

Assessment of Master Thesis – Opponent



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	1
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 presented master thesis of Phan Thi Thuy Trang examines the topic of luxury brands, or more precisely the role of digital media in building luxury brand awareness especially with regard to millennials. The goal of the master thesis consists in indicating the involvement in luxury path-to-purchase of new luxury customer base, in identifying the essential tools of digital media and their integration in luxury branding strategy, and in recommending on how luxury brands can effectively implement digital media to build brand awareness. In the first three chapters, the author carried out a thorough analysis of secondary sources including very recent studies on this topic. The structure of these chapters is fully logical. In the last chapter, the author presents results of her own online survey. I appreciate the original contribution of this survey, however, I think that the author did not fully exploit the data she collected and I see certain shortcomings in the depth of the analysis of the survey results. Also the sample size seems to be insufficient as the length of the online research was only one month. For all above mentioned reasons, I suggest grading this master thesis as “very good”.

Questions:

1. Were the results of your survey somehow influenced by the gender of the respondents?
2. Some of the luxury brands cooperate and create campaigns also with standard apparel brands (e.g. Moschino and H&M this year, Versace and H&M in 2011 etc.). How does this correspond with their strategies towards millennials? Is the usage of digital media for such campaigns different from how luxury brands normally use digital media?

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **2**

Date: 12/12/2018

Ing. Pavla Neumannová
Opponent