

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International Business - Central European Business Realities**

Academic year: **2018/2019**

Master Thesis Topic: **The Application of Digital Media on Building Luxury Brand Awareness**

Author's name: **Thi Thuy Trang Phan**

Ac. Consultant's Name: **Ing. Marija Zlatić, Ph.D.**

Opponent: **Ing. Pavla Neumannová**

	Criterion	Mark (1–4)
1.	Overall objective achievement	2
2.	Logical structure	2
3.	Using of literature, citations	2
4.	Adequacy of methods used	2
5.	Depth of analysis	3
6.	Self-reliance of author	3
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	1

Comments and Questions:

The candidate explored a very current topic in luxury good's marketing, the application of digital media. The author's main idea was to conduct an explorative study, map the current situation and analyze the level of real impact the implementation of the digital tools bring to luxury brand awareness.

As the author conducted the explorative research, the choice of the online survey as data generator was sufficient. This primary data showed how the digital trend is impacting the behavior, values, and preferences of the younger generation. With all that in mind, I can say that the author met the general aim stated as: "... to examine the applications of digital media on luxury marketing to create brands' awareness..."

Even though, the thesis clearly identifies all the recent trends and shifts in customer behavior and digital media consumption there are some drawbacks: a. One of the stated research objectives that weren't met is the level of real impact the implementation of the digital tools bring. I found insightful answers missing. b. Chapter 3: The author's self-reliance, cross-analysis and comparative conclusions missing. Instead, there is a lot of information from the secondary sources without a personal view. c. Chapter 4: Length of the online survey. I find one month being too short to collect a relevant sample size. The research output would be more insightful if the length of the online research lasted longer with more data to collect. d. Unclear connectedness of the framework the author introduces on pg. 24, Fig. 10 and digital ecosystem pg. 43, Fig. 15 with the survey data and the given recommendations.

Given this, I recommend the thesis for the defense with the grade very good.

Discussion: 1. Can you please explain the how you came up with the ecosystem model you introduce on pg. 43 as your own output? How does it relate to the overall recommendations you give? 2. In McKinsey 2018 report it is shown that 80% of luxury sales are influenced by online but people still prefer to shop offline. i.e. go to the store. Can you please give some recommendation to improve call-to-action for online sales? How can luxury customers be incentivized to shop online and still feel exclusive?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 10/12/2018

Ing. Marija Zlatić, Ph.D.
Academic Consultant