

# Brand Identification and Relationship Quality through Self-expansion: the case of Millennials and Luxury Brand Experience

**Gwarlann De Kerviler**

IESEG SCHOOL OF MANAGEMENT LEM-CNRS (UMR 9221)

**Carlos Rodriguez**

Delaware State University

Cite as:

De Kerviler Gwarlann, Rodriguez Carlos (2019), Brand Identification and Relationship Quality through Self-expansion: the case of Millennials and Luxury Brand Experience. *Proceedings of the European Marketing Academy*, 48th, (10193)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



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## **Abstract**

Luxury brands, with their capacity to provide multi-dimensional experiences, constitute resources to enrich consumers' sense of self, a process known as self-expansion, a strong motivational factor for developing a relationship and strengthening identification with a brand. Self-expansion appears particularly attractive for Millennials, who are at a stage when they seek out opportunities for self-exploration. This study examines the impact of luxury brand experiences in a sample of 264 Millennials and demonstrates how such experiences strengthen relationship quality and consumer-brand identification through self-expansion and highlights the moderating role of novelty seeking. Findings contribute to research by showing that luxury brands offer more than conspicuous or hedonic benefits and also represent opportunities to enlarge one's sense of self through exploration, in contrast to some criticism of luxury consumption on moral grounds.

**Keywords:** *Luxury-brand-experience; Relationship-quality; Self-expansion*

**Track:** Relationship Marketing