

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Irina Mukanaeva
Title of thesis:	Russian Consumer Profile for the Global Luxury Interior Market

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. 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.

The research paper is dedicated to the study of topics of luxury kitchen consumers on the Russian market. In particular, it is devoted to the understanding of the consumer profile of those brands in order to provide recommendations for the companies operating in the niche. As an example, kitchen brands Poggenpohl and Bulthaupt were considered.

Topicality of the research paper is correctly formulated by the Author in the introduction. The goal is to create consumer profile of the Russian consumer for the global luxury interior market. The objectives are aligned with the research aim.

Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.

The theoretical and research part of the thesis is presented in the work in a structured way; the logic of material presentation is kept and is consistent to the stated content.

Quality of analytical approach and quality of offered solution to the research objectives. 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.

In the first chapter the Author points out the main theoretical basis of luxury phenomena, the specific features of the luxury goods, motivation behind the luxury brands purchase, the impact of crises, current trends on the market and segmentation of luxury consumers. Here, Author defines the basic principles of luxury market and consumption as a whole. In the second chapter Author provides analysis of the business background of the topicality of empirical research in this area. The third chapter focuses mainly on the research methods which were used during research process. Finally, the fourth chapter is devoted to the results of primary qualitative research based on the in-depth interviews with the luxury kitchen consumers. The aim of the empirical study was to compile consumer profile of luxury kitchen market. In this chapter Author is also presenting analysis of the main market players. The final part of the thesis includes conclusions

Quality of data gathering and description. 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.

The methods and tools selected are described in chapter four of the thesis. Author has conducted 15 in-depth interviews with the luxury kitchen consumers and has identified two main segments – “connoisseur of the real luxury” and “connoisseur of status”. The main motivation factors for both segments are identified and consumer profiles for each segment are created. The work is written using a large number of sources of professional periodicals and books, educational publications and the reports of consulting and research companies.

Scientific aspect of the thesis. 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.

Both theoretical and empirical parts of the thesis have scientific nature. The first chapter of the research is a good example of the overall analysis of theoretical approaches towards luxury definition, segmentation of luxury consumers and motivation behind luxury purchase the results of which are used then to conduct qualitative research at the final stage of the study. Second chapter provides results of two expert interviews. Author is explaining the logic of selecting research tools, respondents and type of analysis.

Practical/applied nature of research. 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.

A research presented in the thesis has a strong practical component – the relevant recommendation to improve communications with Russian consumers for the luxury kitchen brands.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The thesis layout is executed according to MIB program requirements.

The Master thesis of Irina Mukanaeva meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date June, 16th 2011

Head of Department: *Professor Sergei P. Kouchtch*

