**ORIGINAL CONTRIBUTIONS OF THE DISSERTATION**

Dissertation title: **An investigation into inconspicuous luxury consumption in Vietnam**

Specialization: **Business administration** Specialization code: **9340101**

PhD candidate: PhD Id.

Supervisor:

Institution: **National Economics University**

**Original contributions on academic and theoretical aspects**

This dissertation provides original contributions in several ways. First, it contributes to the extant literature with limited research on the ethical considerations for inconspicuous luxury consumption. In fact, it is one of the few studies advancing the understanding of inconspicuous luxury consumption by integrating both the theory of planned behavior (TPB) and the Hunt-Vitell theory of marketing ethics into a unified research framework.

Second, this dissertation highlights the role of several key concepts in the context of emerging economies. For example, it emphasizes the self-concept dimensions (collectivistic and individualistic) in shaping the ethical judgments of Vietnamese consumers within the context of inconspicuous luxury consumption. Similarly, it also clarifies the crucial role of status-seeking motivations in shaping the intention to purchase inconspicuous luxury goods in developing countries, a topic that has been underexplored in the literature.

Finally, the dissertation affirms the presence of inconspicuous luxury consumption in developing countries like Vietnam. In fact, it is one of the few studies to examine this phenomenon in such a context.

**Recommendations derived from the findings of the dissertation**

This dissertation offers valuable insights for luxury fashion brands and policymakers. First, luxury fashion companies can utilize subtle designs as a key marketing strategy, especially with the rising trend of inconspicuous luxury consumption. Second, the findings highlight how Vietnamese luxury consumers navigate ethical dilemmas in their purchasing decisions. Communication campaigns could underscore the appeal of quiet luxury products, which embody wealth, sophistication, elegance, and humility. Last, the findings also offer recommendations for policymakers to encourage informed luxury consumption.

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| **Supervisor** | **PhD candidate** |