

Review on Doctoral Thesis

Doctoral Student: Yiying GUO

Title of Dissertation Thesis: Luxury Brand Marketing: Consequence of Chinese Consumer Behavior

Supervisor: Assoc.Prof.Ing.Miloslava Chovancová, PhD.

Reviewer: Prof. Ing. Ján Porvazník, Ph.D.

Place of Doctoral Defence: Faculty of Management and Economics, Tomas Bata University in Zlín, Czech Republic

Evaluation of Doctoral Thesis in relation to the actuality of the topic

The doctoral thesis aimed on luxury brand marketing with consequences of Chinese consumer behavior is nowadays highly topical and worthy for special research attention. Chinese luxury brand market is developing rapidly, which sees great potential, in addition, causes an interest of Chinese consumers to travel abroad to buy luxury brands, especially to Europe. Author presented a literature review which demonstrates author's knowledge and understanding of the research issue, and on base of that comes with the statement of the problem.

Evaluation of the fulfilment of the objectives set in Doctoral Thesis

Author formulated the aims of the doctoral thesis; the main objective of doctoral thesis is to create a new model for providing guidance in marketing practices for European luxury brand enterprises which focus on Chinese market. The main objective is supported by several sub-objectives: (a) to determine the demographic characteristics of Chinese luxury consumers; (b) to determine Chinese purchase behavior characteristics on luxury products; (c) to analyze the influencing factors of Chinese luxury consumption; (d) to analyze Chinese luxury consumer motivation. For this purpose, the author examines cultural, social, personal and marketing factors influencing consumer behavior.

I state that the objectives of this research have been accomplished, *but the author could give explanation the way of measurement and inspection of the created model.*

Statement about the problem solving procedure and the outcomes of Doctoral Thesis including the Ph.D. student's own contribution

A conceptual framework for the research is developed by using a scientific approach. Research mainly adopts SPSS tool for processing the data collected and test the rationality of the scale, so as to verify the theoretical hypotheses, additional, structural equation (AMOS + SPSS). Author's contribution to the issue of is evident. The research results innovatively present community motivation in Chinese luxury consumer motivation model, which is thus extended to three levels – individual motivation, community motivation and society motivation.

Analysis of factors, their evaluation, as well as, their using in the model creation can give guidelines for development of marketing strategy for European luxury brand enterprises.

The presented thesis is from the formal arrangement at an appropriate level. Text is supplemented with suitable graphs and figures which visually illustrate complete author's results.

Suggestion of questions to be discussed

The topic of luxury brand marketing with consequences of Chinese consumer behavior can bring additional issues to be researched in the future. To the probable consequences, I have a question:

Could you give explanation the way of measurement and inspection of the created model ?

Statement on the doctoral student objectives fulfillment and evaluation

I state that the author has fulfilled aim, objectives and methodology of the Doctoral Dissertation Thesis. To point the author's publications, the author's knowledge and abilities, **I recommend the Doctoral Dissertation Thesis for the defense** and in case of successful ensuing process, **I recommend to confer the degree of doctor (Ph.D.) for Ms Yiyang Guo.**

September 10, 2014

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