

Dissertation title: **Marketing of Luxury Products**

Candidate: **Ing. Yana Shamina**

Supervisor: **Prof. Ing. Hana Machková, CSc.**

Nowadays when solving the problem of how to increase the consumption in our economy, we can find a lot of ideas in this dissertation thesis and this is what I want to stress as a timeliness of the topic. In seven chapters (plus introduction and conclusion parts) candidate

- defines what is luxury, comments that „luxury is crossing all age, racial and geographic brackets“ (page 12)
- and slowly shows us that luxury is not anymore reserved only for the selective and exclusive audience and defines the contrast between old and new luxury, defining the new coming era of „responsible luxury“ (page 13), different opinions of marketing professionals on „modern meaning of luxury“.

This is very interesting reading with well prepared theoretical background to understand the influence of growing income differentiation in society on attitudes and values of customers on one side and cyclical growth of luxury industry (see worldwide luxury goods market trends 1995-2010 E, page 20), and changes in major players in luxury industry during the last 3 years.

Good decision to put special attention to the marketing communication, internet, social network, buying online. This is understandable connection between theory, strategy and trends on luxury markets.

Last two chapters of the dissertation bring the methodology and research of candidate. The research question was oriented on features of importance that attract luxury consumers to the luxury related websites. First time we can meet also the formulation of four hypotheses and the methods of testing.

The candidate gave her opinions and evaluation of theoretical attitudes of other authors in the dissertation theses. The introduction chapter demonstrate what is supposed to be analyse and gives picture of how to get/solve the topics. The conclusion chapter presents summary of the most important theoretical and empirical/analytical results.

**Discussion topics:**

1. Based on estimate figures for 2010 you assume (page 22, figure 1) „the luxury market was not affected by the crises significantly“. Do you have some more information about growth trends or structural/territorial changes during last two years?
2. Analyzing the product sales structure of major players in luxury industry (LVMH, PPR, Richemont) can you confirm that there is some manifestation of specialization (products and territorial)?
3. Appreciation for methodology of questionnaire, but do you think that age structure of respondents of questionnaire is typical or sufficiently informative for testing of hypotheses?

**Conclusion:**

Dissertation theses has very good theoretical background, methodology attitude and research results. The dissertation is written with good language, chapters have logical connection and sequence. Literature review and research methods are adequate to the thesis topics. Candidates fulfilled the dissertation topics. Dissertation will be useful for following theoretical and practical use.

I recommend the dissertation of candidate Yana Shamina for defence at Faculty of International Relations, University of Economics, Prague.

Prague, 20th May, 2012

Doc. Ing. Anna Klosová, CSc.