, and the methodological limitations of the study, thereby clearly delineating its scope and methodological framework.

Chapter One is theoretical in nature and establishes the conceptual foundation of the dissertation. It provides a well-reasoned discussion of the distinctive characteristics of the dance arts market and of dance training classes as a specialised service. The principal models of consumer behaviour and their applicability to the research topic. The research critically examines the principal models of consumer behaviour and their applicability to the topic. The critical review of the existing theoretical frameworks provides a sound rationale for the development of the author's conceptual model and establishes the necessary theoretical foundation for the subsequent empirical investigation.



Chapter Two is analytical and methodological in nature. It presents an analysis of the dance arts market in Bulgaria, highlighting its principal characteristics and development trends. The doctoral candidate provides a well-founded justification for the selection of the methodological approaches and research methods employed, including content analysis, expert evaluation, an eye-tracking experiment, biometric research, and a questionnaire survey.

Table 2.16 is particularly valuable as it clearly and systematically demonstrates the relationship between the conceptual model, the research hypotheses, and the methods used to test them, thereby reinforcing the logical coherence and methodological rigour of the research.

Chapter Three presents and analyses the findings of the empirical research. The analysis is characterised by a coherent structure, methodological rigour, and insightful interpretations of the results. The author successfully integrates statistical analysis with a marketing perspective on the relationships identified, thereby strengthening both the scientific validity and the practical applicability of the conclusions.

The submitted dissertation and the accompanying documentation comply with the requirements of Article 56, Paragraphs 1 and 2 of the Regulations on Academic Staff Development at the University of Economics in Varna.

The abstract provides an accurate and comprehensive presentation of the content, methodology, principal findings, and contributions of the dissertation.

The dissertation is characterised by a precise academic style, clarity of presentation, and appropriate use of specialised terminology.

5. Evaluation of the Scientific and Applied Research Contributions of the Dissertation

The scientific and applied research contributions presented are appropriately formulated, consistent with the content and findings of the dissertation, and, in my opinion, constitute valuable scientific and applied research contributions.

6. Determination of the Presence or Absence of Plagiarism in the Dissertation and the Abstract

I have found no evidence of plagiarism in the submitted dissertation or the accompanying abstract.

7. Critical Remarks and Recommendations

I have no critical observations to make. I recommend that the doctoral candidate publish the findings of the research in scientific journals indexed in Scopus and Web of Science in order to enhance their dissemination within the academic community and increase their international visibility.

8. Questions to the Doctoral Candidate

You mention in the abstract that other sectors of the cultural and creative industries could also benefit from the proposed model. In your view, what adaptations would be necessary to ensure its successful application in those sectors?



9. Conclusion

Based on the foregoing evaluation, I conclude that the submitted dissertation satisfies the normative requirements for the award of the educational and scientific degree of Doctor (PhD). I therefore give the dissertation a positive evaluation and recommend that the esteemed members of the Scientific Jury award Hristina Dimitrova Alexandrova the educational and scientific degree of Doctor (PhD) in the professional field 3.8 Economics, PhD Programme in Marketing.

29.07.2026 г.

Prepared by:

/Assoc. Prof. Atanas Luizov, PhD/

STATEMENT

By: Professor Hristo Katrandjiev, Ph.D., University of National and World Economy (UNWE), Head of Department "Marketing and Strategic Planning", Member of the Scientific Jury

Regarding: a dissertation submitted for the award of the educational and scientific degree "Doctor" in Professional Field 3.8. Economics, scientific specialty "Marketing", entitled "Marketing Influences on Consumer Behaviour in the Dance Arts Market"

Author of the dissertation: Hristina Dimitrova Aleksandrova

Title of the dissertation: "Marketing Influences on Consumer Behaviour in the Dance Arts Market"

Scientific supervisor: Assoc. Prof. Maria Kehayova-Stoycheva, Ph.D.

1. General Characteristics of the Procedure and Presentation of the Doctoral Candidate

The submitted set of materials includes the full dissertation, the dissertation abstract, the doctoral candidate's curriculum vitae, and a certified extract from the minutes of the Department Council of the Department of Marketing at the University of Economics – Varna. Minutes No. 15 of 22 June 2026 show that the dissertation was discussed at a departmental meeting, the doctoral candidate presented the revisions made, and the Department Council unanimously approved the initiation of the public defence procedure, with my inclusion in the proposed composition of the Scientific Jury.

Hristina Dimitrova Aleksandrova has academic and professional qualifications that are directly related to the subject area of the dissertation. She holds a Bachelor's degree in Business Economics from the University of Economics – Varna, a Master's degree in Project Management from the same university, and a Master's degree in Choreographic Directing and Arts Management from Varna Free University "Chernorizets Hrabar". The combination of economic, managerial, and artistic education provides an appropriate interdisciplinary foundation for examining marketing influences in the specific context of the dance arts.

The doctoral candidate's professional experience is also directly connected with the dissertation topic. Since September 2023, she has been an Assistant Professor at the University of Economics – Varna and has participated in teaching courses related to social media, photography and video production, event marketing, technologies in advertising and public relations, digital and social media, and the ethical aspects of advertising communication. In parallel, she has experience as a project manager in the field of dance and the performing arts, as a digital marketing specialist, and as a choreographer and dance-school manager. This professional trajectory enables her to understand simultaneously the artistic, organisational, and market logic of the sector under study.

Her professional competencies include skills in using statistical software, eye-tracking technology, and biometric devices, together with practical experience in organising cultural events, developing advertising content, and managing communications. These circumstances

provide grounds for concluding that the doctoral candidate has the preparation required to carry out complex empirical research in the field of arts marketing.

2. Relevance, Significance, and Scope of the Dissertation Research

The dissertation topic is relevant and significant from both a scientific and a practical perspective. Consumer behaviour under conditions of intense competition for attention and limited cognitive resources is a central issue in contemporary marketing. In the dance arts market, this issue acquires additional complexity because of the intangible and experiential nature of the service, the substantial role of emotions, the limited marketing resources of many organisations, and the insufficient degree to which this particular market has been examined in academic research.

The author substantiates the significance of the study by referring to the low level of participation of the Bulgarian population in cultural and performing-arts activities, the limited human and financial resources of private dance schools, and the need for more professional management of advertising content. The research gap is associated with the shortage of studies that specifically analyse the effects of advertising stimuli on consumers of instructional dance classes and that combine eye tracking, biometric measurement, and survey research.

The object of the study comprises aspects of the behaviour of consumers of instructional dance classes, while the subject concerns the marketing influences on that behaviour, with an emphasis on specific visual modifications to advertising stimuli and their effects on attention, responses, and behavioural intentions. The stated limitations – private organisations operating in the city of Varna, a focus on amateur instructional classes, and the exclusion of certain dance styles – are clearly defined and enable a controlled and focused investigation. At the same time, they delineate the boundaries within which the findings may be generalised.

The main objective is to propose and empirically test a conceptual model of the impact of specific modifications to an advertising stimulus on different aspects of consumer behaviour in the dance arts market. The objective is pursued through four logically interconnected tasks: developing the theoretical foundation and conceptual model; analysing the market; designing and conducting a combined empirical study; and formulating applicable recommendations for dance schools.

3. Structure and Content of the Dissertation

The dissertation comprises 262 pages, including 204 pages of main text, 17 pages of references, and 41 pages of appendices. It contains 55 tables and 31 figures, while the bibliography includes 319 sources in Bulgarian, English, and Spanish. These parameters attest to the considerable volume of theoretical and empirical work undertaken.

The structure consists of an introduction, three chapters, a conclusion, a bibliography, and appendices. The first chapter establishes the theoretical framework by examining the specific characteristics of dance-school products, the development of consumer-behaviour research, environmental factors, individual characteristics, the marketing mix, and the consumer decision-

making process. On this basis, an S-O-A-R-D conceptual model is developed, integrating elements of the S-O-R and Engel–Kollat–Blackwell models, as well as the AIDA model.

The second chapter is devoted to an analysis of the dance arts market in Bulgaria and to the methodology of the empirical study. It examines data on cultural participation, the economic and organisational characteristics of the sector, project funding, online search behaviour, and digital presence. The three-stage research design – preliminary, main, and analytical – is presented, together with the relationship between the conceptual model, the hypotheses, the data sources, and the statistical methods used.

The third chapter presents the empirical results. It analyses the effects of the main background colour, the type of image, and the inclusion of price information on emotional and cognitive responses, intentions, visual attention, and physiological reactions. In addition, the relationships between the measured constructs, the influence of prior experience and demographic characteristics, the criteria for choosing a dance school according to the elements of the 7P marketing mix, and colour associations are examined. The conclusion summarises the results, formulates practical recommendations, and outlines directions for future research.

Overall, the structure is logical and follows a clear progression from theoretical justification, through methodological construction, to empirical testing and practical conclusions. It is particularly positive that the conceptual model does not remain merely declarative, but is operationalised through specific independent and dependent variables and is linked to a set of hypotheses, sub-hypotheses, and statistical procedures.

4. Assessment of the Methodology and Empirical Research

The methodology is among the strongest aspects of the dissertation. Methodological triangulation is employed, combining expert evaluations, content analysis of advertising materials, a laboratory experiment using eye tracking and biometric measurements, a survey, and statistical analysis. This combination makes it possible to examine both unconscious responses and conscious evaluations and intentions. The main study was conducted between 11 December 2024 and 23 May 2025.

During the preliminary stage, expert evaluations involving 10 participants and a content analysis of 117 advertising materials were carried out. The results were used to operationalise the independent variables and to construct eight versions of the advertising stimuli. This approach provides content validity for the experimental materials and links the laboratory study to the actual communication practices of dance schools.

The main stage included an experiment with 47 participants and a survey of 217 respondents, with the experiment participants also taking part in the survey. A within-subject design was used in the experiment, whereby each participant viewed all eight versions of the stimuli for five seconds, while the presentation order was randomised in order to reduce order effects and loss of interest. Eye tracking and biometric measurements recorded indicators including fixations, revisits, time to first fixation, pupil size, skin resistance, and heart rate.

The survey measured positive emotional response, cognitive attitude towards the advertisement, intention to seek additional information, and purchase intention. The criteria for choosing a dance school and colour associations were also examined. The analysis employed factor analysis, a paired-samples t-test, multivariate analysis of variance (MANOVA), a linear mixed model, analysis of variance (ANOVA), correlation analysis, the non-parametric Kruskal–Wallis H test, and descriptive statistics. The set of procedures is appropriate to the research questions and the structure of the data.

It should be noted that the experimental sample of 47 participants limits statistical power in some of the tests, while the markedly uneven gender distribution requires caution in interpreting the related hypotheses. The laboratory setting and forced exposure to the stimuli also limit external validity. These limitations are correctly recognised in the dissertation and the dissertation abstract and were also discussed in the minutes of the departmental meeting. They do not invalidate the study, but they define the boundaries within which the results should be generalised.

5. Assessment of the Main Results

The empirical findings provide a well-supported and nuanced picture. The first group of hypotheses is supported: changes in the advertising stimulus lead to statistically significant differences in positive emotional response and cognitive attitude towards the advertisement. The main colour, image type, and inclusion of price information emerge as significant factors.

The second group of hypotheses, concerning the intention to obtain further information and purchase intention, is partially supported. The main colour has a significant effect, the image type does not demonstrate a statistically significant effect on intentions, and the inclusion of price information has a partial effect, more clearly expressed in relation to purchase intention. This result shows that attracting attention and forming a positive evaluation do not automatically translate into stronger behavioural intention.

The hypotheses concerning overall visual attention and physiological responses are partially supported. Changes in the advertising stimulus do not produce unequivocal differences in overall visual attention, but they do affect its distribution across the individual areas of the advertisement. The image type also influences some of the physiological responses. These findings support the need to examine attention not only as overall intensity, but also as a spatial distribution across the elements of the stimulus.

Relationships between visual attention, physiological responses, emotional and cognitive evaluations, and behavioural intentions are supported, although some of the correlations are weak. Prior experience is also found to influence visual attention and physiological responses. The effects of gender and age are partial, while no statistically significant differences are established between the examined segments in relation to conscious evaluations and intentions.

Of practical importance are the findings that advertisements featuring a purple background, photographs of real dancers, and price information generate more positive emotional and cognitive evaluations. At the same time, real photographs may concentrate attention on

themselves and divert it away from the price, contact details, and other important elements, whereas stylised images lead to a more even distribution of attention. This finding is particularly useful because it does not prescribe a mechanically universal solution, but links the choice of visual approach to the specific communication objective.

The additional analysis of the 7P marketing mix shows that a convenient location, a suitable schedule, clear organisation of the instructional process, price transparency, cleanliness of the premises, and staff responsiveness are among the leading choice criteria. The dissertation therefore moves beyond a narrow analysis of the advertising stimulus and places the findings within the broader framework of service management and consumer segmentation.

6. Assessment of the Scientific and Applied Contributions

I consider that the dissertation contains genuine scientific and applied contributions.

First, an S-O-A-R-D conceptual model has been developed for analysing marketing influences on consumer behaviour in the dance arts market. The model integrates elements of S-O-R, EKB, and AIDA, positions attention as an intermediate component, and distinguishes between physiological, emotional, and cognitive responses. The contribution lies not merely in combining established models, but in adapting and operationalising them for a specific and under-researched market.

Second, a complex methodological framework has been applied for the simultaneous examination of unconscious physiological responses and conscious consumer evaluations. The combination of content analysis, expert evaluations, eye tracking, biometric measurements, and survey research provides a more comprehensive basis for interpreting advertising effects and tracing the relationships between the different components of the model.

Third, empirical differences have been established in the ways in which specific visual characteristics – colour, image type, and price information – influence the distribution of attention, emotional and cognitive responses, and some behavioural intentions. This contribution is relevant to arts marketing and to the design of advertising content for services with a strong emotional component.

Fourth, leading criteria for choosing a dance school have been identified according to the elements of the 7P marketing mix, and differences between individual consumer segments have been established. This extends the applicability of the findings from the level of advertising to the level of overall marketing-mix management.

Fifth, specific recommendations have been formulated concerning the visual design of advertisements, the use of price information, segmentation according to prior experience, and the communication of the characteristics of the actual service experience. The contributions have potential applicability to other performing-arts and cultural services following the necessary adaptation.

7. Publications and Dissemination of the Results

Two research articles and one conference paper have been presented on the topic of the dissertation. The publications examine the relative importance of the elements of the 7P marketing mix in choosing a dance school, the characteristics of the culture and performing dance-arts sector in Bulgaria, and digital marketing in dance schools. Their thematic connection with the dissertation is direct, while the publication activity demonstrates the consistent development and public dissemination of the research results.

The dissertation abstract accurately reflects the structure, methodology, main results, contributions, and limitations of the dissertation. Comparison with the full text demonstrates substantive consistency with regard to the conceptual model, research design, hypotheses, empirical results, and practical recommendations. The dissertation abstract also includes a declaration of originality.

8. Critical Remarks and Questions

The critical remarks that may be made do not alter the overall positive assessment, but delineate the boundaries of interpretation and directions for the further development of the study. In this case, my remark concerns the need to interpret the results of the laboratory experiment with caution because of the limited sample, the controlled environment in which the participants were placed, the possible fatigue effect, and the uneven gender distribution. An appropriate direction for future development would be to test the robustness of the findings in a natural digital environment and with a larger and more balanced sample.

I have no questions for the doctoral candidate.

9. Conclusion

The dissertation by Hristina Dimitrova Aleksandrova, entitled "Marketing Influences on Consumer Behaviour in the Dance Arts Market", constitutes an independent, relevant, and methodologically well-organised scientific study in the field of marketing. The author demonstrates substantial theoretical knowledge, the ability to develop and operationalise a conceptual model, the capacity to combine different research techniques, and analytical rigour in interpreting the results.

The stated objective has been achieved, the formulated tasks have been fulfilled, and the proposed framework has been empirically tested. The findings have scientific value for research on consumer behaviour and arts marketing, as well as practical utility for organisations offering instructional dance classes. The identified limitations are appropriately acknowledged and do not call into question the overall value of the work.

On the grounds stated above, I give a positive assessment of the dissertation and recommend that the esteemed Scientific Jury award Hristina Dimitrova Aleksandrova the educational and scientific degree "Doctor" in Professional Field 3.8. Economics, scientific specialty "Marketing".

I would vote unequivocally in favour.

Date: 16 July 2026

Professor HRISTO

Sofia, Bulgaria

KATRAN DJIEV, Ph.D.
University of National and World
Economy (UNWE)
Head of Department "Marketing and
Strategic Planning"



EVALUATION REPORT

by Prof. Evgeni Petrov Stanimirov, PhD

Scientific Field: Marketing

on a dissertation, submitted for the award of the Doctor (PhD) Degree
in the Higher Education Area 3. Social, Economic and Legal Sciences,
Professional Field 3.8 Economics

1. General Description of the Submitted Materials

This Evaluation Report has been prepared pursuant to Order No.RD 06-126/03.07.2026 appointing the members of the Scientific Jury in the procedure for the public defense of a dissertation for the award of the educational and scientific degree Doctor (PhD) in Professional Field 3.8 Economics, Doctoral Programme Marketing.

The author of the dissertation is Hristina Dimitrova Aleksandrova, a PhD candidate at the Department of Marketing, University of Economics – Varna. The dissertation submitted for evaluation is entitled “Marketing Influences on Consumer Behaviour in the Market for Dance Arts.”

The PhD candidate has fulfilled all statutory requirements for admission to the public defense. The submitted documentation includes the dissertation, an extended abstract, a statement of scientific contributions, publications related to the dissertation topic, a curriculum vitae, and all other documents required under the Academic Staff Development Act of the Republic of Bulgaria and the Regulations for its Implementation.

The materials submitted by PhD candidate Hristina Aleksandrova comply with the requirements set out in Article 37, paragraph 6 of the Regulations for Academic Staff Development of the University of Economics – Varna. The dissertation was discussed and approved by the Department of Marketing at the University of Economics – Varna and was recommended for public defense, thereby fulfilling the requirements of Article 35, paragraph 2, item 3 of the Regulations for Academic Staff Development of the University.

2. Characteristics and Evaluation of the Dissertation

The dissertation submitted for evaluation comprises a total of 262 pages, including 204 pages of main text. It consists of a table of contents, an introduction, three chapters, a conclusion, a bibliography, and appendices. The dissertation contains 55 tables and 31 figures. The bibliography includes 319 references in Bulgarian, English, and Spanish.

The dissertation addresses a topical and significant issue in contemporary marketing theory and practice, namely the influence of marketing instruments on consumer behaviour in the market for dance arts. The selected research topic is interdisciplinary in nature, integrating concepts from marketing, consumer behaviour, and the cultural and creative industries. Its relevance stems from the increasing need for cultural organisations to adopt contemporary marketing approaches in order to attract, engage, and retain audiences in an environment characterised by growing competition and continuously changing consumer behaviour.

The dissertation clearly and convincingly defines the relevance of the research, the object and subject of the study, the research thesis, the research aim and objectives, the methodological framework, and the limitations of the study. A strong logical consistency can be observed between the research objectives, the methodological approach adopted, and the results achieved.

The structure of the dissertation is coherent and logically organised. The study progresses systematically from a theoretical analysis of the marketing characteristics of the dance arts market to the development of an appropriate research methodology and the implementation of an empirical investigation, on the basis of which conclusions and practical recommendations are formulated. This logical progression provides a sound foundation for supporting the author's research thesis.

Particularly noteworthy is the doctoral candidate's effort to investigate the research problem through a comprehensive methodological approach. In addition to conventional marketing research methods, the study employs contemporary techniques for analysing consumer responses, including experimental methods and technologies for tracking consumer attention. This considerably enhances the scientific reliability of the research findings and demonstrates the author's sound methodological competence.

The author's intention to ensure that the findings contribute not only to the advancement of academic knowledge but also to the practical needs of organisations operating in the field of dance arts deserves particular recognition. The recommendations formulated in the dissertation demonstrate a clear commitment to improving the effectiveness of marketing decisions through a deeper understanding of consumer behaviour.

The bibliography reflects the doctoral candidate's extensive familiarity with the relevant scholarly literature and demonstrates a thorough understanding of previous research related to the dissertation topic. The cited sources include both classical and contemporary publications in the fields of marketing, consumer behaviour, and the cultural and creative industries.

The extended abstract is written in a clear academic style and demonstrates the author's ability to present the research process and its findings in a coherent and systematic manner.

Overall, it can be concluded that the dissertation demonstrates the doctoral candidate's ability to conduct independent scientific research, a sound knowledge of the existing body of scholarly literature, and the capacity to apply appropriate research methods in addressing the stated research objectives.

3. Contributions and Significance of the Dissertation for Research and Practice

I consider the scientific and applied scientific contributions identified in the extended abstract to be well-founded and adequately substantiated.

First and foremost, the dissertation makes a valuable *theoretical contribution* by further developing existing knowledge on the influence of marketing instruments on consumer behaviour in the market for dance arts. The analysis provides a deeper understanding of consumer responses within the specific context of the cultural and creative industries and enriches the existing body of research in this field.

A significant *methodological contribution* of the dissertation is the development and validation of an integrated research approach that combines traditional marketing research methods with contemporary techniques for analysing consumer behaviour. The

application of an experimental research design, eye-tracking technology, biometric measurements, and questionnaire-based survey research provides a robust methodological framework for obtaining and interpreting reliable research findings.

The *practical contribution* of the dissertation lies in the formulation of conclusions and recommendations that may support organisations operating in the field of dance arts in developing more effective marketing strategies and instruments for influencing consumer behaviour. The proposed recommendations have clear practical potential and may be applied in the planning and implementation of marketing activities and communication campaigns.

4. Evaluation of the Publications Related to the Dissertation

The doctoral candidate has submitted two scientific articles and one conference paper, all of which are directly related to the topic of the dissertation. The publications are single-authored, providing sufficient grounds to conclude that the reported scientific results are the candidate's own original work.

The publications reflect the principal aspects of the research and contribute to the dissemination of its findings within the academic community. The publication of part of the research results prior to the public defense is a positive indication of the systematic progress of the doctoral research and of the candidate's commitment to scholarly communication.

The scope and nature of the submitted scientific output comply with the statutory requirements for the award of the educational and scientific degree Doctor (PhD). The publications provide appropriate visibility to the principal findings of the dissertation and constitute a sufficient basis for their academic discussion and evaluation.

5. Assessment of Compliance with the Minimum National Requirements

The submitted documentation demonstrates that the doctoral candidate satisfies the minimum national requirements for the award of the educational and scientific degree Doctor (PhD) in Professional Field 3.8 Economics. The supporting evidence confirms that the required minimum number of points has been achieved in accordance

with the Academic Staff Development Act of the Republic of Bulgaria and the applicable implementing regulations.

At the first meeting of the Scientific Jury, it was officially established that the candidate had fulfilled the minimum national requirements for admission to the public defense of the dissertation.

6. Critical Remarks and Recommendations

First. The dissertation examines the effects of various marketing stimuli on consumer behaviour by employing an experimental research design combined with eye-tracking technology and biometric measurements. To what extent can the findings be generalised and applied to other sectors of the cultural and creative industries (such as theatre, music festivals, or opera), or does the specific nature of dance arts imply substantially different patterns of consumer response?

Second. To what extent should eye-tracking technology and biometric indicators be regarded as independent tools for analysing consumer behaviour, and to what extent should they be viewed as complementary methods that enhance, rather than replace, traditional marketing research approaches?

Third. The dissertation analyses the influence of various marketing factors on consumer behaviour. In the candidate's opinion, which of the investigated factors has the greatest practical significance for organisations operating in the studied sector and should therefore be prioritised when developing marketing strategies?

Fourth. The dissertation focuses primarily on consumer behaviour at the moment of exposure to marketing stimuli. Is it possible that the initial emotional response captured through eye-tracking technology and biometric indicators may not necessarily translate into actual consumer behaviour, such as purchasing a ticket or making a repeat visit? In other words, how should the distinction between attention, emotion, behavioural intention, and actual behaviour be interpreted in the context of the reported research findings?

Conclusion

The dissertation represents a comprehensive study of a topical, significant, and relevant issue in contemporary marketing theory and practice. It contains theoretical, methodological, and practical contributions that constitute an original contribution to scholarship and comply with the requirements of the Academic Staff Development Act of the Republic of Bulgaria and its implementing regulations. The research outcomes also satisfy the specific requirements of the Regulations for Academic Staff Development of the University of Economics – Varna.

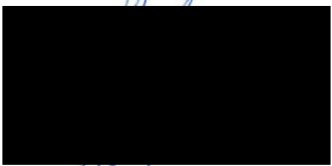
The dissertation demonstrates that Hristina Dimitrova Aleksandrova possesses in-depth theoretical knowledge and professional competence in Professional Field 3.8 Economics, as well as the ability to conduct independent scientific research.

In view of the above, I confidently express my positive evaluation of the dissertation, the extended abstract, the research results, and the scientific contributions presented by the candidate. I therefore recommend that the esteemed Scientific Jury award Hristina Dimitrova Aleksandrova the educational and scientific degree Doctor (PhD) in the Higher Education Area 3. Social, Economic and Legal Sciences, Professional Field 3.8 Economics.

28 July 2026

Varna

Prepared by:


Prof. Evgeni Stanimirov, PhD