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Mediational role of perceived personal legacy value between consumer agentic generativity and attitudes/buying intentions toward luxury brands

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ABSTRACT

This study evaluates three luxury watch brands of different luxury intensity according to their perceived values with a special attention to personal legacy value. It uses the agentic dimension of consumer generativity as a segmentation variable for luxury brands. A parsimonious and reliable scale of perceived personal legacy value is first developed and further used to discriminate the luxury level of brands. Results show the superiority of a high-end luxury watch versus an accessible and a typical luxury brand on personal legacy. Structural equation modeling shows a mediation effect of personal legacy value between consumer agentic generativity and attitudes/buying intentions toward brands. Implications in marketing literature and industry practices highlight the important role of personal legacy as an added value for luxury brands. It also demonstrates the relevance of targeting agentic generative consumers in a luxury consumption context.

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1. Introduction

The worldwide luxury market is growing fast. According to [Bain and Co. \(2014\)](#), it will be approximately 500 million consumers strong by 2030, a 66% growth over its level of 2013. This will spell added opportunities for luxury industrialists, who will compete to gain their share of this attractive market, particularly within the “Happy many” segment ([Dubois, Czellar, & Laurent, 2005](#)), where so-called accessible luxury brands are gaining more and more in popularity (e.g., Coach and Michael Kors in the US). However, this fast-growing market for luxury is highly heterogeneous ([Kapferer & Laurent, 2016](#)), which has prompted the need to better understand its consumers and what drives them to buy luxury brands. To this end, several studies have been conducted, especially on the topic of the various perceived values of luxury (e.g., [Vigneron & Johnson, 2004](#); [Dubois et al., 2005](#); [Wiedmann, Hennigs, & Siebels, 2009](#); [Hennigs et al., 2012](#); [Li, Li, & Kambele, 2012](#); [Van Rompay, de Vries, Bontekoe, & Tanja-Dijkstra, 2012](#); [Albrecht, Backhaus, Gurzki, & Woisetschlager, 2013](#); [Stokburger-Sauer & Teichmann, 2013](#); [Dall’Olmo Riley, Pina, & Bravo, 2015](#); [Kapferer & Laurent, 2016](#); [Kapferer & Valette-Florence, 2016](#)). The continuous interest of scholars toward these perceived values of luxury lies on the premise that what luxury means and brings to consumers can effectively be used as a segmentation criterion (e.g., [Wiedmann et al., 2009](#)), and

help create and monitor luxury brands or products of specific luxury values (e.g., [Vickers & Renand, 2003](#); [Vigneron & Johnson, 2004](#)).

Although many such perceived values of luxury have been identified and tested in the marketing literature (e.g., price, quality, conspicuousness, uniqueness, hedonism, power) in order to understand what drives consumers to buy luxury (e.g., functional needs, need of social recognition, of self-esteem, seeking for pleasure...), one of them called *ancestral heritage and personal history* brought by [Dubois, Laurent, and Czellar's \(2001\)](#) has not yet been empirically investigated. As of today, one dimension of this proposed luxury value has only been the object of an in-depth investigation ([Dubois et al., 2001](#)), and taps into the idea that luxury goods can be conceived as a personal legacy to be transmitted to future generations. An example that this value can be viewed as an added luxury value and a part of a marketing strategy comes from the Swiss luxury watchmaker Patek Philippe with his widely used “You never actually own a Patek Philippe, you merely look after it for the next generation,” and “Begin you own tradition.” taglines. Therefore, this “personal legacy value” could be used to discriminate between brands of different luxury intensities, thus turning itself into a strategic tool for the luxury industry in order to best manage their brands and evaluate their competitive advantages.

Investigating personal legacy value addresses the need to understand what drives consumers to buy luxury brands and products perceived as having a value of personal legacy that can be transmitted to future generations. In this regard, *agentic generativity*—a motivation that brings consumers to invest themselves in beneficial consumption activities for future generations by leaving a positive legacy of the self ([Lacroix & Jolibert, 2015](#))—can be used to this end. Therefore, agentic generative

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consumers may be interested in luxury brands because they perceive the added benefit that can be kept for a long time, and so be offered to future generations as a personal legacy. It thus helps them fulfill their need of becoming symbolically immortal through future generations (Kotre, 1984).

Considering this, the following research questions are asked: To what extent does agentic generativity explain consumers' attitudes and buying intentions in luxury markets? And what is the role of ancestral heritage and personal history and its sub-dimension personal legacy value for generative consumers with regard to their attitudes and buying intentions for luxury brands? This study aims to analyze the agentic generative motivation of consumers toward luxury brands by using personal legacy value as a mediator in explaining attitudes and buying intentions for luxury brands. To achieve those objectives, this paper first clarifies what is the *perceived personal legacy value* dimension of ancestral heritage and personal history (Dubois et al., 2001). In order to test the capacity of this value to discriminate brand luxury levels, a scale of personal legacy value is developed and used to assess three luxury brands: (1) a high-end watch—Patek Philippe; (2) a typical luxury brand—Rolex; as well as (3) what can be conceived as an accessible luxury brand—Michael Kors. We then focus on consumer agentic generativity and its effects on attitudes and behaviors toward luxury brands before introducing perceived personal legacy value as a mediator.

2. Literature review and research hypotheses

2.1. Personal legacy as a perceived value of luxury

Evaluating the perceived values of luxury of brands is important for the luxury industry as it will increase the understanding of what really adds luxury value in consumers' perceptions, and can therefore serve as segmentation criterion (Wiedmann et al., 2009). It is also a powerful tool to manage luxury brands by creating, monitoring specific luxury brands and their competitive advantage (e.g., Vickers & Renand, 2003; Vigneron & Johnson, 2004). To this end, Vigneron and Johnson (2004) developed the Brand Luxury Index (BLI) to measure the perceived luxury levels of specific brands on a continuum from 'very little' to 'a great deal.' De Barnier, Falcy, and Valette-Florence (2011) also show that the perceived luxury values discriminate between luxury brands intensity (accessible, intermediate, and inaccessible luxury levels) by revisiting the structure of three luxury perception scales (Kapferer, 1998; Vigneron & Johnson, 2004; Dubois et al., 2001).

Although those studies demonstrate the capacity to evaluate different levels of luxury by measuring the perceived values of various brands, other luxury values proposed in the literature have not yet been totally explored and are worth investigating. One of these perceived values of luxury that we refer to as personal legacy value could be of interest, and is one of the five sub-dimensions of ancestral heritage and personal history brought by Dubois et al.'s (2001) in-depth study. Conceptually, ancestral heritage and personal history is one of six dimensions of the *consumer attitudes toward luxury* construct, which also includes excellent quality, very high price, scarcity and uniqueness, aesthetics and polysensuality, and superfluousness. It views luxury from a temporal perspective (past, present, future). To our knowledge, the concept of personal legacy value has never been developed and tested as a determinant of brand luxuriousness (perceived value of a luxury brand). This component taps into the idea that luxury goods can be viewed as a personal legacy, which can be transferred to future generations:

“When they buy luxury goods, a number of consumers expect to keep them for a very long time, almost as if they were companions, and even perhaps envisage to pass them to future generations. Born in ancient times, having inherited from carefully maintained and sometimes secret traditions, luxury goods become immortal symbols of human creativity and intelligence.” (Dubois et al., 2001: 8).

Dubois et al.'s (2001) conception of personal legacy highlights its added value for consumers who wish to create their own history with a luxury brand, which can then be symbolically transferred to future generations. Moreover, other indices show that consumers perceive luxury goods and brands as having what can be conceived as a value of personal legacy. For example, as reported by Wiedmann et al. (2009), the perceived value of luxury goods cannot only be transferred by price, but also “in terms of their sentimental value (e.g., a wedding ring as part of personal history or as ancestral heirloom) or investment value (paintings, classic cars)” (p.629). Also, in the gift-giving sector, studies have shown that transferring cherished possessions enables one to become symbolically immortal or helps preserve family traditions (e.g., Price, Arnould, & Curasi, 2000; Stevenson, Kates, Arnould, & Scott, 1999), which also captures Dubois et al.'s (2001) personal legacy value of luxury brands. Another example is drawn from a recent market study of Bain and Co (2014), where one segment called “Investors” is described as luxury consumers who pay attention to the quality and durability of materials (e.g., watches); long-lasting luxury goods can thus be transferred to future generations.

Those cues suggest that a brand can be conceived as a personal legacy that adds luxury value to the consumer. Therefore, personal legacy, conceptualized as a perceived value of luxury that influences brand luxuriousness, could complement other elaborated models of luxury perceptions. For example, in Vigneron and Johnson's (2004) brand luxury index model, personal legacy value could be integrated among the components of personal perceptions of luxury since it shows a relation to time with the brand on a personal level. The perception of luxury brings psychological benefits on a personal level (hedonism, extended-self), whereas non-personal perceptions of luxury bring functional benefits (quality, uniqueness, conspicuousness). Also, according to the Wiedmann et al. (2009) model, personal legacy value could be an antecedent construct of one of the four latent dimensions of the luxury value model—that is, the individual dimension of luxury value, which is also personally oriented.

Moreover, as most perceived luxury value models are conceptualized as second-order models of correlated dimensions (e.g., Wiedmann et al., 2009), personal legacy value may share some variance with other perceived values of luxury. For example, consumers may find that a luxury brand perceived to have a high price is a good investment, and so can be a valuable legacy (financial value). Personal legacy value can also be linked to quality value where a luxury brand is therefore perceived as a durable product that can last a long time, and thus, can be transferred to future generations. Consumers may also perceive a luxury brand as a valuable legacy because of its uniqueness, i.e., a distinctive brand that is carrying a unique and personal story (uniqueness value). Furthermore, a luxury brand perceived as one that brings pleasure can also be considered to bring positive experiences to others as a form of legacy (hedonism value). As well, a luxury brand as an expression of the self may also be conceived as extending this self eternally by leaving the brand as a legacy (self-identity value). In addition, considering a luxury brand as a legacy may also be a way to inform others of its status and wealth (conspicuousness value), or be viewed as a symbolic sign that confirms the membership to a group (prestige value). Fig. 1 below shows an adaptation of Wiedmann et al.'s (2009) luxury value model. It integrates personal legacy value as an antecedent construct on the sub-dimension individual value of luxury value for specific brands (versus luxury in general). It also shows that personal legacy value is linked to other perceived luxury values (price, quality, uniqueness, self-identity, hedonic, conspicuousness, prestige).

This overview shows that perceiving a luxury brand as a personal legacy is an added value to consumers, and could thus be used to manage luxury brands. It also shows that this value may conceptually share links with other perceived values of luxury, and could therefore be integrated into previously-developed models. Those reasons highlight the relevance of developing and testing this specific value as an independent variable that influences brand luxuriousness perception as a dependent variable. Considering that the perceived luxury values

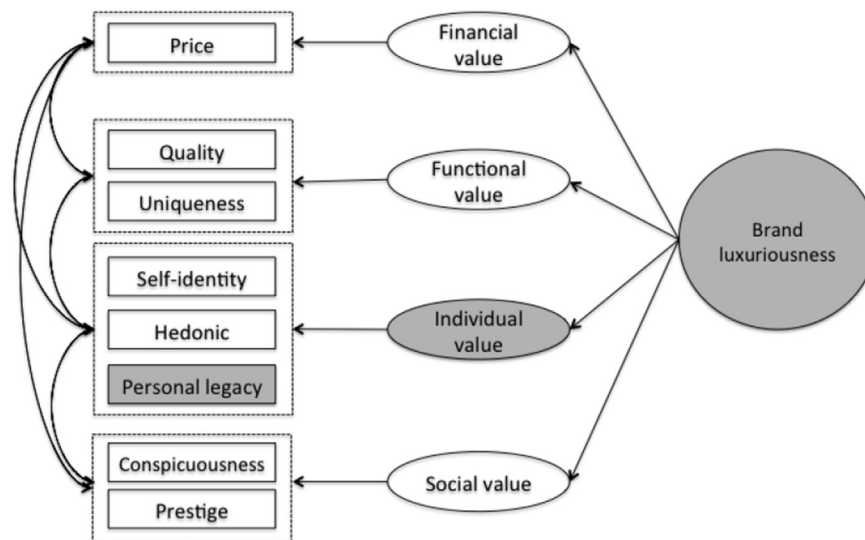


Fig. 1. Adaptation of Wiedmann et al.'s (2009) luxury value model.

discriminate brands in terms of luxury intensity (Vigneron & Johnson, 2004; De Barnier et al., 2011), a first hypothesis is proposed:

H1. The higher the perception of personal legacy value for a brand, the more luxurious the brand.

2.2. Agentic generative consumers and luxury brands

Dubois et al.'s (2001) suggest that some consumers conceive a luxury brand as having an added value in such a way that they may even consider passing the brand on to future generations as a personal legacy. The idea of transferring an entity—tangible or not—to future generations is closely linked to the concept of generativity, which is related to adults' preoccupation toward the well-being of future generations (Erikson, 1950). Indeed, generative people become “creative ritualizers” (Browning, 1975) and “keepers of the meaning” (Vaillant & Milofsky, 1980) by creating, maintaining and transmitting what has been produced (McAdams & de St. Aubin, 1992).

Despite a growing interest of this concept in the marketing literature (e.g., Urien & Kilbourne, 2011; Lacroix & Jolibert, 2015), no published article empirically investigates this concept and its motivations in the marketing literature of luxury. In marketing, generativity is defined as “The adult's motivation to invest himself in consumption activities in a way that benefits to future generations, whether by taking care of them (communal generativity), and/or by leaving a positive legacy of the self (agentic generativity).” (Lacroix & Jolibert, 2015:7). Agentic generative consumers, because of their need for agency, one of the two general human tendencies proposed by Bakan (1966), may be interested in luxury brands. More precisely, agency is expressed through self-protection, self-expansion, and self-affirmation (Bakan, 1966). In the context of generativity, an agentic individual wants to leave a trace of herself, to be remembered—that is, a desire to be symbolically immortal (Kotler, 1984). To this end, agentic generativity can be conceived as a self-orientation motivation because of its egoistical nature. Considering the above, agentic generative consumers should be interested in luxury brands so they can transfer a part of themselves in a narcissistic way to future generations. Therefore, the following hypotheses are proposed:

H2a. Agentic consumer generativity positively influences the attitude toward a luxury brand.

H2b. Agentic consumer generativity positively influences the intention to buy a luxury brand.

2.3. Perceived personal legacy value of luxury as a mediator

The perceived personal legacy value of luxury might better explain why agentic generative consumers may develop more favorable attitudes toward a luxury brand and higher intentions to buy a luxury brand. Indeed, agentic generative consumers are motivated to leave a positive legacy of themselves, and thus can perceive a luxury brand as a way to live eternally in a powerful and symbolic way in future generations' memories. Therefore, they perceive the added value that can be kept for a long time, which enables to extend oneself by offering a luxury brand as a legacy (a form of *self-legacy* or *egoistical legacy*). To this end, personal legacy value of a luxury brand may drive agentic generative consumers to develop more favorable attitudes and higher intentions to buy a luxury brand. Thus, it is hypothesized that personal legacy value will mediate the relationship between agentic consumer generativity and attitudes, as well as buying intentions for luxury brands:

H3a. : The perceived personal legacy value of a brand mediates the relationship between agentic consumer generativity and attitudes toward a luxury brand.

H3b. : The perceived personal legacy value of a brand mediates the relationship between agentic consumer generativity and buying intentions of a luxury brand.

3. Methodology

3.1. Measures

In order to empirically test the hypotheses above, a scale of perceived personal legacy value is first built according to the steps presented in Jolibert and Jourdan (2006). The specification of the construct is based on Dubois et al.'s (2001) study, which provides qualitative inputs of the different facets of consumer attitudes toward luxury. As shown earlier, one of them, ancestral heritage and personal history, appears as a multidimensional construct, with one of its dimensions associated with the agentic generative aspect of a brand—i.e., it reflects the symbolic immortality of a luxury brand which carries values and meaning of individuals, and that can be transmitted to future generation. For this reason, luxury is seen as lasting a very long time thus enabling for it to be kept and ultimately offered to following generations. *Perceived personal legacy value* is therefore hereby defined as: “The consumer

perception that a luxury brand can be transmitted as a part of a legacy to future generations.”

The generation of items is based on the qualitative study presented in Dubois et al.'s (2001) research paper. It presents consumer attitudes toward luxury goods from a time-based perspective. For example, luxury brands are conceived in terms of longevity (“expect to keep them for a long time”), of their capacity to be transmitted to future generations (“envisage to pass them to future generation”), and their power to live symbolically over time (“luxury goods become immortal symbols”). A list of 11 items capturing perceived personal legacy value is then created. Items tap into the idea of luxury brands as a part of an heritage (“Are a part of a personal heritage,” “Is to be offered to future generations”), have values that can be passed on (“Have significant values to be transmitted”), and that also enables one to live forever (“Give a feeling of eternity”). The list is then submitted to four marketing professors serving as expert judges in order to assure the face validity of the construct. The method of Bearden, Netemeyer, and Teel (1989) is applied to evaluate each item as either very representative, somewhat representative, or not at all representative of the concept. Only items that are assessed as very representative of the concept by at least 3 of the 4 expert judges are retained. Following this first purification phase, eight items remain.

3.2. First data collection

A first data collection is conducted as an exploratory quantitative analysis. We ask respondents to evaluate the perceived personal legacy value of luxury watch Patek Philippe using a Likert-type 7-item scale (totally agree/disagree). A Patek Philippe advertisement is selected since it highlights the generative positioning of the brand with “You never actually own a Patek Philippe, you merely look after it for the next generation.” The survey is administered online to a North American convenience sample using a snowball method. A total of 111 completed questionnaires is obtained with no missing data. After confirming that the KMO index (>0.90) and the Bartlett test ($p < 0.001$) are satisfactory, a principal component analysis is performed. Results suggest retaining all items (communalities >0.60 ; factor loadings >0.80). The final model presents a one-dimensional 8-item scale explaining 73% of the variance. It reaches a satisfactory Cronbach alpha (0.95).

3.3. Second data collection

A new data collection using a different sample is conducted in order to check for the reliability and validity of the perceived personal legacy value scale. The design includes a replication of the first study but uses three different brand watches: Patek Philippe, Rolex, and Michael Kors. The Patek Philippe watch is selected because it is considered a high-end watch, and its generative positioning may also reinforce the perceived value of personal legacy of the brand. The Rolex and the Michael Kors watch brands are chosen according to a pretest on a group of 50 individuals. They are asked to spontaneously name an accessible luxury brand (75% indicated Michael Kors as such), and a luxury brand watch (Rolex was top of mind in a proportion of 91%).

A real advertisement is used for each brand. The decision to use advertising is to integrate the brand in its natural context where the luxury positioning is strengthening by the embodied cues of the ad, such as its slogan and visual elements (Van Rompay et al., 2012). The Patek Philippe advertisement presents its slogan with pictures showing a pleasant time spent between a mother and her child (one image), and a father and his child (one image). A single picture of a watch represents the Rolex ad since athletes and celebrities usually used in Rolex campaigns could influence responses. The Rolex watch is coupled with the Rolex tagline “Live for greatness” which emphasizes the cultivated image of prestige and power of the brand. Michael Kors advertising campaigns are known to use only images highlighting a jet set lifestyle with the brand name logo. Pictures in the advertisement depict this

lifestyle with a man driving a luxury car (one image), and a woman wearing luxury clothes and accessories during a night out. To ensure the selected advertisements may be used despite some differences between them (e.g., presence or absence of people), a scale of attitudes toward the ad is assessed for each brand (3-item scale by William and Drolet (2005) (Patek Philippe: $\alpha = 0.88$; Rolex: $\alpha = 0.93$; Michael Kors: $\alpha = 0.89$)). Post-hoc analysis using a Bonferroni test shows no significant differences of attitudes toward the advertisements ($p > 0.05$).

Different measurement instruments are also used to assess validity of the personal legacy value scale. The 8 items of perceived personal legacy value of the brand are selected with two other measures sharing conceptual similarities to check for construct validity:

(a) *Brand continuity*. It is one of four dimensions of the perceived brand authenticity construct developed by Morhart, Malär, Guèvremont, Girardin, and Grohmann (2015). It refers to brand history and stability over time as it survives trends and stays true to its roots. On the other hand, a brand perceived as having personal legacy value should be considered timeless, not because of its intrinsic history but rather because their owners create their own traditions and histories in relation with the luxury brand. To this end, the 4-item scale by Morhart et al. (2015), with items such as “A brand that survives times” (Patek Philippe: $\alpha = 0.96$; Rolex: $\alpha = 0.95$; Michael Kors: $\alpha = 0.91$), is used to establish the discriminant validity of perceived personal legacy value.

(b) *Brand symbolism*. This other dimension of perceived brand authenticity of Morhart et al. (2015) is also likely to be related to personal legacy value since it reflects consumers' brand identities (e.g., values, roles, and relationships). On the other hand, personal legacy value of a brand emphasizes that the luxury brand can transfer those values, stories, and so on, to future generations. To assess brand symbolism, the 4-item scale developed by Morhart et al. (2015) (e.g., “A brand that adds meaning to people's lives” (Patek Philippe: $\alpha = 0.97$; Rolex: $\alpha = 0.96$; Michael Kors: $\alpha = 0.92$)) is selected to further test the discriminant validity of perceived personal legacy value.

Other variables of perceived luxury of a brand developed by Vigneron and Johnson (2004) are also included for further analysis since they are likely to be correlated, as shown above: (a) *quality*—a 5-item scale (e.g., “Best quality” (Patek Philippe: $\alpha = 0.93$; Rolex: $\alpha = 0.95$; Michael Kors: $\alpha = 0.96$)); (b) *uniqueness*—a 4-item scale (e.g., “Very exclusive” (Patek Philippe: $\alpha = 0.92$; Rolex: $\alpha = 0.88$; Michael Kors: $\alpha = 0.91$)); (c) *power*—a 4-item scale (e.g., “Leading” (Patek Philippe: $\alpha = 0.93$; Rolex: $\alpha = 0.94$; Michael Kors: $\alpha = 0.87$)); (d) *hedonism*—a 3-item scale (e.g., “Stunning” (Patek Philippe: $\alpha = 0.99$; Rolex: $\alpha = 0.93$; Michael Kors: $\alpha = 0.95$)).

This study also uses the agentic dimension of Lacroix and Jolibert's (2015) consumer generativity scale—a 3-item scale with such items as “I buy useful products to help make sure I am remembered by those who survive me” (Patek Philippe: $\alpha = 0.93$; Rolex: $\alpha = 0.95$; Michael Kors: $\alpha = 0.91$). Likert-type items (anchored 1 = strongly disagree, 7 = strongly agree) are used to measure consumer agentic generativity and the perceived values of the brand. Furthermore, attitudes toward the brand—a 3-item scale by Bodur and Grohmann (2005) (Patek Philippe: $\alpha = 0.97$; Rolex: $\alpha = 0.95$; Michael Kors: $\alpha = 0.97$), and buying intentions—a 2-item scale by Dodds, Monroe, and Grewal (1991) (Patek Philippe: $\alpha = 0.93$; Rolex: $\alpha = 0.90$; Michael Kors: $\alpha = 0.95$)—are used to test H2a, H2b, H3a, and H3b. Those variables are evaluated with a seven-point semantic differential scale. Finally, to control for brand awareness, a single item scale with a three-point Likert scale is used.

To administer the questionnaire, a web-based panel is used to reach U.S. citizens with above-average family incomes (between \$100,000 and \$500,000 annually). Two main reasons guided the decision to select upper-middle class U.S. citizens: (1) the United State is still the world's biggest luxury market in 2015 (Bain & Co, 2015); (2) upper-middle class citizens can easily afford a Michel Kors watch (around \$200), could

support to buy a Rolex watch (e.g., starting around \$2000), or could potentially invest in a Patek Philippe watch (e.g., starting around \$10,000), depending on the model. Questionnaires first ask for information pertaining to family incomes and gender for quota issues, as well as for brand awareness, followed by the measure of consumer agentic generativity. One version of the questionnaire presents the Patek Philippe watch advertisement while a second version rather depicts the Rolex watch advertisement, and the third one shows the Michael Kors watch advertisement. In all cases, respondents are asked to complete measures of attitudes toward the brand (Ab) and purchase intentions (BI). The advertisement is again showed to participants before presenting questions pertaining to the perceived values of the brand (quality, uniqueness, personal legacy, power, continuity, symbolism). Sociodemographic measures (age, parental status, marital status, education) complete the questionnaire. The final sample consists of 319 usable questionnaires with no missing data—that is 100 for the Patek Philippe brand, 119 for the Rolex brand, and another 100 for the Michael Kors brand.

Descriptive statistics of the sample show that half of the participants are females, and half of them also have family incomes between \$250,000 and \$500,000. The median age group is between 45 and 54 years old, most respondents are married (74.3%) and have at least one child (71.0%), with some even being grandparents (22.7%). Furthermore, 80% of the sample have a 4-year college degree or higher. Results also show that 55% of respondents know the Patek Philippe watch brand, 99% have heard of the Rolex brand, and 91% are familiar with the Michael Kors brand. Those results are expected since Rolex and Michael Kors are well known brands in the U.S. and enjoy significant shares of the U.S. market for luxury goods, with respectively 1.1% and 6.2% of retail value in 2014 according to [Euromonitor International \(2016\)](#). Patek Philippe is a high-end watch, and although the brand is present on the U.S. market, it is neither mass-marketed nor highly advertised.

In addition, ANOVAs are conducted to evaluate the influence of different sociodemographic variables on consumer agentic generativity. Results show that consumers with children exert higher levels of agentic generativity than those without children ($M = 4.42$, $SD = 1.72$ vs. $M = 3.82$, $SD = 1.55$; $\rho < 0.05$). Age is also a significant predictor of consumer agentic generativity ($M = 4.78$, $SD = 1.56$ vs. $M = 3.87$, $SD = 1.55$; $\rho < 0.05$), where consumers 44 years old and younger are more agentic than those older than 44 years.

4. Results

4.1. Testing the validity and reliability of perceived personal legacy value

A confirmatory analysis is performed on the data to assess the validity and reliability of the *perceived personal legacy value of a luxury brand* scale on each sample (Patek Philippe, Rolex, and Michael Kors). Following the [Jarvis, Mackenzie, and Podsakoff \(2003\)](#) method, perceived personal legacy value is considered as a reflective measurement construct. More specifically, the indicators: are a manifestation of the construct; share a common theme, which is that luxury brand is conceived as a personal legacy; are expected to covary with one another; can be interchangeable. Thus, the removal of one of them does not alter the meaning of the construct. Post analysis suggests the elimination of 4 items out of 8 since the original models (Patek Philippe, Rolex, Michael Kors) present poor fit indices. More specifically, four items do not covary adequately with other items and therefore are removed.

In addition, following [Byrne \(2010\)](#), a cross-group measurement invariance test is performed using a multigroup confirmatory factor analysis (MCFA). The configural model ($\chi^2/df = 0.577$ ($\rho > 0.10$); SRMR = 0.012; RMSEA = 0.000; TLI = 1.000; CFI = 1.000) is compared to a constrained one. Results show nonequivalence of the factor loadings across all three brand models ($\chi^2/df = 15.708$, $\rho < 0.05$). Therefore, additional MCFAs are run using two models at a time. Each factor loading

is then tested separately, and the item “This brand brings a feeling of eternity” is found not to be equivalent between Rolex and Michael Kors, and between Rolex and Patek Philippe. After removing this item, MCFA results confirm measurement invariance across brands ($\chi^2/df = 2.340$, $\rho > 0.10$). The reviewed models produce good fit indices: Patek Philippe ($\chi^2/df = 1.274$ ($\rho > 0.10$), SRMR = 0.021, RMSEA = 0.054, CFI = 0.997, TLI = 0.994); Rolex ($\chi^2/df = 0.898$ ($\rho > 0.10$), SRMR = 0.013, RMSEA = 0.000, CFI = 1.000, TLI = 1.000); Michael Kors ($\chi^2/df = 1.286$ ($\rho > 0.10$), SRMR = 0.024, RMSEA = 0.054, CFI = 0.996, TLI = 0.993). This single-factor, 3-item model expressing perceived personal legacy value of the luxury brand also provides a good fit to the data ([Table 1](#)).

Furthermore, results show that the reliability of the scale is satisfactory. Indeed, Cronbach alpha is 0.94 for the Patek Philippe data set, 0.87 for the Rolex, and 0.92 for the Michael Kors. Jöreskog ρ s are also acceptable (≥ 0.70) (Patek Philippe = 0.85; Rolex = 0.73; Michael Kors = 0.80), as well as the convergent validities (≥ 0.50), according to [Fornell and Larcker's \(1981\)](#) method (Patek Philippe = 0.84; Rolex = 0.71.; Michael Kors = 0.79). Discriminant validity ([Fornell & Larcker, 1981](#)) is also confirmed, where the convergent validity of the perceived personal legacy value is greater than the squared correlation between the analyzed factors (Patek Philippe: $brand_continuity = 0.58$, $brand_symbolism = 0.63$; Rolex: $brand_continuity = 0.65$, $brand_symbolism = 0.67$; Michael Kors: $brand_continuity = 0.70$, $brand_symbolism = 0.67$).

This overview shows that the scale really captures and measures perceived personal legacy value of a luxury brand. In addition to demonstrating a good internal consistency and discriminant validity, results also highlight that the scale exhibits statistically significant relationships with other theoretically-related concepts (all correlations > 0.60 at level 0.001 between personal legacy and: quality, uniqueness, hedonism, power, continuity, and symbolism (all three brands)). Those results are consistent with previous models of the perceived luxury value that present those values as correlated constructs (e.g., [Vigneron & Johnson, 2004](#); [Wiedmann et al., 2009](#)). Convergent and discriminant validities being established for the perceived personal legacy value measurement, it is thus possible to compare brands in terms of levels of luxury.

4.2. The perceived personal legacy values of the three luxury brands

To evaluate the influence of perceived personal legacy value on luxury intensity of the brands, a discriminant analysis is performed. Luxury brands—Patek Philippe, Rolex, and Michael Kors—are used as dependent variables, and all the perceived values (quality, uniqueness, hedonism, personal legacy, power, continuity, symbolism) are presented as independent variables. Awareness is also included as an independent variable since the Patek Philippe brand watch is less known than Rolex and Michael Kors (45% of the respondents indicate not knowing the Patek Philippe brand). It is thus likely that awareness will discriminate the brands. Results indicate that 68.2% of the observations are correctly classified, which is far higher than the maximum chance criterion of 38.9% ([Huberty, 1994](#)), and confirm the effectiveness of the discriminant analysis. Tables below show standardized canonical discriminant functions coefficients ([Table 2](#)) and the functions at group centroids ([Table 3](#)).

The discriminant analysis indicates that the first function explains 52.7% of the variance between the groups, and 47.3% of the second function. In this regard, the first function shows that continuity (1.119) and uniqueness (0.442) are opposed to hedonism (-0.488) and power (-0.311). On the second function, awareness (0.927), power (0.659) and hedonism (0.302) are opposed to personal legacy (-0.524) and uniqueness (-0.414). Rolex differs positively and significantly from Michael Kors on the first function (Rolex centroid = 0.838; Michael Kors centroid = -0.906 , $\rho < 0.001$), and Rolex and Michael Kors from Patek Philippe on the second one (Rolex centroid = 0.353; Michael Kors centroid = 0.561; Patek Philippe centroid = -1.063 , $\rho < 0.001$).

Table 1
Final model of perceived personal legacy value.

Items	Coefficient λ Patek Philippe	Coefficient λ Rolex	Coefficient λ Michael Kors
This brand has significant value to be transmitted.	0.91	0.76	0.84
This brand carries the story of its owner over time.	0.92	0.85	0.94
This brand is to be offered to future generations.	0.93	0.90	0.90

More precisely, the first function shows that Rolex has a higher value of continuity and uniqueness, meanwhile Michael Kors is depicted with a higher value of hedonism and power. On the second function, Rolex and Michael Kors are characterized by their high level of awareness, power and hedonism compared to Patek Philippe, the latter being characterized by its high value of personal legacy and uniqueness.

In conclusion, among other perceived values of luxury, personal legacy helps discriminate Patek Philippe—a high-end luxury brand—from Michael Kors and Rolex, respectively pretested as accessible and typical luxury brands. Therefore, it is possible to confirm that perceived personal legacy value can be used to evaluate brands' levels of luxury. Results support H1: The higher the perception of personal legacy value for a brand, the more luxurious the brand.

4.3. Influence of consumer agentic generativity on Ab and BI

The direct effect of consumer agentic generativity motivations on attitudes toward the brand (Ab) and buying intentions (BI) is assessed using structural equation modeling. To this end, three models are estimated, one for each brand, and the direct effect of consumer agentic generativity is tested on Ab and BI. A direct effect of Ab on BI is also included in the model as Ab is supposed to influence BI according to Eagly and Chaiken (1993). Also note that additional analysis on the Patek Philippe data set are performed to decide if another model including brand awareness is needed for further investigations in structural equation modeling. Results of the regression analysis show that agentic generativity and brand awareness have a positive and statistically-significant influence on Ab and BI ($\rho < 0.05$), but no interaction effect is found between brand awareness and consumer agentic generativity ($\rho > 0.05$). Those results also hold in structural equation modeling, following Ping's (1995) method. Therefore, no additional model including brand awareness for the Patek Philippe is presented.

4.3.1. Models fits and results for directs effects

First, the models including consumer agentic generativity and its impact on Ab and BI yield satisfactory fit indices (Patek Philippe: $\chi^2/dl = 1.00$ ($\rho > 0.10$); SRMR = 0.024; RMSEA = 0.010; TLI = 1.000; CFI = 1.000—Rolex: $\chi^2/dl = 1.263$ ($\rho > 0.10$); SRMR = 0.025; RMSEA = 0.046; TLI = 0.994; CFI = 0.996—Michael Kors: $\chi^2/dl = 0.36$ ($\rho > 0.10$); SRMR = 0.016; RMSEA = 0.000; TLI = 1.000; CFI = 1.000).

Second, structural invariance tests are performed across at the three brand by comparing an unconstrained model ($\chi^2/dl = 0.877$ ($\rho > 0.10$); SRMR = 0.024; RMSEA = 0.000; TLI = 1.000; CFI = 1.000), and a constrained model at the measurement and the structural levels. Results show that factor loadings are equivalent across the models ($\chi^2/dl = 7.272$, $\rho > 0.05$), and also show that the relationship between consumer agentic generativity and buying intentions significantly differs between the three brands ($\chi^2/dl = 5.228$, $\rho < 0.05$).

Table 2
Standardized canonical discriminant functions coefficients.

Independent variables	Function	
	1	2
Uniqueness	0.442	-0.414
Quality	0.024	-0.218
Hedonism	-0.488	0.302
Personal legacy	0.154	-0.524
Power	-0.311	0.659
Continuity	1.119	-0.261
Symbolism	-0.182	0.101
Awareness	-0.182	0.927

Third, the results indicate that consumer agentic generativity has a positive and statistically significant effect on Ab and BI for Patek Philippe (Ab: $\gamma = 0.30$, $\rho < 0.005$; BI: $\gamma = 0.43$, $\rho < 0.005$), Rolex (Ab: $\gamma = 0.28$, $\rho < 0.005$; BI: $\gamma = 0.24$, $\rho < 0.005$), and Michael Kors (Ab: $\gamma = 0.32$, $\rho < 0.005$; BI: $\gamma = 0.34$, $\rho < 0.005$). In addition, the results demonstrate that attitudes toward the brand positively influence buying intentions for all three brands (Patek Philippe: $\gamma = 0.45$, $\rho < 0.005$; Rolex: $\gamma = 0.52$, $\rho < 0.005$; Michael Kors: $\gamma = 0.36$, $\rho < 0.005$). Finally, the results show that each model, respectively Patek Philippe, Rolex and Michael Kors, explain 9%, 8% and 10% of the variance of attitudes toward the brand, and 51%, 40% and 33% of buying intentions. An overview of the results is presented in Table 4 below.

In summary, results show that consumer agentic generativity motivations exert a positive influence on attitude toward the brand and buying intentions for Patek Philippe, Rolex and Michael Kors, thus supporting H2a and H2b. In addition, compared to the Rolex and Michael Kors models, the results also reveal a stronger impact of agentic generativity on BI in the Patek Philippe model, as well as more explained variance in BI.

4.4. Testing the mediation effect of perceived personal legacy value

Following Zhao, Lynch, and Chen's (2010) method, the mediational role of perceived personal legacy value of the brand between consumer agentic generativity and Ab and BI for the Patek Philippe, Rolex, and Michael Kors watch brands is tested using structural equation modeling. To this end, mediated effects are tested using the bias-corrected bootstrap method with 1000 samples, with a confidence interval (BI) level of 95% (Preacher & Hayes, 2004).

4.4.1. Models fits, manipulation checks, and results of direct and indirect effects

Model fits are satisfactory for all three analyzed groups—Patek Philippe: $\chi^2/dl = 0.842$ ($\rho > 0.05$); SRMR = 0.025; RMSEA = 0.000; TLI = 1.000; CFI = 1.000—Rolex: $\chi^2/dl = 1.27$ ($\rho > 0.05$); SRMR = 0.041; RMSEA = 0.047; TLI = 0.990; CFI = 0.995—Michael Kors: $\chi^2/dl = 0.424$ ($\rho > 0.05$); SRMR = 0.020; RMSEA = 0.000; TLI = 1.000; CFI = 1.000.

Furthermore, cross-group invariance tests between Patek Philippe, Rolex, and Michael Kors are performed using a multigroup confirmatory factor analysis. To this end, the configural model ($\chi^2/dl = 0.844$ ($\rho > 0.10$); SRMR = 0.025; RMSEA = 0.000; TLI = 1.000; CFI = 1.000) is compared to a constrained model at the measurement and structural levels. The results show that models at the measurement level are equivalent ($\chi^2/dl = 14.127$, $\rho > 0.05$), but not at the structural level ($\chi^2/dl = 22.543$, $\rho < 0.05$). Therefore, structural equation modeling

Further, the results indicate that consumer agentic generativity has a positive and statistically significant effect on Ab and BI for Patek Philippe (Ab: $\gamma = 0.30$, $\rho < 0.005$; BI: $\gamma = 0.43$, $\rho < 0.005$), Rolex (Ab: $\gamma = 0.28$, $\rho < 0.005$; BI: $\gamma = 0.24$, $\rho < 0.005$), and Michael Kors (Ab: $\gamma = 0.32$, $\rho < 0.005$; BI: $\gamma = 0.34$, $\rho < 0.005$). In addition, the results demonstrate that attitudes toward the brand positively influence buying intentions for all three brands (Patek Philippe: $\gamma = 0.45$, $\rho < 0.005$; Rolex: $\gamma = 0.52$, $\rho < 0.005$; Michael Kors: $\gamma = 0.36$, $\rho < 0.005$). Finally, the results show that each model, respectively Patek Philippe, Rolex and Michael Kors, explain 9%, 8% and 10% of the variance of attitudes toward the brand, and 51%, 40% and 33% of buying intentions. An overview of the results is presented in Table 4 below.

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Table 3
Functions at group centroids.

Brands	Function	
	1	2
Patek Philippe	-0.141	-1.063
Rolex	0.838	0.353
Michael Kors	-0.906	0.561

Table 4
Consumer agentic generativity on Ab and BI.

Paths	Patek Philippe		Rolex		Michael Kors	
	γ	ρ	γ	ρ	γ	ρ
Agentic \rightarrow Ab	0.30	<0.005	0.28	<0.005	0.32	<0.005
Agentic \rightarrow BI	0.43	<0.005	0.24	<0.005	0.34	<0.005
Ab \rightarrow BI	0.45	<0.005	0.52	<0.005	0.36	<0.005
R ² Ab	0.09		0.08		0.10	
R ² BI	0.51		0.40		0.33	

can be performed, and the relationships between brands can be compared.

Moreover, additional tests are performed to verify the absence of potential sources of common method bias using Harman's single-factor test (Podsakoff & Podsakoff, 2000). To this end, all items of consumer agentic generativity, perceived personal legacy value, attitudes toward the brand, and buying intentions are introduced in each brand model to perform an exploratory factor analysis. Cattel tests retain, for each model, a four-factor solution. The items corresponding to each of the four concepts should load onto one factor only in order to rule out common method bias. Because the concepts are correlated, the Oblimin rotation method is used to facilitate deriving of factor meaning. The items corresponding to each of the four concepts do indeed load onto one single factor. The first four factors of the Patek Philippe model explain 89.208% of the variance of all items, meanwhile the first four factors of the Rolex model explain 90.482% of the variance of all items, and the first four factors of the Michael Kors model explain 90.031% of the variance of all items, which shows the absence of common method bias.

For all three brands, the results of our structural equation models indicate an indirect-only, mediated effect of agentic consumer generativity on Ab going through perceived personal legacy value (direct effects are statistically non-significant, and indirect effects are statistically significant, which means a total mediation). More precisely, the indirect effect of agentic generativity on Ab is positive and statistically significant for Patek Philippe ($\gamma = 0.28$, BC CI_{95%} = 0.15–0.43, $\rho < 0.005$), Rolex ($\gamma = 0.42$, BC CI_{95%} = 0.28–0.59, $\rho < 0.005$), and Michael Kors ($\gamma = 0.17$, BC CI_{95%} = 0.06–0.32, $\rho < 0.005$), and excludes the zero value. Those findings thus support H3a. Results also show an indirect-only, mediated effect of consumer agentic generativity on BI through perceived personal legacy value for Rolex ($\gamma = 0.26$, BC CI_{95%} = 0.12–0.40, $\rho < 0.005$), and Michael Kors ($\gamma = 0.36$, BC CI_{95%} = 0.22–0.50, $\rho < 0.005$), and excludes the zero value. However, a direct effect of agentic generativity on BI is also observed for Patek Philippe. Therefore, H3b is partially supported. Detailed results are presented in Table 3 below. The Patek Philippe model shows positive, statistically-significant direct and indirect effects of consumer agentic generativity on BI (direct: $\gamma = 0.26$, $\rho < 0.05$; indirect: $\gamma = 0.29$, BC CI_{95%} = 0.16–0.44, $\rho < 0.005$ (excluding zero value)). Since both direct and indirect paths exhibit the same sign, those results point out to a complementary mediation (Zhao et al., 2010).

Other results show that consumer agentic generativity positively influences perceived personal legacy value of Patek Philippe, Rolex, and Michael Kors (respectively, $\gamma = 0.52$, $\rho < 0.005$; $\gamma = 0.56$, $\rho < 0.005$; $\gamma = 0.52$, $\rho < 0.005$). As for personal legacy value, it has a positive and statistically significant effect on Ab (Patek Philippe: $\gamma = 0.53$, $\rho < 0.005$; Rolex: $\gamma = 0.76$; $\rho < 0.005$; Michael Kors: $\gamma = 0.33$, $\rho < 0.05$), and BI (Patek Philippe: $\gamma = 0.41$, $\rho < 0.005$; Rolex: $\gamma = 0.28$; $\rho < 0.05$; Michael Kors: $\gamma = 0.53$, $\rho < 0.005$). Furthermore, the results show that Ab influences BI (Patek Philippe: $\gamma = 0.28$, $\rho < 0.005$; Rolex: $\gamma = 0.37$; $\rho < 0.005$; Michael Kors: $\gamma = 0.21$, $\rho < 0.005$). Finally, the Patek Philippe, Rolex and Michael Kors models respectively explain 27%, 31%, and 27% of the variance in perceived personal legacy value; 30%, 47% and 18% of attitudes toward the brand; and 59%, 43% and 54% of buying intentions. Table 5 provides an overview of the mediation results.

5. Discussion

By evaluating the influence of the new developed construct—perceived personal legacy value of the brand—the results show the superiority of Patek Philippe over Michael Kors and Rolex. Therefore, among other perceived values, personal legacy appears to be a relevant concept that can be used to discriminate brands in terms of luxury intensity. Other results also suggest that Michael Kors and Rolex enjoy greater power value and awareness compared to Patek Philippe, and that Michael Kors is characterized by greater power and hedonism over Rolex, the latter being perceived as having higher values of continuity, uniqueness, and quality.

Further results show that consumer agentic generativity has a direct influence on attitudes toward the brand and purchase intentions for Patek Philippe, Rolex, and Michael Kors. Moreover, the mediation tests indicate that consumer agentic generativity only has an indirect influence on Ab and BI through the perceived personal legacy value of the brand. Therefore, highly agentic generative consumers develop more favorable attitudes toward the brand and higher intentions to buy the brand because they perceive it has a higher value personal legacy value. To this end, agentic generative consumers may perceive that luxury watches are valuable because they view them as a part of themselves, which can be transferred to future generations in order for them to become symbolically immortal and be remembered.

The Patek Philippe model yield more complex results, where a complementary mediation effect is found between consumer agentic generativity and buying intentions (positive and significant direct and indirect effects). This implies that perceived personal legacy value of the brand does not totally explain the effect of agentic generativity on BI. One explanation of this phenomenon is a threshold effect such that Patek Philippe watches, being such legendary objects, enjoy such substantial personal legacy value that consumer interest somewhat overflows to the point of directly impacting BI. Nevertheless, perceiving Patek Philippe as having high personal legacy value remains an important factor in understanding why highly agentic generative consumers are more prone to buying this brand.

6. Conclusion

This article focuses on the role of personal legacy value for agentic generative consumers with regard to their attitudes and buying intentions for luxury brands. A first contribution of this study is the development of a measurement scale for perceived personal legacy value. This new parsimonious and reliable measure is correlated with theoretically-related constructs of brand luxuriousness (quality, uniqueness, hedonism, power), and thus can be used to better understand what can be conceived as a luxury brand. Indeed, the first results using three brand watches show that perceived personal legacy value can help discriminate brands in terms of degree of luxury, Patek Philippe being

Table 5
Consumer agentic generativity on Ab and BI via personal legacy.

Paths	Patek Philippe		Rolex		Michael Kors	
	γ	ρ	γ	ρ	γ	ρ
Agentic \rightarrow Ab		N.S.		N.S.		N.S.
Agentic \rightarrow BI	0.26	<0.05		N.S.		N.S.
Agentic \rightarrow Personal legacy	0.52	<0.005	0.56	<0.005	0.52	<0.005
Personal legacy \rightarrow Ab	0.53	<0.005	0.76	<0.005	0.33	<0.05
Personal legacy \rightarrow BI	0.41	<0.005	0.28	<0.05	0.56	<0.005
Ab \rightarrow BI	0.28	<0.005	0.37	<0.005	0.21	<0.005
Agentic \rightarrow Ab via Personal legacy	0.28	<0.005	0.42	<0.005	0.17	<0.005
Agentic \rightarrow BI via Personal legacy	0.29	<0.005	0.26	<0.005	0.36	<0.005
R ² Personal legacy	0.27		0.31		0.27	
R ² Ab	0.30		0.47		0.18	
R ² BI	0.59		0.44		0.54	

considered a very high-end luxury watch. Moreover, one of the major findings of this research is the mediating role of perceived personal legacy value in helping to explain why agentic generative consumers develop positive attitudes toward a given luxury watch brand, as well as higher intention to buy said brand. Those findings demonstrate the relevance of perceived personal legacy value in the luxury marketing literature, which can improve previously-developed models (e.g., Vigneron & Johnson, 2004).

Another contribution of this study is the validation of consumer agentic generativity as a potential segmentation criterion for the luxury industry. Because highly agentic generative consumers are inclined to wanting to live eternally in future generations' memories, luxury brands might enable them to do so because of the way they can be passed on and retain value in the form of personal legacy. The luxury literature still continues improving the knowledge about what drives consumers to buy luxury brands, and because of the growing luxury market and its heterogeneity, investigating consumer agentic generativity motivations can help better understand why consumers like luxury brands, and why they are more inclined to buying those brands.

Considering those findings, some managerial contributions are proposed. First, the luxury industry can use perceived personal legacy value to create and monitor brand identities. In this regard, personal legacy value could also serve as a strategic tool against competition. Such evaluation of the perceived personal legacy value of luxury brands should be carried out with rigor and consistency, considering its influence on brand equity. Also, because of its nature, perceived personal legacy value has the capacity of producing meaningful and personal stories about a luxury brand. This could be leveraged in communication marketing activities by creating marketing content around the stories of luxury brand owners in social media. Second, luxury brand managers may consider targeting agentic generative consumers as a potential strategy since they are attracted by luxury brands perceived as having a value of personal legacy. Although a marketing research should be conducted to better know this segment by using, for instance, the 3-item scale of consumer agentic generativity, some results obtained in this study indicate the relevance to target consumers with children who are 44 years old and younger. At this stage of life, those consumers are likely to have young children and babies, or planning to have some, which seems to trigger agentic generativity within them.

Despite those important findings, this study is not without limitations. One of them pertains to its sample size and its focus on somehow high incomes (upper-middle class), and comparison between consumers with higher or lower incomes may be worth investigating. Also, the inclusion of another less luxurious brand belonging to the watch product category, or even a non-luxury watch brand, would have offered a more detailed picture with regards to the boundary conditions of personal legacy value. Another limitation lies in the use of only one product category, that of luxury watches. Future research should improve the external validity of this study by investigating its applicability to other important luxury goods, such as luxury cars and fine arts, two other important product categories in the luxury sector (Bain & Co, 2015). In addition, controlling for consumer familiarity with the luxury product category would possibly help better explain brand differences in terms of luxury intensity. Nonetheless, and even though respondents were asked to spontaneously name an accessible luxury brand and a luxury watch to select the watch brands used in our design, a survey could have improved the validity of those choices.

Future research should be pursued to evaluate agentic generative consumer perceptions toward luxury in general in order to better identify what specific benefits they are looking for. For example, their conception of luxury may be one that adds values of uniqueness, power and social recognition, considering that agentic generative consumers need to promote themselves and influence others. This could be done by using the perceived values of luxury in general (e.g., Wiedmann et al., 2009). Sustainable luxury positioned as socially and environmental friendly could be another driver for consumers to buy luxury brands.

Sponsoring education programs, the search for cure of infantile diseases, or any project that seeks the improvement of the well-being of next generations could also be tested as marketing strategies, and their effects evaluated. Consumer communal generativity (Lacroix & Jolibert, 2015), the flip side of consumer agentic generativity, could appear as a driver of interest toward such luxury brands. Research on this topic could be another interesting research avenue.

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