

## REFEREE'S REVIEW

<b>Program:</b>	MIB
<b>Student:</b>	Kulik Yaroslava
<b>Title of thesis:</b>	Marketing communications as the main stimulating instrument of hedonic consumption in luxury fashion business

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.	5	4	3	2
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.	5	4	3	2
<b>Quality of data gathering and description.</b> Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.	5	4	3	2
<b>Scientific aspect of the thesis.</b> Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.	5	4	3	2
<b>Practical/applied nature of research.</b> Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.	5	4	3	2
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor.

### Additional comments:

*Please, elaborate on the above mentioned criteria (about 500 words)*

Author starts by discussing topicality of the thesis theme, addressing various aspects of the luxury market, its trends and importance in the economy.

The thesis is structured as follows: Author starts by addressing definition and specifics of luxury fashion industry, including luxury brand, marketing communications in luxury fashion industry and the concept of luxury consumption. Further parts are focused on methodology and presentation of empirical study.

The structure of the text is rather logical and parts are representing a consecutive representation of Author's analysis and ideas. Still, the nature of the text, particularly in the theoretical part, sometimes seems rather descriptive - see the beginning of Part 2 (p. 15-16). We assume that Author might have had a more critical and analytical approach when discussing the theoretical foundations of the study.

Advantageous for the thesis is that Author is referring to multiple examples and is focusing on the most relevant aspects of communications in the luxury fashion market. It would be valuable to see also specific conclusions at the end of this part with clear links to research questions.

The research questions are introduced in part 3.1., but, as it was mentioned before, they are not clearly

The part on the topicality can be improved by pointing out some key aspects which make it relevant to address nowadays, while author addresses a rather too wide circle of issues. The same issue can be seen reflected in the research questions and objectives of the study – it is obvious that multiple aims are possible and there are multiple possible angles to be address, still Author lacks to clearly make a decision on how focused will be the study. This might be a reason for an exploratory study – and actually this would be supported by the qualitative research methods, selected by Author (and this is actually stated later in part 3.2.).

It is also to mention that not always graphs/figures are accompanied by the sources indication.

The part devoted to research methods starts with discussion on research methods suitable for analysis of hedonic consumption. It would be valuable to explain here why when selecting the methods Author decides to focus on consumption. I would like to repeat, that neither research questions, nor research methods can be directly derived from the theoretical analysis. And thus they should have been much better discussed by Author in terms of the reasons, which have guided selection of particular research questions and research methods – otherwise discussion on research methods can be seen as a separate part, not clearly aligned with the theory of the same dissertation. Also, it should be better explained – how methods are linked to research questions? Again, Author tends to be rather descriptive here, instead of explaining and linking all the steps within the research process.

In general, it seems that Author “undersells” and underestimates the work conducted when preparing the project. As in luxury fashion industry, the “package” of a good has paramount important. So in case of this thesis as well – a proper package would be required. Thus major weakness of the thesis is lack of Author’s attention to linking the parts and explaining the steps, which were undertaken within the study.

Master thesis of Yaroslava Kulik meets the requirements of MIB program, and deserves a/an “good” grade, thus the author can be given the desired degree.

Date: September, 24th

Referee: Asc. Prof. Maria M. Smirnova

