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Summary of the PhD dissertation with the title:

**Marketing activities on the luxury goods market
under the conditions of the democratization of luxury**

The dissertation prepared under the supervision of
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Over the years, the increasing value of the global luxury goods market and the growing availability of luxury goods to consumers have made it more important to examine the phenomenon of the democratization of luxury. This phenomenon means that luxury goods are becoming available to a larger group of people.

Even at the beginning of the 21st century, one could see a reluctance on the part of enterprises to the presence of luxury brands in the mass distribution and communication channel, which is the Internet. That was due to the fear that brands would lose their luxurious character under the impact of online distribution. Digitization and related changes in marketing activities have posed new challenges for companies operating on the luxury goods market. In recent years, one could observe that many companies offering luxury goods have begun online sales but also the usage of luxury goods marketing strategies typical for the mass market.

The democratization of luxury is a new and dynamically developing phenomenon, which has not been sufficiently explored yet. So far, research on the luxury goods market has focused only to a small extent on the democratization of luxury and marketing activities undertaken by companies. For these reasons, it is interesting to examine what marketing activities are undertaken by enterprises on the luxury goods market under the conditions of the democratization of luxury. Moreover, one should consider consumers' attitudes towards these activities. It is also engrossing to examine the reasons why companies conduct and resign from marketing activities related to the democratization of luxury. The research work in this PhD dissertation was aimed at an in-depth examination of the phenomenon of the democratization of luxury from both perspectives: consumers of luxury goods and enterprises operating on the luxury goods market.

Therefore, the main objective of the dissertation was to identify and characterize: marketing activities that are undertaken on the luxury goods market under the conditions of the democratization of luxury, as well as reasons for conducting or resigning from these activities by enterprises.

Four specific research goals were formulated:

1. Identifying and characterizing consumers' attitudes towards marketing activities related to the phenomenon of the democratization of luxury;
2. Identifying and characterizing what it means to conduct and resign from marketing activities related to the phenomenon of the democratization of luxury by companies operating on the luxury goods market;
3. Identifying and characterizing reasons why companies operating on the luxury goods market decide to conduct or resign from marketing activities related to the democratization of luxury;
4. Identifying good and bad practices in marketing activities related to the phenomenon of the democratization of luxury on the luxury goods market.

In this PhD dissertation the thesis and research questions were formulated. In the research process, due to the innovative nature of the studied issues, an exploratory approach was adopted in which several research methods were used. While working on the doctoral dissertation, the following methods were used: computer-assisted telephone interviews (CATI), netnography, standardized observation, and individual in-depth interviews (IDI). The research focused on the personal luxury goods market, where the democratization of luxury is particularly visible.

The dissertation consists of an introduction, four chapters and a conclusion. Initial two chapters are based on a review of the scientific literature, and the other two present the results of empirical research conducted for the purposes of the PhD dissertation.

The first chapter presents ways of defining luxury and luxury goods, with particular emphasis on the category of personal luxury goods. This chapter also covers the characteristics of luxury goods consumers, their attitudes and behaviors, as well as their consumption motives and types of luxury goods consumers. Moreover, the chapter describes the phenomenon of the democratization of luxury, indicating its origins and essence. Finally, it introduces a distinction between supply and demand reasons for the democratization of luxury.

The second chapter, based on the literature review, describes marketing activities related to the democratization of luxury undertaken by enterprises on the luxury goods market. The author proposed a classification of the observed activities undertaken as part of the marketing

mix instruments on the luxury goods market under the conditions of the democratization of luxury.

The third chapter, written on the basis of empirical research conducted by the author, presents consumers' attitudes towards marketing activities related to the phenomenon of the democratization of luxury. The chapter presents the results of computer-assisted telephone interviews (CATI) and the netnographic analysis of online content regarding selected luxury brands.

The fourth chapter discusses the results of research conducted on enterprises. On the basis of standardized observation and individual in-depth interviews (IDI), the author characterized marketing activities related to the democratization of luxury and the reasons why enterprises conduct or resign from marketing activities related to the democratization of luxury. Good and bad practices in marketing activities related to the democratization of luxury on the luxury goods market were also identified and presented.

At the end of the PhD dissertation, the results of the research findings were summarized and conclusions were presented, including recommendations for enterprises. Attached at the end of the dissertation are as follows: a CATI survey questionnaire on consumers' attitudes towards the democratization of luxury brands, a list of observed factors within standardized observation, an individual in-depth interview scenario in Polish and an individual in-depth interview scenario in English.

The methods used in the research process allowed to identify and characterize marketing activities used on the luxury goods market under the democratization of luxury, consumers' attitudes towards these activities, as well as reasons why companies decide to conduct or resign from such activities.

The conducted research also allowed to identify good and bad practices in marketing activities related to the democratization of luxury on the luxury goods market. The research findings made it possible to obtain the answers to the research questions and prove the truth of the PhD dissertation thesis. Finally, the answers to the research questions enabled to achieve specified goals and, as a result, to attain the main objective of the dissertation.