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### **Review on Doctoral Thesis**

**Title:** Luxury Brand Marketing: Consequence of Chinese Consumer Behavior

**Author:** Yiying Guo

**Reviewer:** Ass. Prof. Jaroslava Kubátová, Ph.D.

The doctoral thesis presented by Ms Yiying Guo deals with socially relevant subject of luxury brand marketing. The author focuses on Chinese luxury goods consumers. This segment is growing and its consumer behavior has several important consequences. Thus the topic of the thesis can be considered as actual.

The research objectives of the thesis are set in chapter 7.1. There is one main objective and four subobjectives. The main objective is “to create a new model for providing guidance in marketing practices for European luxury enterprises which focus on Chinese market”. A conceptual framework to achieve this goal is shown on Fig. 4, p. 66.

To achieve the goal the thesis is divided into two parts – theoretical (chap. 1 - 6) and practical (7 – 10). The theoretical part is processed with deep understanding of the topic of luxury goods and their consumption. The theoretical part of the thesis clearly proves how complicated this area is and also how socially sensitive the production and consumption of luxury goods are. Many pros and cons are pointed out. Despite these many existing ambiguities the author clearly defines the main categories used in the practical part of the thesis.

From my point of view, the practical part of the thesis is processed with less care. For example to find the promised “new model for providing guidance in marketing practices for European luxury enterprises which focus on Chinese market” is not easy. Such a model would



deserve an extra chapter, however, there is none in the thesis. There is a figure on p. 107, unfortunately, it is mixed with text. It is a technical problem, however, it is impossible to understand the ideas.

I suggest that the author presents the new model for providing guidance in marketing practices for European luxury enterprises which focus on Chinese market during her defence to prove the objective was really met.

In the abstract of the thesis an application of luxury brand marketing strategy on Chinese market for a traveling and tourism agency is mentioned. Does the author consider chapter 10.2.3 (1,5 page long) being an application of luxury brand marketing strategy for a travel agency focused on Chinese luxury tourism? Why did she decide to mention just the three habits of Chinese tourists, drinking hot water most of the time among others?

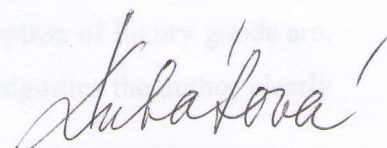
As mentioned above, the theoretical background of the research presented in the thesis is of a high quality. The research methods used by the author to achieve the objective of her thesis are suitable. The interpretation and conclusion could be more careful and deeper. As mentioned, there are technical and formal shortcomings (p. 107, 118) in the thesis. It can happen, however, the wrong parts of the thesis are its key part at the same time.

The author definitely gathered, compared and analyzed significant sources related to the topic of the thesis. Deep knowledge in luxury goods consumption in different cultural settings can be found in the thesis. For this reason the thesis is scientifically beneficial not only to marketing but also to other social sciences. There is also some practical significance of the thesis. It presents the importance of cultural differences among customers and introduces Chinese luxury goods consumers as an important market segment in the global economy.

The author coauthored or authored a book and several articles in marketing and related areas. Her interest in this field is permanent.

In my opinion the author has practical skills and theoretical knowledge necessary for research work and **I recommend the thesis for defence.**

Olomouc, September 1, 2014

  
Jaroslava Kubátová