Examining the impact of luxury value perceptions, extended-self and hedonism, and the role of luxury brands' online marketing campaigns on customer engagement.

A Master thesis

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Abstract

In today's digital environment, luxury brands have increased their online marketing efforts in an attempt to encourage customer engagement. However, digital channels have negatively impacted the value, exclusivity and experience of luxury, and customer engagement has yet to be successfully achieved. As the impact of luxury value perceptions on online customer engagement is still widely unexplored, the purpose of this study is to investigate the role of online marketing campaigns in the effect of luxury value perceptions, extended-self and hedonism on customer engagement. This study uses an online questionnaire as the data collection method to measure perceptions of extended-self and hedonism and customer engagement - items were gathered from literature. Marketing campaigns were selected from three luxury brands: Chanel, Fendi, and Hermès. A total of 213 responses were collected, linear regression analysis was employed to investigate the research model. The results indicate that when online luxury brand campaigns entail multi-sensory stimuli and antecedent for luxury value perceptions such as self-expression and escapism, perceptions of extended-self and hedonism have a positive effect on customer engagement. This suggests that luxury brands can achieve online customer engagement without losing the value of luxury by adopting the luxury value perceptions and multi-sensory stimuli in their online marketing strategies.

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1. Introduction

The scope of this research is focused on luxury brands online presence and the effect of luxury value perceptions on customer engagement, an introduction is given in this chapter. Firstly, by outlining the situation, research problem and gap. Moreover, based on the prior, the purpose, research objective and research questions are stated. Additionally, the theoretical framework of the research and its contribution are addressed. Finally, the research overview is outlined.

1.1 Situation and complication

With the overall rise of the digital age, online channels have attracted the attention of customers profoundly, over the last decade luxury brands have started to slowly invest in their online presence in order to satisfy the needs of customers (Achille et al., 2018; Holmqvist, Wirtz, & Fritze, 2021; Kautish & Sharma, 2018; Manthiou & Klaus, 2020). Overall, luxury brands online are focusing on e-commerce, their brand identities, and online marketing strategies in an attempt to gain customer engagement (Achille et al., 2018; Holmqvist, Wirtz, & Fritze, 2020; Kautish & Sharma, 2018). Nonetheless, online luxury consumption comprises only 8% of entire luxury sales, yet at least 80% of in-store sales are said to be "digitally influenced" (Achille et al., 2018). In other words, luxury brands' online efforts may impact in-store customer behaviour, however an effect on online customer engagement is still to be realised (Achille et al., 2018; Liu et al., 2021; Manthiou & Klaus, 2020).

Furthermore, the customer engagement issue arises in view of the fact that the online environment can be seen as 'unnatural' for the luxury industry. This is due to the inability to emotionally connect with customers online as well as provide them with the experience of luxury, nevertheless, these are important focal points and influence customer behaviour (Bilgihan et al., 2016; Manthiou & Klaus, 2020). Moreover, luxury brands were initially hesitant to adapt to the online environment, in fear of losing their exclusivity and the value of

luxury (Hennigs et al., 2015; Holmqvist et al., 2021; Holmqvist, Wirtz, & Fritze, 2020; Kapferer, 2017; Prestini & Sebastiani, 2021; Wang et al., 2021). In essence, the value and experience of luxury can easily vanish through online channels, causing issues for luxury brands exclusivity and customer engagement (Achille et al., 2018; Hennigs, Wiedmann, & Klarmann, 2012, 2015; Holmqvist et al., 2021; Holmqvist, Wirtz, & Fritze, 2020; Kapferer, 2017).

Despite the necessity of digital channels, consuming luxury has long been known as an in-store activity, especially because customer's find it important to have the experience of luxury when consuming luxury goods (Achille et al., 2018; Liu et al., 2021; Manthiou & Klaus, 2020). Moreover, the luxury experience is a key determinant to the customer's luxury value perception of a luxury brand which in turn impacts the customer behaviour (Hennigs et al., 2012; Manthiou & Klaus, 2020; Vigneron & Johnson, 2004; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007). Consequently, maintaining luxury value online is of relevance to contribute to the customer's experience as well as influence the customer behaviour (Godey et al., 2016; Hennigs et al., 2015; Hennigs et al., 2012; Liu et al., 2021). Therefore, in the online environment customer engagement is of particular relevance because it can give insights into the impact of a luxury brand's online efforts, beyond that of purchase behaviour (Brodie et al., 2013; Liu et al., 2021; Pansari & Kumar, 2017; Thomsen et al., 2020). Nevertheless, it has been difficult to find a course of action to maintain the value and experience of luxury in the online environment (Hennigs et al., 2015; Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist et al., 2021).

Subsequently, prior research has investigated luxury value, Vigneron and Johnson (2004) established five dimensions of luxury value perceptions: conspicuousness, quality, uniqueness, extended-self, and hedonism. The dimensions comprise the components through which customers perceive luxury value (Hennigs et al., 2015; Hennigs et al., 2012; Ko et al., 2019; Wiedmann & Hennigs, 2007). Moreover, in the in-store luxury context, the perceptions of extended-self and hedonism have a positive effect on consumption behaviour (Hennigs et

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al., 2015; Hennigs et al., 2012). Nevertheless, luxury value perceptions and the effect on online customer behaviour is still widely unexplored (Hennigs, Wiedmann, & Klarmann, 2012). Yet, understanding how luxury is perceived and whether this could contribute to customer engagement could be an advantage for luxury brands to maintain their online exclusivity and the experience and value of luxury (Hennigs et al., 2015; Hennigs et al., 2012; Holmqvist et al., 2020; Wiedmann et al., 2013). Therefore, while incorporating relevant findings, this research will explore the luxury value perceptions, extended-self and hedonism, and the influence on customer engagement in the online environment.

Furthermore, where literature has investigated the luxury value perceptions and antecedents, it lacks research on how the luxury value perceptions and components could be implemented online (Hennigs et al., 2015; Hennigs et al., 2012; Vigneron & Johnson, 2004; Wiedmann et al., 2013). In addition, customers would need to experience a similar feeling as they would in-store in order to perceive luxury value, therefore the luxury value perceptions and components need to be stimulated (Hennigs et al., 2015; Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist, Wirtz, & Fritze, 2020; Kapferer, 2017; Ko et al., 2019). Accordingly, prior research proposes that the interaction of multi-sensory marketing while focussing on the luxury value perceptions can influence the customer's perceived luxury value and experience (Wiedmann et al., 2013). Yet, this proposed model is still exploratory and lacks empirical studies in the online context. Therefore this study examines the gap in literature by exploring multi-sensory online marketing strategies and the luxury value perceptions of extended-self and hedonism, and the impact on the customer's perceived luxury value.

Lastly, previous research has investigated the relationship between luxury brands' social media marketing and customer engagement (Liu et al., 2021). Consequently, in an online setting, social media marketing has been found to influence customer behaviour and engagement (Beuckels & Hudders, 2016; Bilgihan et al., 2016; Godey et al., 2016; Liu et al.,

2021). Nonetheless, despite the role of luxury value on customer behaviour in an in-store setting, the effect of luxury value perceptions on customer engagement has not been taken into consideration in prior literature (Hennigs et al., 2015; Hennigs et al., 2012; Vigneron & Johnson, 2004; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007). However, customer engagement is of importance to luxury brands and could lead to value-creation, increase online sales and loyal customer relationships (Brodie et al., 2013; Godey et al., 2016; Liu et al., 2021; Pansari & Kumar, 2017; Thomsen et al., 2020). Therefore, this research extents previous literature by exploring the role of luxury brand's online marketing campaigns in the effect of luxury value perceptions, extended-self and hedonism, on customer engagement.

1.2 Research goal and objective

The online environment has posed a complex situation for the luxury industry, prior research has looked at the effect of online marketing on customer engagement, however whether there is a connection with luxury value perceptions has not been investigated. Hence, the purpose of this study is to explore if luxury value perceptions contribute to online customer engagement, and the role of luxury brands online marketing campaigns in this phenomenon.

The main objective of this study is to investigate if there is a positive effect from the luxury value perceptions, extended-self and hedonism, on customer engagement, while using luxury brands online marketing campaigns to stimulate customer's perception of luxury value. To investigate this, luxury value perceptions of extended-self and hedonism, and how they contribute to the customer's overall perceived luxury value are explored. Secondly, the role of luxury brands' online marketing campaigns in relation to luxury value is explored. Ultimately, the effect of luxury value perceptions, extended-self and hedonism, on customer engagement will be examined.

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This study will be able to achieve its research objective by addressing the following central research questions: ***CRQ 1.*** *"What is the effect of a customer's perceived luxury value on online customer engagement?"* and ***CRQ 2.*** *"To what extent do luxury brands' online marketing campaigns have an impact on the customer's luxury value perception?"*

The main research questions have the following accompanying sub-questions: ***RQ1.*** *"What is the value of luxury as perceived by a customer?* ***RQ2.*** *"Which factors contribute to the customer's luxury value perceptions?* ***RQ3.*** *"How can online marketing campaigns be utilised to stimulate the luxury value perceptions?"*

1.3 Theoretical framework

Research by Liu, Shin and Burns (2021) provides empirical evidence for the effect of luxury brand social media marketing on customer engagement, which was measured through consumptions, contribution, and creation. Moreover, Pansari and Kumar (2017) state that customer engagement consists of several behavioural contributions, among which are purchase intention, referring intention, and recommendation intention. Therefore, this study will adapt the above measurement items to the setting of the study and will collectively be used to measure customer engagement. Furthermore, previous studies have thoroughly investigated luxury value perceptions in a traditional luxury context (Hennigs et al., 2015; Hennigs et al., 2012; Ko et al., 2019; Vigneron & Johnson, 2004; Wang et al., 2021; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007).

Nonetheless, Vigneron and Johnson (2004) established five dimensions for luxury value perceptions. Hence, their study gives insight on what luxury value is, and how the luxury value perceptions and components are perceived by customers in a traditional context. Therefore this study will adopt their framework to the online environment. Likewise, Wiedmann, Hennigs, Klarmann, and Behrens (2013) also look at the luxury value perceptions, yet they propose that

the luxury value perceptions when combined with multi-sensory marketing can have a greater impact on the customer's perceived luxury value. This is important for the purpose of this study in order to investigate the effect of online marketing campaigns on the perceived luxury value.

Additionally, a case study by Hennigs, Wiedmann, and Klarmann (2012), analysed luxury brands online marketing strategies, providing insight that the luxury value perceptions are a useful basis for online marketing strategies to create a luxury experience. Therefore, this study draws reference from the fact that some luxury brands are focussed on the luxury value in the online environment as evidence for the empirical relevance of this research. Concluding that, this study draws upon the above theories as its foundational framework in order to examine luxury value perceptions and the effect on online customer engagement. An overview of the theoretical framework is presented in Table 1.

Table 1. *Theoretical framework | main contributions.*

Authors	Key findings
Hennigs, Wiedmann, & Klarmann, 2012	The case study provides evidence that the key value dimensions of a luxury brand are a useful basis for the development of complementary offline and online strategies that create a true luxury experience.
Liu et al., 2021	Measured customers' behaviour toward brand social media content by measuring consumption, contribution, and creation through big data analysis. The entertainment, interaction, and trendiness dimensions of a luxury brand's social media marketing efforts increases customer engagement.
Pansari & Kumar, 2017	Elaborates on the components of customer engagement (buying, referring, influencing, and feedback) as well as the antecedents (satisfaction and emotion) and consequences (tangible and intangible outcomes) of customer engagement.
Vigneron & Johnson, 2004	Discusses theoretical framework of the brand-luxury construct that leads to a specification of the dimensions of luxury as applied to brands. Asemantic differential scale was developed for the measurement of the dimensions of brand luxury.
Wiedmann et al., 2013	The usage of empirically confirmed success drivers related to a sensory brand experience might enhance the customer-perceived value in terms of the financial, functional, individual and social dimension and thus optimize the positioning of luxury brands.

1.4 Academic and practical relevance

With this study contributions are made to the academic field of marketing, by investigating the role of online marketing campaigns in the relationship between luxury value perceptions and customer engagement. Additionally, contributions are made to marketing literature by examining the effect of a luxury brand's online efforts on customer engagement. Likewise this study extends research on luxury, by examining the luxury value perceptions, extended-self and hedonism, and capturing the impact of perceived luxury value in the online environment through the effect on customer engagement, this is a novel topic in luxury research.

Furthermore, the findings of the study will help luxury brand managers to implement luxury value perceptions in their online marketing strategies in order to capture luxury value. Additionally, this will allow for luxury brands to maintain their exclusivity in the online environment and provide customers with memorable experiences. Moreover, by stimulating the luxury value perceptions through online marketing campaigns, customer engagement can increase, which can lead to valuable customer relationships. Subsequently, customer engagement insights can be used to improve online marketing strategies and create overall increase and brand value.

1.5 Research overview and method

This empirical study first employs a literature review to investigate relevant theories in regards to luxury value perceptions and antecedents, multi-sensory marketing strategies, and the relevance of customer engagement to luxury brands, and addresses the three research questions. Thereafter, in order to investigate the research objective a research model and hypotheses were developed based on the theoretical framework (Table 1).

Consequently, the research model is examined by using a quantitative online survey as a research design, and investigates the effect of the luxury value perceptions, extended-self and

hedonism on customer engagement, and the moderating role of luxury brands' online marketing campaigns. Participants were shown one of three online campaigns, entailing multi-sensory stimuli and antecedents for the luxury value perceptions of extended-self and hedonism. Statements were presented in order to detect perceived luxury value and customer engagement, data analysis was conducted by composing linear regressions.

Moreover, this study contributes to the theoretical knowledge on luxury and marketing in the digital age, by identifying the positive effects of luxury value perceptions, extended-self and hedonism, on customer engagement, while moderated by luxury brands' online campaigns. The paper concludes with a discussion of the results while addressing the two central research questions and hypotheses. Thereafter, theoretical and managerial implications, and suggestions for future research are provided.

2. Literature review

The literature was selected based on relevance to the research objective, and addresses the three research questions that accompany the two central research questions. The review outlines the theoretical framework and provides understanding of the conceptual framework and empirical part of the study. Therefore, literature will be discussed on the value of luxury, luxury value perceptions and antecedents, changes within the luxury industry, online marketing activities in regards to the luxury value perceptions, and the relevance of customer engagement.

The main sources used for the secondary data collection were Google Scholar, Scopus, and Web of Science. Moreover, key search terms included, (online) luxury (value), (multi-sensory) (online) marketing, and customer engagement. Articles from journals of specific relevance to the research subject were prioritised such as, Journal of brand marketing, Journal of business research, and Journal of retailing. Lastly, research from authors such as Hennigs, Holmqvist, and Wiedmann, were emphasised as they 'specialise' in researching luxury.

2.1 The value of luxury

Luxury goods are known as status products, they tend to be expensive and bring a feeling of prestige and exclusivity to its consumer (Dubois & Czellar, 2002; Husic & Cicic, 2009; Kapferer, 2017; Ko et al., 2019; Vigneron & Johnson, 2004; Wang et al., 2021). Accordingly, Kapferer states that (1997) "luxury" defines beauty; it is art applied to functional items. Luxury items provide extra pleasure and flatter all senses at once" (p.253). Therefore, luxury can evoke positive feelings, enhance confidence, and can give a taste of the finer things in life, it can be a boost to our happiness and creates the perception of easiness (Hauck & Stanforth, 2007; Prestini & Sebastiani, 2021; Vigneron & Johnson, 2004). Consequently, Luxury as a conceptual term, can be referred to in terms of its functional value, thus the actual product, or its psychological value, thus the value of luxury as perceived by the consumer (Hennigs et al., 2012; Kautish & Sharma, 2018; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Nonetheless, the definition of the term "luxury" is seen as difficult to define and can lead to confusion, due to its psychological contributions to the customer (Brun & Castelli, 2013; Prestini & Sebastiani, 2021; Wang et al., 2021).

However, Vigneron and Johnson (2004) state that an agreement can be found on the definition of luxury goods "Goods for which the simple use or display of a particular branded product brings esteem on the owner, apart from any functional utility. Hence, luxury products enable consumers to satisfy psychological and functional needs, the psychological benefits are the main factor distinguishing them from non-luxury products or counterfeits" (p.486). In terms of a customer's luxury value perception and experience, the psychological function of luxury can be seen to exceed the functional value. Moreover, the psychological benefits derived from luxury consumption influence the customer's luxury value perception of a luxury brand and in turn contribute to the customer's overall experience (Hennigs et al., 2012; Vigneron & Johnson, 2004; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007).

Furthermore, luxury consumption satisfies both the psychological and functional needs not only during the purchase but also post-luxury purchase (Bilgihan et al., 2016; Kautish & Sharma, 2018; Vigneron & Johnson, 2004). Hence the customer's luxury value perception is formed when coming in contact with a luxury brand and can thus be seen as a part of the customer experience journey (Verhoef et al., 2009). Consequently, research by Lemon and Verhoef (2016) refers to the psychological aspects "customer experience is a multidimensional construct focusing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey" (p.71). Therefore, the customer's value perception of a luxury brand is not defined by one moment of contact with a brand, but is a continuous cycle of the customer's experience and is based on the perceived value derived from the luxury experience journey. In short, the customer's value perception and experience of luxury are closely related concepts and are of importance to the behaviour of a customer towards a luxury brand. Hence, getting a closer look into the luxury value perceptions of a customer is of relevance.

2.2 Luxury value perceptions

Vigneron and Johnson (2004) studied luxury value perceptions and developed five key dimensions known as the brand luxury index (BLI), consistent of: conspicuousness, uniqueness, quality, hedonism, and extended-self. Literature is discussed in order to understand how luxury is perceived by customers, an overview of the dimensions can be found in Table 2. Ultimately, by discussing the luxury value dimensions and therefore the luxury value perceptions and components, the first two research questions are being addressed.

2.2.1 Conspicuousness

Luxury consumers tend to look for social representation and positioning, and derive value from consuming luxury goods in public, this is referred to as conspicuousness (Hennigs et al., 2012;

Kapferer, 2017; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann et al., 2013). Luxury brands stimulate conspicuousness through their recognizable brand identity, logos, and aesthetics that attract customers that seek social status associated with the brand (Holmqvist, Wirtz, & Fritze, 2020; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann & Hennigs, 2007). In addition, displaying prices also has a positive effect on the customer's value perception, customers who perceive price in relation to quality often perceive a higher price as an indicator for luxury and tend to be conspicuous consumers (Hennigs et al., 2015; Vigneron & Johnson, 2004).

Moreover, a study by Dhaliwal, Singh and Paul, (2020) refers to conspicuousness as a psychological factor of consumer behaviour and influences the value of a luxury brand or product. Hence, perceived conspicuousness has been found to be positively related to the customer's purchase intention (Ko et al., 2019). In short, conspicuousness is based on the customer's conspicuous nature, their need for public luxury consumption, and preference of highly branded or noticeable products (Hennigs et al., 2012; Vigneron & Johnson, 2004). Concluding that perceptions of conspicuousness contribute to the customer's perceived luxury value and experience and can impact the customer behaviour.

2.2.2 Uniqueness

Perceptions of uniqueness tend to occur when goods are limited and more difficult to acquire, hence, scarcity and limited supply of a product tends to enhance the preference and demand for a luxury brand (Jebarajakirthy & Das, 2021; Vigneron & Johnson, 2004). Consequently, for the customer's perception of uniqueness to be impacted, aspects of scarcity, exclusivity, and rareness are important (Ko et al., 2019; Vigneron & Johnson, 2004; Wang et al., 2021; Wiedmann et al., 2013). For instance, the continuous rising demand of Hermès Birkin bags is mainly due to the scarcity of the product (Wang, 2021). The marketing strategy that Hermès uses is based on supply and demand, and is focussed on exclusivity and uniqueness (Vigneron

& Johnson, 2004; Wang, 2021). Accordingly, when demand for the bags increases, the supply decreases and vice versa. Consequently, the bag and the experience of attaining one is based on the customer's perception of uniqueness (Wang, 2021). Customers want to experience uniqueness when consuming luxury in order to enhance their social image or to differentiate themselves (Jebarajakirthy & Das, 2021; Ko et al., 2019; Wang et al., 2021; Wiedmann et al., 2013). Therefore, the rarity and uniqueness of luxury can provide the customer with the feeling of luxuriousness, and is thus contributing to the customer's value perception and experience.

2.2.3 Quality

Perceptions of quality refers to a customer perceiving more value from luxury goods and experience, when there is impeccable quality (Hennigs et al., 2015; Ko et al., 2019; Vigneron & Johnson, 2004). Moreover, Dhaliwal et al. (2020) mentions quality as having a positive effect on luxury buying behaviour and qualifies it as a characteristic of factors related to the luxury product. Additionally, antecedent components of quality such as craftsmanship, aesthetic, exclusivity, and brand heritage are said to have a positive effect on luxury buying behaviour (Hennigs et al., 2015; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann & Hennigs, 2007). Therefore it is important for luxury brands to ensure great quality in all aspects of their business, this reflects on the product, aesthetic, and usability of a product as well as the quality of service and experience.

2.2.4 Extended-Self

The perception of extended-self is in reference to the customer's need for expressing their identity through luxury goods (Hennigs et al., 2012; Kautish & Sharma, 2018; Ko et al., 2019; Vigneron & Johnson, 2004). Accordingly, Ko et al. (2019) states that "Consumers use possessions to form and alter their identities in order to fit their projections of who they are and hope to be. Value in the possession and consumption of luxury brands is held in the ability to extend oneself" (p.409). Consequently, self-expression can be accomplished by avoidance of

Table 2. *Luxury value dimensions.*

Luxury value perception	Key components	Explanation from literature	Sources
Conspicuousness	Social representation; social status; public consumption.	Highly branded products and public luxury consumption can stimulate the psychological factor of conspicuousness. Conspicuousness sometimes is perceived through price as a proxy for quality. The perception of conspicuousness also depend on the customer's conspicuous nature. Hence, social status associated with a brand is an important factor in conspicuous consumption.	Dhaliwal et al., 2020; Hennigs et al., 2012; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007
Uniqueness	Scarcity; exclusivity and rarity; social image; distinguish from others; self-expression.	Uniqueness is sought to enhance one's self-image and social image by adhering to one's personal taste, or breaking the rules, or avoiding similar consumption. The uniqueness dimension is based on the assumptions that perceptions of exclusivity and rarity enhance the desire for a brand, and that this desirability is increased when the brand is also perceived as expensive.	Ko et al., 2019; Vigneron & Johnson, 2004; Wang et al., 2021; Wang, 2021; Wiedmann et al., 2013
Quality	Superior quality; high price; craftsmanship.	People influenced by the quality dimension of luxury may perceive that luxury brands have superior characteristics compared with non-luxury brands. These characteristics may include: innovation, design, sophistication and craftsmanship.	Dhaliwal et al., 2020; Vigneron & Johnson, 2004; Wiedmann & Hennigs, 2007
Extended-self	Self-expression; distinguish from others; social comparison; symbolism of luxury; exclusivity.	The concept of 'extended self' suggests that people regard their possessions as part of identity. Thus 'luxury imitators' may use the perceived extended-self to enhance their self-concept and replicate stereotypes of affluence by consuming similar luxury items. Consumers may use luxury brands to classify or distinguish themselves, but they may also try to integrate the symbolic meaning into their own identity.	Hennigs et al., 2012; Jebarajakirthy & Das, 2021; Ko et al., 2019; Vigneron & Johnson, 2004; Wang et al., 2021
Hedonism	Escapism; sensory pleasure; personal reward; emotional benefits; exclusivity.	Hedonic dimension' is reflected by sensory gratification and sensory pleasure expected from the consumption. Luxury-seekers are looking for personal rewards and fulfilment acquired through the purchase and consumption of products evaluated for their subjective emotional benefits and intrinsically pleasing properties, rather than functional benefits.	Dhaliwal et al., 2020; Holmqvist, Diaz Ruiz, & Peñaloza, 2020; Holmqvist et al., 2020; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann et al., 2013

similarity, thus through exclusivity and rarity. Contrarily, self-expression can also be achieved by social comparison, thus through the use of luxury goods to accomplish an affluent lifestyle (Hennigs et al., 2012; Jebarajakirthy & Das, 2021; Wang et al., 2021).

Hence, perceptions of extended-self refer to the symbolism of luxury, where possessions are seen as part of the consumer's identity (Jebarajakirthy & Das, 2021; Vigneron & Johnson, 2004). Therefore, the perception of extended-self is a complex phenomenon, given that it can take different forms depending on the customer's desired identity or lifestyle. Thus, luxury goods can have several symbolic functions in a consumer's life depending on their personal preferences (Hennigs et al., 2012; Jebarajakirthy & Das, 2021; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Nonetheless, perceptions of extended-self contribute to the customer's perceived luxury value and can impact the customer behaviour.

2.2.5 Hedonism

The perception of hedonism refers to the feeling of escapism and emotional benefits derived from luxury consumption. Consequently, when a customer consumes luxury they tend to experience a fulfilment, personal reward and pleasure, thus deriving emotional benefits (Hennigs et al., 2015; Holmqvist et al., 2020; Kumagai & Nagasawa, 2021; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Moreover, Holmqvist, Ruiz, and Peñaloza (2020) identify the importance of hedonic escapism and state that experiences can become luxurious when exclusivity is involved. Additionally, in an in-store context perceptions of hedonism can be influenced by using sensory stimuli and facilitate escapism (Wiedmann et al., 2013). Hence, Holmqvist, Wirtz, & Fritze (2020) mentions that, "entering a luxury boutique should be an experience" and that "luxury is strongly connected to hedonism."(p.749) Consequently, hedonism is the result of multi-sensory pleasure that affects the customer's luxury value perception and their experience with a luxury brand (Holmqvist et al., 2020; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann et al., 2013). Therefore, perception of hedonism

contributes to the customer's experience and perceived luxury value and can impact the customer behaviour.

To conclude, the luxury value perceptions are contributing to the customer's perceived luxury value and consequently the customer's experience and behaviour (Hennigs et al., 2012; Hennigs et al., 2015; Vigneron & Johnson, 2004; Wiedmann & Hennigs, 2007; Wiedmann et al., 2009). Hence, the value of luxury depends on the customer's view of a luxury brand. Consequently, the luxury value perceptions consist of antecedent components through which the perception can exist. As a result, the five dimensions of luxury value perceptions explain how the customer's perceived luxury value of a brand is formed. Nonetheless, since the customer's luxury value perception might be different online as compared to the in-store environment, it is of relevance to address differences and shifts within the luxury industry.

2.3 Changes in the luxury industry

The luxury industry is prone to trends and changes that have impacted the way luxury is perceived and sought after by the customer. Hence, relevant drivers of change will be addressed in the setting of this study.

2.3.1 Democratisation of luxury

A shift in society and consumer behaviour in the western world has changed the perception on luxury goods and experiences (Achille et al., 2018; Thomsen et al., 2020). This shift is in reference to luxury becoming more accessible to a mass audience and is referred to as "democratisation of luxury" (Atwal & Williams, 2009; Thomsen et al., 2020; Wang et al., 2021). Moreover, this is due to the increasing demand for luxury products, lower priced luxury segments, and the rise of e-commerce (Achille et al., 2018; Brun & Castelli, 2013; Mastropetrou et al., 2019).

Whereas previously, luxury was only accessible to a small elite group and only the wealthiest people were able to afford it, now it seems to have become accessible to everyone (Brun & Castelli, 2013; Thomsen et al., 2020). This is the effect from an increase in income, media culture, and a society that is focussed on status and impressing others or oneself (Cristini et al., 2017; Husic & Cicic, 2009). One could say that a new luxury customer has emerged, more people are able and more importantly, willing to purchase luxury (Brun & Castelli, 2013; Cristini et al., 2017; Manthiou & Klaus, 2020).

Furthermore, not only has the demand for luxury increased, but luxury brands have also contributed to the democratisation of luxury. Where luxury brands were once targeting the wealthiest, they have now launched more affordable product lines, new brands and product extension into the luxury market to attract the "middle-class" consumers (Brun & Castelli, 2013; Cristini et al., 2017). Accordingly, Atwal and Williams (2009) state that the so-called "new luxury" defines all the products and services that have higher levels of quality than other products in the same category, but are neither tremendously expensive nor out of reach to the average consumer.

The change in accessibility of luxury explains why more people are purchasing 'luxury' products than say 20 years ago (Brun & Castelli, 2013; Husic & Cicic, 2009; Thomsen et al., 2020). Contrasting the 'traditional' characteristics that define luxury, the democratisation of luxury implies that luxury is no longer perceived as exclusive or rare as it once was (Brun & Castelli, 2013; Hennigs et al., 2015; Wang et al., 2021; Wiedmann et al., 2009). Therefore, the democratisation of luxury has set a shift in motion on who buys luxury, how accessible luxury is and through which channels luxury consumption is influenced (Achille et al., 2018).

2.3.2 Digitalization

The increase in digitalization in the last decade has impacted the luxury industry in many ways (Achille et al., 2018). This digital transformation implies that there is "a fundamental change,

a metamorphosis, in how companies generate value for their owners and other stakeholders, achieved by applying digital technologies and ways of working to all aspects of the business" (Mastropetrou et al., 2019, p.734). Accordingly, Seo and Buchanan-Oliver (2015) mentioned that globalisation, democratisation of luxury, and the popularity of internet shopping are causing shifts in the luxury industry. Consequently, the luxury industry has been impacted by digital transformation and has resorted into e-commerce, and using online channels to reach their customers in the age of digitalization (Achille et al., 2018).

Nonetheless, the luxury industry has encountered challenges in adjusting to digitalization, especially in implementing and delivering the luxury value and experience online (Achille et al., 2018; Holmqvist, Wirtz, & Fritze, 2020). Contrastingly, there are some brands that have been able to keep up with the speed of digitization (Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist et al., 2021). Nonetheless, the use of online channels has not been as successfully adopted in the luxury sector as it has in other industries, thus, customers are still prone to purchase luxury in a boutique (Achille et al., 2018; Holmqvist et al., 2020). But for how long will physical boutiques remain the main channels of sales in the luxury industry? Especially post-pandemic, luxury consumption is highly influenced through online channels and this change is expected to continue (Achille & Zipser, 2020). Therefore, online channels could be an opportunity for luxury brands to engage with customers in new ways, provide satisfactory experiences and connect with their customers through successful online strategies (Achille et al., 2018; Wang et al., 2021).

2.4 Luxury brands, in-store vs. online

Due to the shift from in-store to online channels, differences between the two channels are of significant relevance to address since this has affected the experience and the value of luxury (Achille et al., 2018; Thomsen et al., 2020). First of all, in a boutique product positioning, shelf

placement, store layout and atmosphere are critical to a luxury brand's success (Chan & Northey, 2021; Cho & Lee, 2017). Moreover, interior colours can evoke pleasure and have an effect on the luxuriousness and atmosphere of a store (Beuckels & Hudders, 2016; Cho & Lee, 2017; Kim et al., 2015). Hence, the customers' senses are stimulated on all levels in-store, luxury brands use visual stimuli but for example also use olfactory stimuli by using a recognizable house-perfume (Beuckels & Hudders, 2016; Joy et al., 2014; Wiedmann et al., 2013). Thus, luxury brands use sensory stimuli to highlight the brand identity and image, and reflect this in the interior and atmosphere of the boutiques, which in turn creates brand recognition and connects the customers to the brand (Holmqvist, Diaz Ruiz, & Peñaloza, 2020).

Nonetheless, whereas boutiques are able to offer extraordinary experiences and impact customers' luxury value perception through sensory stimuli and escapist experiences, this is difficult to communicate through online channels (Holmqvist, Wirtz, & Fritze, 2020; Wiedmann et al., 2013). Accordingly, the so-called 'exclusive luxury aura' is difficult to communicate online due to the absence of personal contact (Beuckels & Hudders, 2016; Kim et al., 2015; Prestini & Sebastiani, 2021). Hence, customers online are experiencing a lack of interaction, yet a customer in-store is provided with exceptional service and detailed information from the sales staff (Holmqvist et al., 2020; Li et al., 2002). Moreover, Rose, Hair and Clark (2011) highlight the importance of personal contact with the customers, and the ability to actually see and touch a product. Consequently, not only the ability to interact with the product and staff gets lost online, but the whole luxury experience and the brand atmosphere are affected (Beuckels & Hudders, 2016; Joy et al., 2014).

Lastly, luxury online is currently consumed based on price, availability and convenience, in-store this is less relevant because customers are more interested in the luxury experience and service (Hennigs et al., 2015; Holmqvist et al., 2020; Liu et al., 2013). However, the online inability to provide customers with the luxury experience is an issue, since the

experience of luxury is extremely important and has shown to have positive effects on the customer's value perception and behaviour towards a luxury brand (Beuckels & Hudders, 2016; Hennigs et al., 2015; Wiedmann & Hennigs, 2007; Wiedmann et al., 2009). To conclude, it becomes clear that in-store customers are provided with the luxury experience through store atmosphere, hedonic escapism, and sensory pleasure (Holmqvist, Diaz Ruiz, & Peñaloza, 2020; Holmqvist, Wirtz, & Fritze, 2020; Rose et al., 2011; Wiedmann et al., 2013). Additionally, in a luxury boutique there is personal interaction with the product, brand, and staff which again contributes to the luxury experience and value perception (Holmqvist et al., 2020; Rose et al., 2011). Yet, through the online channels the customer can only experience luxury on a surface level, and is thus excluded from the true value of luxury.

2.5 Multi-sensory marketing

How customer's perceived luxury value of a brand is formed is explained through the perceptions of luxury value (Table 2), in turn luxury brands can stimulate the luxury value by using the perceptions to influence customer behaviour, see section 2.2 for more details (Hennigs et al., 2012; Vigneron & Johnson, 2004; Wiedmann & Hennigs, 2007; Wiedmann et al., 2009). Nonetheless, in order for luxury brands to have an impact on online customer engagement and experience, multi-sensory marketing strategies are essential to strongly deliver the luxury brands message (Bilgihan et al., 2016; Wiedmann et al., 2013).

Wiedmann et al. (2013) propose multi-sensory marketing communications as a tool of drivers for luxury brands to stimulate the customer's luxury value. Hence, they propose a "multidimensional model with value dimensions for measuring the perceived luxury value of a brand, which provides a comprehensive look at the various functions of luxury brands from the consumer's perspective" (p.61). In detail, multi-sensory marketing entails visual, auditory, haptic, olfactory and gustatory stimuli. Consequently, marketing strategies entailing sensory

stimuli and the luxury value perceptions are said to intensify the customers perceived luxury value and their overall luxury experience (Wang et al., 2021; Wiedmann et al., 2013).

Moreover, multi-sensory marketing might not only stimulate luxury value but also indirectly encourage customer engagement (Bilgihan et al., 2016; Liu et al., 2021). In particular because luxury brands have been using auditory and visual stimuli in their online marketing strategies to influence customer engagement (Godey et al., 2016; Liu et al., 2021). Additionally, it is also known that in the traditional luxury context, stimulating the luxury value perceptions can have an influence on customer behaviour (Hennigs et al., 2012; Holmqvist et al., 2020; Wiedmann et al., 2013). Hence, the combination of luxury value perceptions and multi-sensory marketing might have an impact on online customer behaviour and engagement. Therefore, the use of multi-sensory marketing while stimulating the luxury value perceptions is of importance due to its potential impact on the customer's luxury value, experience, and online behaviour (Hennigs et al., 2015; Hennigs et al., 2012; Holmqvist et al., 2020; Wiedmann et al., 2013).

2.6 Online marketing strategies: a luxury value perspective

Luxury brands are using marketing strategies to establish their brands online and influence the behaviour of their customers (Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist et al., 2021; Godey et al., 2016; Liu et al., 2021). Hence, multi-sensory online marketing in reference to the luxury value perceptions and antecedents will be discussed in order to investigate how luxury brands might be able to impact the customer's perceived luxury value through online channels. Additionally, this section reviews literature on online multi-sensory marketing for each of the luxury value perceptions separately, and addresses the third research question.

2.6.1 Social media interaction: conspicuousness

To stimulate luxury value through perceptions of conspicuousness, online marketing strategies need to provide the customer with the opportunity to show their luxurious consumptions

(Hennigs et al., 2012; Kapferer, 2017; Ko et al., 2019; Vigneron & Johnson, 2004; Wiedmann et al., 2013). Nonetheless, by posting images and videos on social media the consumers of luxury are already showing their luxury consumption and their need for conspicuousness (Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist, Wirtz, & Fritze, 2020; Liu et al., 2021). Likewise, conspicuous consumers tend to tag luxury brands, interact with other consumers about luxury, and show conspicuousness through social media (Godey et al., 2016; Liu et al., 2021). Consequently, most luxury brands have assigned employees to interact with customers on social media and encourage conspicuous behaviour, by reposting their content, liking it and replying to their posts (Holmqvist, Wirtz, & Fritze, 2020). Hence, social media is useful for luxury brands to encourage perceptions of conspicuousness.

Moreover, luxury brands can further extend conspicuous perceptions by creating online environments to interact with customers and for their customers to interact with one another (Hennigs et al., 2015; Holmqvist, Wirtz, & Fritze, 2020; Liu et al., 2021; Manthiou & Klaus, 2020). This allows for brands to get involved in the interaction between consumers as well as retain luxury value and control in regards to what is presented to their customers (Godey et al., 2016; Hennigs, Wiedmann, & Klarmann, 2012; Holmqvist, Wirtz, & Fritze, 2020; Liu et al., 2021). In short, luxury brands can act on the conspicuous nature of luxury customers by stimulating the antecedents of perceptions of conspicuousness in their online multi-sensory marketing strategies, and thus influence the customer's perceived luxury value.

2.6.2 Exclusive online offerings: uniqueness

In the luxury industry, pricing tends to increase when a product is rare or hard to acquire, which can make the product be perceived as unique (Holmqvist, Wirtz, & Fritze, 2020; Wang, 2021). However, luxury products tend to all be 'highly' priced and online luxury is accessible to anyone who is able to afford the price, thus lowering the effect of the uniqueness of a product (Hennigs et al., 2012; Holmqvist, Wirtz, & Fritze, 2020; Wang et al., 2021). Therefore, through

online channels, perceptions of uniqueness are not only influenced through price, but more so through exclusivity and accessibility (Hennigs et al., 2015; Kim et al., 2019; Ko et al., 2019; Wang et al., 2021).

Consequently, to encourage perceptions of uniqueness online, luxury brands could offer exclusive and unique products that are only available to selected customers, or create limitations to maintain scarcity and increase demand (Kim et al., 2019; Holmqvist et al., 2021; Wang et al., 2021). Moreover, to intensify the effect on perceived luxury value, multi-sensory marketing should be used when offering exclusive luxury access online (Hennigs et al., 2015; Holmqvist et al., 2021; Wiedmann et al., 2013). Therefore, perceptions of uniqueness could be stimulated through online multi-sensory marketing strategies entailing exclusivity, as an effect of making people want to be in an exclusive group.

2.6.3 Storytelling: quality

Through online channels it is challenging for luxury brands to ensure quality to the customer who is not able to see or feel the product or the luxury ambiance (Ko et al., 2019; Liu et al., 2013; Vigneron & Johnson, 2004). Contrarily, a luxury boutique can use decor, aesthetics, and atmosphere as sensory stimuli for perceptions of quality and enhance the customer's experience (Dhaliwal et al., 2020; Kim et al., 2015). Nonetheless, online channels offer opportunities for luxury brands to present their identities and quality to the greater mass. For instance, storytelling could be used to ensure the quality of the product or brand, by highlighting craftsmanship, as well as the identity and heritage of the brand (Kim et al., 2019; Lee & Youn, 2021; Lundqvist et al., 2013; Williams et al., 2020). Consequently, storytelling campaigns can use both audio and video as sensory stimuli (Hennigs, Wiedmann, & Klarmann, 2012; Wiedmann et al., 2013). Thus, when using multi-sensory storytelling to highlight the qualitative aspects of the brand and products, the customers' online luxury value could be stimulated through the perception of quality.

2.6.4 Campaigns entailing self-expression: extended-self

Perceptions of extended-self are encouraged through self-expression and the symbolic meaning of luxury (Holmqvist et al., 2021; Jebarajakirthy & Das, 2021; Ko et al., 2019). According to Beuckels and Hudders (2016, p.138), "consumers use their luxury products to communicate their identity to significant others and see these possessions as an extension of themselves." Consequently, luxury brands could facilitate online brand communities, which allows for customer interactions and could impact the customer's need for self-expression and the symbolic meaning of luxury thus contributing to perceptions of extended-self (Holmqvist, Wirtz, & Fritze, 2020).

Moreover, Wang, Sung, & Phau (2021) mention exclusivity as an important aspect of symbolism and self-expression, "Luxury exclusivity can be achieved by restricting accessibility and elevating consumers' desire for luxury experiences (e.g. special VIP programs and "invitation" only events), that only a few could access and enjoy the "golden segregation". This symbolises social identity, status as well as superiority" (Para.10). Hence, providing access to an exclusive platform or offerings as a multi-sensory marketing strategy could impact the perception of extended-self by stimulating self-expression and the symbolism of luxury (Holmqvist, Wirtz, & Fritze, 2020; Jebarajakirthy & Das, 2021; Wang et al., 2021).

Furthermore, luxury customers use social media channels to differentiate themselves from others and thus show their need for self-expression (Holmqvist, Wirtz, & Fritze, 2020; Liu et al., 2021). Contrarily, social media is also an environment of social comparison which also refers to self-expression and also influences the perception of extended-self (Jebarajakirthy & Das, 2021). Subsequently, luxury brands could use multi-sensory marketing campaigns on their social media channels, to impact perceptions of extended-self through self-expression. Thus, by stimulating customers to distinguish from others or encourage social comparison, for instance by entailing aspects of an affluent lifestyle in their multi-sensory marketing campaigns

(Jebarajakirthy & Das, 2021; Wang et al., 2021). Concluding that, luxury brands can use several multi-sensory marketing strategies to influence the perception of extended-self. The marketing activities should focus on the symbolism of luxury and/or stimulating self-expression.

2.6.5 Storytelling entailing escapism: hedonism

Hedonism consists largely of the feeling of escapism, therefore luxury brands' online marketing strategy needs to provide the customer with escapism and evoke emotional benefits (Holmqvist, Diaz Ruiz, & Peñaloza, 2020; Vigneron & Johnson, 2004). Nonetheless, whereas in a boutique the "attentive customer service" and "opulent servicescape" can stimulate escapism, online this is challenging (Holmqvist, Wirtz, & Fritze, 2020). An example is given by Holmqvist, Wirtz, & Fritze, (2020) "the interactive escapism in store makes buying shoes from Prada a very different experience to buying shoes in an ordinary shoe store – yet buying Prada shoes online is an almost identical transaction to other online shopping" (p.750). Indicating that the difficulty for stimulating perceptions of hedonism online is re-enacting the service centred environment that allows for escapism. However, this is challenging due to the absence of atmosphere and senses and thus the ability to perceive hedonism (Hennigs et al., 2012).

Hence, multi-sensory marketing can play an important role in impacting perceptions of hedonism, since emotions can be triggered through sensory pleasure (Hennigs, Wiedmann, & Klarmann, 2012; Lee & Youn, 2021; Wiedmann et al., 2013). Many luxury brands have incorporated multi-sensory storytelling online to give the sense of escapism (Hennigs, Wiedmann, & Klarmann, 2012; Kim et al., 2019; Lundqvist et al., 2013; Williams et al., 2020). For instance, the movie-like Chanel campaigns take the customer into an escaping fantasy story which can evoke hedonism (Holmqvist et al., 2021; Kim et al., 2019). Moreover, with storytelling luxury brands can present a sense of the lifestyle, fantasy, heritage, or history of the brand (Lundqvist et al., 2013; Williams et al., 2020). Additionally, a benefit of stories is that they tend to get people's attention and are known to be a memorable communication method

(Williams et al., 2020). Therefore, multi-sensory storytelling campaigns could evoke escapism and encourage perceptions of hedonism.

Lastly, exclusivity is again an important stimulant to experience and the perception of hedonism (Vigneron & Johnson, 2004). Consequently, providing access to exclusive offerings and experiences could enrich the customer's online escapism through the effect of exclusivity (Holmqvist, Diaz Ruiz, & Peñaloza, 2020; Wang et al., 2021). Moreover, for the customer to be able to perceive hedonism through exclusivity, offerings should be made through invite only, and thus actively implementing a sense of exclusivity that could lead to escapism (Hennigs et al., 2015; Holmqvist et al., 2021; Kim et al., 2019; Wang et al., 2021). Therefore, perceptions of hedonism could be stimulated through several online multi-sensory marketing strategies entailing stimuli for escapism in order to derive emotional benefits.

In short, the above section discussed online marketing strategies focused on multi-sensory stimuli and the luxury value perceptions. Subsequently, implementing multi-sensory marketing and stimuli for the luxury value perceptions, might influence the customer's perceived luxury value. However, whether multi-sensory marketing and stimuli for the luxury value perceptions can have an impact on online customer engagement is yet to be discovered.

2.7 The relevance of online customer engagement

Customer engagement focuses on customer behaviour and attitudes in response to a firm's efforts. Lemon and Verhoef (2016) describe customer engagement as "attempts to distinguish customer attitudes and behaviours that go beyond purchase" (p.73). Hence, making it a valuable measure for the effect of luxury brand's online marketing efforts on the customer (Godey et al., 2016; Liu et al., 2021). Accordingly, Brodie, Ilic, Juric, and Hollebeek (2013, p.105), mention that "Engaged consumers exhibit enhanced consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust and commitment." Thus, customer engagement is focused

on the behavioural and emotional aspects of a customer towards a brand, and can be seen as the motivational state that leads customers to be involved with luxury brands (Brodie et al., 2013; Hennigs et al., 2015; Pansari & Kumar, 2017; Vivek et al., 2014). Hence, engaged customers are of relevance to luxury brands not only in terms of purchases being made but also for behaviour that goes beyond consumption.

Moreover, with the use of social media and big data it is possible to analyse customer behaviour in an online environment (Godey et al., 2016; Liu et al., 2021). According to Liu, Shin and Burns (2021), "Social media platforms have further empowered customers to engage more with firms by becoming active co-producers or destroyers of value for firms, making it important for firms to understand customer experiences during customer-brand encounters in social media" (p.816). Herewith, referring to the importance of understanding the effect of satisfactory experiences on the customer behaviour and engagement.

Furthermore, research on luxury brands' social media activities implies that when the activity includes entertainment, interaction and trendiness it enhances customer engagement (Liu et al., 2021) and brand equity (Godey et al., 2016). Accordingly, these elements can enhance emotional connections, customer trust, satisfaction and loyalty, and stimulate engagement (Brodie et al., 2013; Liu et al., 2021). Consequently, customer engagement insights can also assess the firm's activities to improve relationships with the customer and thus the customer's experience (Brodie et al., 2013; Meire et al., 2019; Vivek et al., 2014).

Additionally, insights from customer engagement should be used to improve marketing activities and deliver satisfying experiences (Brodie et al., 2013; Liu et al., 2021; Pansari & Kumar, 2017). Hence, Kunz et al. (2017) states "customer engagement will increase if managers execute engagement activities that meet or exceed the customers' expectations" (p. 168). Consequently, this means understanding what drives the customer to engage with the

luxury brand, and acting on their behaviour to keep them engaged (Meire et al., 2019; Thomsen et al., 2020). Hence, this could lead to building and maintaining loyal relationships with online customers and generate value for the firm (Brodie et al., 2013; Godey et al., 2016; Kunz et al., 2017; Liu et al., 2021; Meire et al., 2019). In short, customer engagement can be used as a measure for the emotional involvement of a customer with a luxury brand (Brodie et al., 2013; Liu et al., 2021; Pansari & Kumar, 2017). Hence, customer engagement can give valuable insights in the relationship between a brand and its customer and therefore the customer's perceived luxury value.

In conclusion, the literature review gives an in-depth look at luxury value and perceptions, changes within the luxury industry, differences between luxury in-store and online, multi-sensory marketing to stimulate the luxury value perceptions, and the relevance of customer engagement. Moreover, the literature review contributes to this research by firstly, identifying the value of luxury, its dimensions and antecedent components, and thus addresses research question 1 and 2. Furthermore, potential online marketing strategies to stimulate luxury value have been discussed and thus addressing research question 3. Lastly, the literature review serves as the theoretical basis (Table 1) for the empirical part of the study, and outlines the conceptual research model. An extensive overview of the most relevant literature in regards to the research objective can be found in Appendix A.

3. Conceptual framework

To investigate the research objective, the empirical part of this study examines the effect from the luxury value perceptions, extended-self and hedonism, on customer engagement. Moreover, multi-sensory marketing campaigns (Wiedmann et al., 2013) are expected to moderate the effect of perceptions of extended-self and hedonism on customer engagement. Consequently, the conceptual framework and the hypotheses are based upon examining the research objective,

and are built on the theoretical framework (Table 1). The research model as presented in Figure.1 shows the relation between the independent variables, extended-self (H1) and hedonism (H2), and the dependent variable, customer engagement. Additionally, it presents three multi-sensory marketing campaigns as moderating variables.
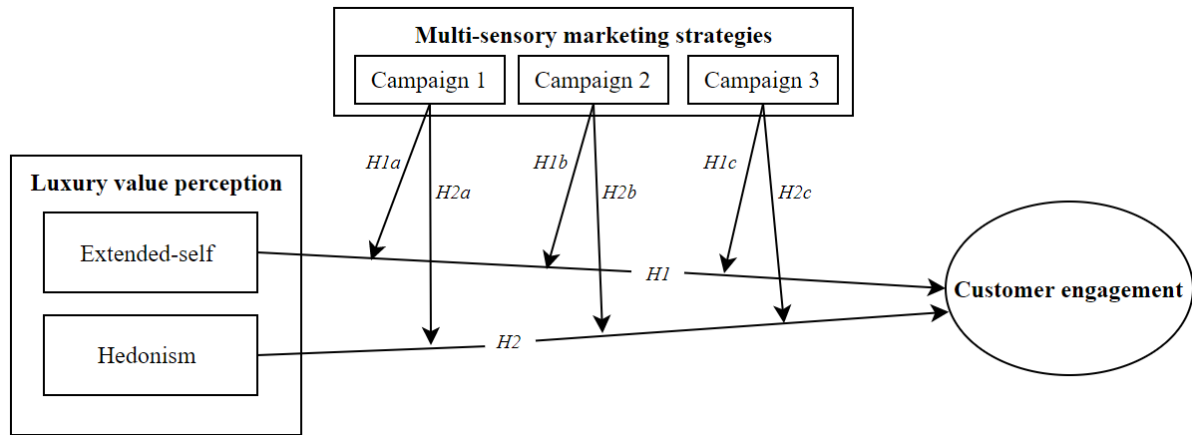

Figure 1. *Research model.*

An overview of the proposed online marketing strategies and how they entail antecedents to stimulate the perceptions of extended-self and hedonism can be found in Table 3, section 2.6.4 and 2.6.5 discussed further details on multi-sensory marketing for extended-self and hedonism. Subsequently, based on the proposed strategies as presented in Table 3, three luxury brand campaigns were selected as moderators. To specify, campaign 1, entails antecedents for self-expression based on social comparison. Likewise, campaign 2, entails antecedents for escapism and self-expression based on distinguishing from others. Finally, campaign 3 entails antecedents for escapism based on sensory pleasure.

With this in mind, to examine the effect of perceptions of extended-self (H1) and hedonism (H2) on customer engagement, two main hypotheses were developed. Moreover, both hypotheses have three sub-hypotheses examining the moderating effect of the aforementioned campaigns. Consequently, support for the main hypotheses will be provided when the three sub-hypotheses are all supported. Hence, the hypotheses are as follows:

H1: When customers are presented with an online luxury campaign, perception of extended-self has a positive relation to customer engagement.

H1a: When customers are presented with an online luxury campaign entailing stimuli for self-expression, perception of extended-self has a positive relation to customer engagement.

H1b: When customers are presented with an online luxury campaign entailing stimuli for escapism and self-expression, perception of extended-self has a positive relation to customer engagement.

H1c: When customers are presented with an online luxury campaign entailing stimuli for escapism, perception of extended-self has a positive relation to customer engagement.

H2: When customers are presented with an online luxury campaign, perception of hedonism has a positive relation to customer engagement.

H2a: When customers are presented with an online luxury campaign entailing stimuli for self-expression, perception of hedonism has a positive relation to customer engagement.

H2b: When customers are presented with an online luxury campaign entailing stimuli for escapism and self-expression, perception of hedonism has a positive relation to customer engagement.

H2c: When customers are presented with an online luxury campaign entailing stimuli for escapism, perception of hedonism has a positive relation to customer engagement.

Table 3. *Online marketing strategies: perception of extended-self and hedonism.*

Luxury value perception and antecedent components	Key findings on antecedent component	Proposed online marketing strategies
Extended-self:		
Symbolism of luxury	"Materialism indicates people's tendency to consider materialistic possessions as symbols of success. For materialists, material possessions are an important determinant of (dis) satisfaction in life. Material possessions serve the symbol of social status and success and give them a satisfaction in life by shaping and enhancing their self-identity." *(Jebarajakirthy & Das, 2021)*	**Interactive brand community:** luxury brands could facilitate online brand communities, which allows for customer interactions and could impact the customer's need for self-expression and enhance the symbolic meaning of luxury thus contributing to perceptions of extended-self. *(Holmqvist, Wirtz, & Fritze, 2020)*
Self-expression: social comparison	"Social comparison influences people's judgments, experiences and behaviour. Involvement in social comparison influences multiple social functions, the assessment of one's social rank, development of one's self-concept, maintenance of social belonging and identity, and one's understanding of his/her attitudes and beliefs. Social comparison can encourage people to assimilate as well as to differentiate from others." *(Jebarajakirthy & Das, 2021)*	***Encouraging social comparison:** luxury brands could use multi-sensory campaigns to impact perceptions of extended-self through self-expression. Thus, by stimulating customers to distinguish from others or encourage social comparison, for instance by entailing aspects of an affluent lifestyle in their multi-sensory marketing campaigns. *(Jebarajakirthy & Das, 2021; Wang et al., 2021)*
Self-expression: distinguishing from others	"When customers try to distinguish themselves they avoid similarity of the products and try to acquire products that reflect their own identity and style. Avoidance of similarity is "the loss of interest in, or discontinued use of, possessions that are commonly accepted or commonly used." *(Jebarajakirthy & Das, 2021)*	***Exclusive luxury access:** Providing access to an exclusive platform or offerings as a multi-sensory marketing strategy could impact the perception of extended-self by stimulating self-expression through the avoidance of similarity and enhance the symbolism of luxury. Additionally exclusivity is an aspect that tends to get lost due to the accessibility of online channels. *(Jebarajakirthy & Das, 2021; Holmqvist, Wirtz, & Fritze, 2020; Wang et al., 2021)*

Hedonism:

Escapism: stimulating emotional benefits (sensory pleasure)	"Multisensory marketing communications have shown to have a positive effect on the perceived luxury experience of the customer and are related to hedonism. Visual stimuli represent the most important emotion-triggering factor, since most information transfer occurs through the eyes. Especially in the context of luxury which requires an extremely high-quality and attractive visualization. Auditory stimuli can be triggered by music and sounds which provide a pleasant or exciting atmosphere."*(Wiedmann et al., 2013)*	***Storytelling:** Multi-sensory storytelling can play an important role to impact perceptions of hedonism, since emotions can be triggered through sensory pleasure. Luxury brands can create movie-like storytelling campaigns to take the customer into an escaping fantasy story to evoke hedonism. Additionally, a benefit of stories is that they tend to get people's attention and are a memorable communication method. *(Wiedmann et al., 2013; Kim et al., 2019; Williams et al., 2020)*
Escapism: stimulating emotional benefits (exclusivity)	"Escapism is one of the key aspects of the luxury experience. Purely digital interactions are risky for luxury brands as evidenced by Chanel's decision not to sell luxury fashion online. Buying luxury is not just about acquiring the product, it is also about the unique interaction in the boutique that enables customer escapism." *(Holmqvist et al., 2021)*	***Exclusive luxury access:** Providing access to exclusive offerings could facilitate escapism and stimulate emotional benefits through the effect of exclusivity. Moreover, offerings could be made through invite only, and thus actively encouraging escapism which could lead to perceptions of hedonism. Additionally exclusivity is an aspect that tends to get lost due to the accessibility of online channels. *(Holmqvist, Diaz Ruiz, & Peñaloza, 2020; Holmqvist et al., 2021; Wang et al., 2021)*

Note:*indicates the type of strategy that will be used in the empirical study.

4. Methodology

This section discusses the research design, selection and sampling, the data collection and analysis methods, in order to empirically investigate the conceptual model (Fig.1) and hypotheses.

4.1 Research design

The main objective of the study is to examine the effect of extended-self and hedonism on customer engagement. In order to investigate the main objective, it is expected that luxury brands online marketing campaigns have a moderating role in the effect of luxury value perceptions on customer engagement. Consequently, a quantitative online survey was selected as the research design to collect data for the study objective and examine the hypothesised relationships.

4.2 Selection and sampling

The selection of participants for the online survey was conducted through an online non-probability convenience sample. Subsequently, this selection method is a consequence of wanting to analyse the behaviour of the sample population. The survey was distributed through several social media channels including LinkedIn, Instagram, and Facebook. Furthermore, the respondents participate in the survey by using their phone or laptop and approximately lasts 5 minutes per respondent. The participants of the online survey were presented with questions about luxury value perceptions and customer engagement, in reference to the portrait luxury campaign. Moreover, all participants gave consent to partaking in the study and to use the collected data. The data collection started on January 14th, 2022 and was completed by the 3rd of February, 2022. The total number of respondents that completed the survey was 213.

Nonetheless, the survey entailed three campaigns, to measure their moderating role in the effect of extended-self and hedonism on customer engagement, independently of one another. Hence, randomization was implemented to ensure that the respondents were not biassed or influenced by being shown all three campaigns and thus ensuring the internal validity of the construct. Accordingly, participants were shown one of the campaigns consequently, campaign 1. had a sample size of N=72, campaign 2. had a sample size of N=70, and campaign 3. had a sample size of N=71. Lastly, the total sample (N=213) consisted of approximately 73% of females, 24% of males and 2% other. The largest age group in the sample was ages 18-24, making up 62% of total respondents. Lastly, approximately 40% of the respondents purchased luxury online in the last three years, and 25% purchased more than €1500 in luxury goods.

4.3 Measurement items

A detailed description of how the measurement items were established is necessary to fully understand the methodology of the research, Table 4. gives an overview of the variables and measurement items that were used in the survey. A more extensive overview of the survey with variables, components, all measurement items (including unused data), scales, and sources, can be found in Appendix B.

To specify, the measurement items were gathered from literature, and measured the individual components of the variables. For instance, for perceptions of extended-self, questions needed to be gathered to measure the individual components that form the variable. Hence, some of the components are for example, self-expression through social comparison and symbolism of luxury. Consequently, the measurement items were gathered and assigned to the variable they were expected to be affiliated with, for perceptions of hedonism the same method was employed (Table 4).

Table 4. *Survey variables and measurement items.*

Variables and components	Measurement items
Demographics	
Age	Age?
Income	Household Income (yearly)?
Gender	What is your gender?
Online shopping - frequency	How often have you purchased luxury goods online (above $1000) in the last 3 years?
Online shopping - amount	What is the amount of money you spent on luxury goods online in the past 3 years?
Extended-self	
Desire for affluent lifestyle	Makes me desire an affluent lifestyle
Social belonging	Makes me feel like I want to belong
Symbolism of luxury	Represents a symbol of prestige
	Represents the symbolism of luxury
Express their identity	Represents a luxury lifestyle which helps to communicate my self-identity
	Represents a luxury lifestyle which helps to express myself
	Represents a luxury lifestyle which helps to define myself
Distinguish from others	Represents a luxury lifestyle which makes me stand apart from others
	Represents the access to luxury items/lifestyle which helps to develop my personal uniqueness
Extended-self & hedonism	
Exclusivity	Highlights the importance for me to be among few people whom have access to exclusive luxury
	Highlights the importance of exclusivity for my online purchase
	Highlights the importance of exclusivity for my online experience with the luxury brand.
Sensory pleasure	Appeals to my senses
Hedonism	
Emotional benefits	Engages my emotions
	Stimulates my mood
Escapism	Makes me feel happy
	Makes me feel excited
	Is enjoyable
	Is captivating
Customer engagement	
Purchase intention	How likely are you to purchase from this luxury firm?
Influencing intention	How likely are you to repost social media activities of this luxury firm?
Referring intention	How likely are you to recommend this luxury brand to a friend or colleague?

Additionally, three items were gathered to measure customer engagement based on the participants' purchase intention, influencing intention, and referring intention (Liu et al., 2021; Pansari & Kumar, 2017). Moreover, almost all measurement items were recorded on a 7-point Likert scale, and can therefore be considered a continuous measurement scale (Wu & Leung,

2017). Considering that the variables of interest are complex and consist of several aspects, the method of gathering measurement questions was done thoroughly for all the variables. Moreover this method is in line with the objective of this research and will allow for extensive understanding and knowledge of the empirical model.

4.4 Data collection method

As the data collection method, a quantitative survey was prepared in Qualtrics, because it has the potential to reach a large and diverse number of participants and examine their behaviour, thus of relevance to the research reliability (Evans & Mathur, 2018). Additionally, it is more feasible and convenient for a respondent to participate in an online survey since it can be done remotely. The first part of the survey measures demographic aspects such as age, income, and sex. The questions were included in the survey to detect expected diversity in overall response outcome based on demographic differences. Moreover, after collecting demographic data, the survey continues by examining luxury value perceptions, extended-self and hedonism. In order to do so, three campaigns were gathered from luxury brands and can be found in Appendix C.

To elaborate, campaign 1 was selected from Fendi because it highlights the symbolic meaning of luxury and presents an affluent lifestyle, and thus entails antecedents for self-expression based on social comparison. Campaign 2 was selected from Hermès and is focused on exclusivity, thus entailing antecedents for escapism and self-expression through encouraging the distinguishing from others. Finally, campaign 3 was selected from Chanel and focuses on a fantasy storytelling and entails antecedents for escapism based on sensory pleasure. By using three different multi-sensory campaigns, it is possible to measure the moderating role of luxury brand's online marketing campaigns in the effect of extended-self and hedonism on customer engagement. Consequently, based on the presented campaign, participants were asked to respond to a total of 19 statement questions, measuring the

perceptions of extended-self and hedonism. Lastly, in the final part of the survey data for customer engagement was collected, the questions were again asked in reference to the previously seen campaign.

4.5 Reliability and validity

Prior to starting the data analysis, data was collected from Qualtrics and prepared for analysis in SPSS software. To correctly analyse the data and test the hypotheses, validity of the measurement constructs was assessed. Therefore, factor analysis was conducted to determine if the items of the variable constructs indeed consisted of the items that were supposed to measure the constructs. Thereafter, the internal consistency of the extracted constructs was examined using Cronbach's alpha, a measure of reliability.

4.5.1 Factor analysis

In order to examine the multicollinearity and cross-loadings for the items of customer engagement, extended-self, and hedonism, an exploratory factor analysis (principal components analysis) with a Varimax (orthogonal) rotation was performed. Additionally, the Kaiser–Meyer–Olkin measure of sampling adequacy was acceptable for each of the factor analyses. The results of the solution of the orthogonal factor analysis for customer engagement is presented in Table 5.

Table 5. Factor analysis | customer engagement.

Measurement construct	Items	Factor loading
Customer engagement	Purchase intention	.894
	Influencing intention	.967
	Referring intention	.905
Eigenvalue		2,371
% of variance		79,024

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization (KMO:.731, sig <.000***, df=3)
Note: Factor loadings below .40 were removed.

Additionally, for the variables, extended-self and hedonism, the factor analysis was conducted for each of the three moderating campaigns, results of the solutions are presented in Table 6 till 8. The analysis for each of the campaign streams yielded a three-factor solution for symbolism, extended-self and hedonism, thus mostly matching the proposed measurement purposes. Hence, indicating that perceptions of extended-self and hedonism were derived from the luxury brand campaigns. Nonetheless, the measurement items of symbolism were extracted as the third factor and will therefore be left out in the analysis, since this is of no relevance to the study.

Table 6. *Factor analysis | construct variables | campaign 1.*

Measurement construct	Items	Factor loading		
		1	2	3
Extended-self	IDENTITY1	.698		
	IDENTITY2	.746		
	IDENTITY3	.744		
	DISTINGUISH1	.726		
	DISTINGUISH2	.742		
	EXCLUSIVITY1	.775		
	EXCLUSIVITY2	.805		
	EXCLUSIVITY3	.737		
Hedonism	DESIRE		.577	
	SOCIAL		.543	
	SENSES		.609	
	EMOTIONS1		.779	
	EMOTIONS2		.843	
	ESCAPISM1		.691	
	ESCAPISM2		.723	
	ESCAPISM3		.695	
	ESCAPISM4		.675	
Symbolism	SYMBOL1			.832
	SYMBOL2			.907
Eigenvalues		6,199	5,195	2,591
% of variance		32,624	27,341	13,635

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
(KMO:.894, sig. <.000***, df=171).
Note: Factor loadings below .40 were removed.

Table 7. *Factor analysis | construct variables | campaign 2.*

Measurement construct	Items	Factor loading		
		1	2	3
Hedonism	SENSES	.801		
	EMOTIONS1	.828		
	EMOTIONS2	.836		
	ESCAPISM1	.878		
	ESCAPISM2	.870		
	ESCAPISM3	.820		
	ESCAPISM4	.851		
Extended-self	DESIRE	.530	.530	
	SOCIAL		.667	
	IDENTITY1		.720	
	IDENTITY2		.785	
	IDENTITY3		.831	
	DISTINGUISH1		.612	
	DISTINGUISH2		.808	
	EXCLUSIVITY1		.739	
	EXCLUSIVITY2		.729	
	EXCLUSIVITY3		.661	
Symbolism	SYMBOL1			.807
	SYMBOL2			.846
Eigenvalues		6,554	5,995	2,555
% of variance		34,494	31,552	13,446

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
(KMO:.911, sig.<.000***, df=171).
Note: Factor loadings below .40 were removed.

Table 8. *Factor analysis | construct variables | campaign 3.*

Measurement construct	Items	Factor loading		
		1	2	3
Hedonism	EMOTIONS1	.796		
	EMOTIONS2	.860		
	ESCAPISM1	.817		
	ESCAPISM2	.810		
	ESCAPISM3	.782		
	ESCAPISM4	.841		
	SENSES	.777		
	DESIRE	.715		
	SOCIAL	.637		
Extended-self	IDENTITY1		.569	
	IDENTITY2		.693	
	IDENTITY3		.727	
	DISTINGUISH1		.728	
	DISTINGUISH2		.770	
	EXCLUSIVITY1		.770	
	EXCLUSIVITY2		.826	
	EXCLUSIVITY3		.773	
Symbolism	SYMBOL1			.802
	SYMBOL2			.852
Eigenvalues		6,980	5,309	2,037
% of variance		36,736	27,942	10,719

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
(KMO:.872, sig.<.000***, df=171).
Note: Factor loadings below .40 were removed.

4.5.2 Internal consistency

The internal consistency of the measurement constructs, after factor analysis and prior to data analysis, was examined using Cronbach's alpha, results can be found in Table 9. Firstly, internal consistency for the measurement construct of the dependent variable customer engagement was determined and valid. Additionally, for each of the three campaign streams, the internal consistency of the extracted variables, extended-self and hedonism was determined. Moreover, each variable construct has different items attached to it depending on the campaign stream, nonetheless all constructs have good internal consistency of the measurement scale (Table 9). Concluding that, the Cronbach's alpha of the construct scales were all above .08, this implies that the items of the construct scales are closely related and can be considered to have good internal consistency.

Table 9. *Internal consistency of the measurement constructs.*

Measurement constructs	No. items	Cronbach's α
Customer engagement	3	.867
Campaign 1:		
Extended-self	8	.935
Hedonism	9	.946
Campaign 2:		
Extended-self	10	.953
Hedonism	7	.972
Campaign 3:		
Extended-self	8	.927
Hedonism	9	.961

4.6 Data Analysis

The collected data was prepared for analysis by computing means for the extracted variable constructs, afterwards descriptives and correlations were examined. Linear regression was conducted to test the hypothesised relationships between the variables.

3.5.3 Data preparations

After conducting factor analysis and testing the internal consistency of the scales, the dataset was checked for outliers, missing and incomplete data. Moreover, means were computed for the variable constructs as extracted from the factor analysis. The mean construct variables were computed in order to conduct the data analysis with linear regression and test the hypothesised relationships. Consequently, this resulted in a total of 7 construct variables, means were computed based on the attached measurement items according to the conducted factor analysis. In addition, variable names and descriptions were attached where needed, an overview of the composed variables, the items and SPSS descriptions can be found in Appendix D.

4.5.4 Analysis methods

After the data was prepared, analysis was also conducted through SPSS software. All data, except the demographic data, officially has an ordinal scale. Nonetheless, a 7-point Likert scale data can be seen as continuous data and therefore simple linear regression is viable to test the hypotheses. Before conducting linear regression, descriptive statistics and correlations are analysed to get an indication of the overall response outcome of the variable constructs and the strength between the variables. The data analysis thus consists of three parts, descriptive statistics, correlations, and linear regression, and is structured in this exact order. In each part of the analysis all variables are being addressed.

Accordingly, descriptive statistics were analysed for demographics, extended-self and hedonism for the three campaigns, to get an indication of the response outcome for perceptions of extended-self and hedonism. Subsequently, the descriptive statistics for customer engagement were also analysed. Thereafter, correlations between the main variables were assessed using Spearman's Rho correlation. Correlations were analysed based on the campaigns as moderator, to get an indication of the strength between the variable constructs in accordance with the hypotheses. Lastly, linear regression was conducted a total of 6 times, firstly by testing

the effect of extended-self (H1) on customer engagement, while using one of the three campaigns as moderators (H1a; H1b; H1c). Likewise, the effect of hedonism (H2) on customer engagement, and the moderating effects of the three campaigns was tested (H2a; H2b; H2c) to determine statistical significance.

4.6 Ethical considerations

This study's data collection method was done through an online survey, which means that data was collected from a population. Considerations were taken into account by asking the participants to give consent on using the data for the purpose of this research. Moreover, the data collection was completely anonymous. Nonetheless, some data was collected that was later found to be irrelevant for the purpose of this research, and was thus unused in the data analysis. No other ethical considerations needed to be made.

5. Results

In this section, the results of the study are presented through data analysis and statistically testing the hypotheses. Analysis starts with descriptive statistics, giving an overview of the collected data and overall response outcomes. Moreover, correlations are analysed to indicate the strength between the variables of interest. Lastly, linear regression is applied to examine the hypotheses.

5.1 Descriptive statistics

To get an indication of the data set, its distribution, and whether any considerations need to be made while testing the hypotheses, the descriptive statistics for demographics of the response group are analysed. Likewise, descriptive statistics for the variable constructs extended-self and

hedonism are discussed per campaign stream, additionally customer engagement is also discussed.

Demographics: The descriptive statistics for the demographics data are presented in Table 10, and show that the most frequent age of the participants in the study was 18-24 years old (62%). Additionally, most of the respondents were female (73.2%) making up for 156 respondents out of the total responses (N=213). Notably, the most frequent response for yearly household income was €20.000 or less (33.8%). The variance of household income (S2=3.604), indicates that there is variety in the responses from the sample. Additionally, based on the mean (M=2.78), interpretations can be made that on average the income distribution of the response group was somewhere in between €20.000 to €60.000, on a yearly basis.

Moreover, the income distribution also reflects in the descriptives of online luxury purchases frequency, and amount spent in the past 3 years. Accordingly, the frequency of purchasing luxury goods online in the past 3 years gives a frequency of F=1 (60.6%) meaning 0 purchases being made online. Likewise, the amount spent online implies €0 spent on luxury goods online (F=1)(46.9%). Concluding that the demographic descriptives of household income, frequency and amount spent on luxury goods online are low and could therefore impact the results of the study.

Table 10. *Descriptive statistics / demographics.*

Measurement item	M	F	F%	SD	Var.
Age	2,38	2	62%	.714	.510
Income (yearly)	2,78	1	33.8%	1,898	3,604
Gender	1,78	2	73.2%	.469	.220
Luxury purchase online - frequency	1,53	1	60.6%	.780	.609
Luxury purchase online - amount spent	1,94	1	46.9%	1,176	1,384

Campaign 1: extended-self and hedonism: In the effect of the luxury value perceptions, extended-self and hedonism, on customer engagement, a moderation effect is expected from campaign 1. The descriptives for the variable constructs extended-self and hedonism are reported in column (1) of Table 11. Firstly, column (1) shows that the variable construct extended-self, has an average mean of M=3.23, which is not necessarily considered a high response outcome. Nonetheless, the standard deviation for the mean (SD=1.50), indicates that there is variation in the data for perception of extended-self.

Moreover, column (1) shows that hedonism has an average response outcome of M=3.61, indicating that responses were also not very high for perceptions of hedonism, but higher than for extended-self when the moderator is campaign 1. Additionally, the standard deviation for the mean (SD=1.58), indicates that there is variation in the data for perceptions of hedonism. Therefore, when campaign 1 is the moderator, perceptions of hedonism had a higher response outcome then perceptions of extended-self.

Table 11. *Descriptive statistics / measurement constructs.*

Measurement construct	(1) (N=72)				(2) (N=70)				(3) (N=71)				(4) (N=213)			
	M	SD	F	F%	M	SD	F	F%	M	SD	F	F%	M	SD	F	F%
Extended-self	3,23	1,50	4	27.8%	3,41	1,46	4	28.6%	3,48	1,43	4	28.2%				
Hedonism	3,61	1,58	4	24.4%	3,89	1,74	4	24.6%	4,27	1,61	5	29.7%				
Customer engagement													2,93	1,54	1	27.7%

Campaign 2: extended-self and hedonism: In the effect of perceptions of extended-self and hedonism, on customer engagement, a moderation effect is expected from campaign 2. The descriptives for the variable constructs extended-self and hedonism are reported in column (2) of Table 11. Firstly, column (2) shows that the descriptives for extended-self (M=3.41, F=4 (28.6%)) indicate that overall, 4 was chosen most on the 7 point-Likert scale. Additionally, the

standard deviation for the mean (SD=1.46), indicates that there is variation in the data for perceptions of extended-self.

Furthermore, the variable construct hedonism shown in column (2) has an overall response outcome of M=3.89, indicating that response outcomes for hedonism were higher than for extended-self, when the moderator is campaign 2. Additionally, the standard deviation for the mean (SD=1.74), indicates that there is a large variation in the data for perceptions of hedonism. Hence, when campaign 2 is the moderator, perceptions of hedonism had the highest response outcome.

Campaign 3: extended-self and hedonism: In the effect of perceptions of extended-self and hedonism, on customer engagement, a moderation effect is expected from campaign 3. The descriptives for the variable constructs extended-self and hedonism are reported in column (3) of Table 11. Firstly, column (3) shows the descriptives for the measurement construct extended-self (M=3.48, F=4 (28.2%)) has higher response outcomes than in columns (1) and (2). Nonetheless, the standard deviation for the mean (SD=1.43), indicates that there is some variation in the data for perceptions of extended-self.

Moreover, column (3) shows that the variable hedonism has a mean of M=4.27 and the most frequent response of F=5 (29.7%), indicating higher response outcomes than in columns (1) and (2). However, the standard deviation for the mean (SD=1.61) indicates that there is large variation in the data for perceptions of hedonism. Therefore, when campaign 3 is the moderator, hedonism had a higher response outcome as compared to extended-self. Both perceptions of extended-self and hedonism had the highest response outcomes in campaign 3 as compared to the prior two campaigns.

Customer engagement: The measurement construct for the variable customer engagement is intended to measure if there is an effect from the luxury value perceptions, extended-self and hedonism on customer engagement. Results of the descriptive outcomes are

reported in column (4) of Table 11. As descriptives indicate (M=2.93), the response outcome for customer engagement was fairly low. Moreover, the most frequent response F=1 (27.7%) implies that the largest group of respondents' outcome for customer engagement was extremely low. However, the standard deviation of the mean (SD=1.54) does indicate that there is a variation in responses for customer engagement.

Based on the descriptive statistics in Table 11 it can be said that overall for perceptions of extended-self and hedonism column (3) reports the highest response outcomes, thus campaign 3, and column (1) reports the lowest outcomes, thus campaign 1. Moreover, response outcomes for customer engagement reported in column (4) were low, but this does not indicate that there is no significant effect from perceptions of extended-self and hedonism on customer engagement. Hence, the descriptives only give insight into the level of the response outcome. Only statistical tests can confirm if there is an effect of extended-self and hedonism on customer engagement.

5.2 Correlations – Spearman's Rho

The strength between the measurement constructs for the variables can be determined through correlations. Moreover, the correlations can give an overview of what can be expected in regards to the strength of the relationships if the final statistical test outcomes are significant. However only statistical testing can confirm if the strength of between the variables is also a causal relationship.

Campaign 1: Correlations for extended-self, hedonism, and customer engagement in campaign 1 are reported in table 12. The strength between all variables is significant, and is strongest between extended-self and hedonism (.782**). Additionally, both extended-self (.592**) and hedonism (.588**) are moderately strongly correlated with customer engagement. Therefore when campaign 1 is placed as a moderator, there is significant strength between

extended-self and hedonism. Moreover, both independent variables have moderate strength with customer engagement, extended-self has a slightly stronger correlation to customer engagement.

Table 12. *Correlations | measurement constructs | campaign 1.*

Measurement construct	1	2	3
Extended-self	1,000	.782**	.592**
Hedonism	.782**	1,000	.588**
Customer engagement	.592**	.588**	1,000

**Correlation is significant at the 0.01 level

Campaign 2: Correlations for extended-self, hedonism, and customer engagement in campaign 2 are reported in table 13. The strength between all variables is significant and is strongest between extended-self and hedonism (.725**). Moreover, unlike campaign 1 (Table 12), hedonism is now strongly correlated with customer engagement (.726**), and extended-self (.662**) is moderately strongly correlated with customer engagement (Table 13). Therefore when campaign 2 is placed as a moderator, there is still significant strength between extended-self and hedonism. Moreover, both independent variables have strong strength with customer engagement. Furthermore, when campaign 2 (Table 13) is the moderator hedonism has a stronger correlation with customer engagement, as compared to campaign 1 (Table 12). Additionally, in campaign 2 extended-self (Table 13) is moderately correlated to customer engagement, but stronger than in campaign 1 (Table 12).

Table 13. *Correlations | measurement constructs | campaign 2.*

Measurement construct	1	2	3
Extended-self	1,000	.725**	.662**
Hedonism	.725**	1,000	.726**
Customer engagement	.662**	.726**	1,000

**Correlation is significant at the 0.01 level

Campaign 3: Correlations for extended-self, hedonism, and customer engagement in campaign 2 are reported in table 14. The strength between all variables is significant, however where in the previous two campaigns, the strength between extended-self and hedonism was strongest out of all 3 variables, this is not the case for campaign 3 (Table 14). The correlations indicate that the strength between the variables extended-self and hedonism is now only moderate (.640**). Moreover, unlike campaign 1 (Table 12) and 2 (Table 13), extended-self is now strongly correlated with customer engagement (.701**). Furthermore, were for campaign 2 (Table 13) hedonism was strongly correlated with customer engagement this is not the case for campaign 3 (Table 14), the strength is now significant but only moderately strong (.580**).

Therefore, when campaign 3 (Table 14) is placed as a moderator, there is moderate strength between extended-self and hedonism. Moreover, where for campaign 2 (Table 13) both independent variables had strong strength with customer engagement, now only extended-self has strong strength. Consequently, the strength of hedonism on customer engagement has significantly decreased for campaign 3 (Table 14), as compared to campaign 2 (Table 13). Thus when campaign 3 is the moderator, extended-self and hedonism are less correlated, and extended-self as compared to hedonism, has a stronger strength with customer engagement.

Table 14. *Correlations | measurement constructs | campaign 3.*

Measurement construct	1	2	3
Extended-self	1,000	.640**	.701**
Hedonism	.640**	1,000	.580**
Customer engagement	.701**	.580**	1,000

**Correlation is significant at the 0.01 level

5.3 Linear regression analysis

In order to examine the hypotheses H1 and H2, simple linear regressions will be conducted to examine the effect of the luxury value perceptions, extended-self and hedonism, on customer engagement, while one of three luxury marketing campaigns is the moderator. Consequently, a total of six linear regressions are modelled, the models will regress extended-self (H1) or hedonism (H2) on customer engagement, while either campaign 1 (H1a; H2a), campaign 2 (H1c; H2c), or campaign 3 (H1c; H2c) is the moderator. The regression outcomes for extended-self as the predictor are reported in Table 15, and for hedonism as the predictor in Table 16. An overview of the six sub-hypotheses outcomes is reported in Table 17.

5.3.1 Extended-self on customer engagement (H1)

To test the sub-hypothesis of H1, three simple linear regressions were modelled to predict customer engagement based on perceptions of extended-self, moderated by one of the campaigns. Consequently, examining the sub-hypotheses of H1 also investigates H1. The outcomes are reported in Table 15, column (1) shows campaign 1 (H1a) as the moderator, column (2) shows campaign 2 (H1b) as the moderator, column (3) shows campaign 3 (H1c) as the moderator.

H1a: A significantly positive linear regression equation was found ($F(1,70)=43,143$, $p<.000$***) with an R^2 of .381. Column (1) shows that extended-self moderated by campaign 1 explained approximately 38% of the variability in customer engagement (Table 15). Participants predicted that customer engagement is equal to .559+.631(extended-self). Indicating that when extended-self increases with one point (7-point Likert scale) customer engagement increases with .631. ($p<.000$***). Moreover, $\beta=.618$ indicates moderate strength in the relationship between extended-self and customer engagement. Nonetheless, there is a

significantly positive effect from perceptions of extended-self on customer engagement when campaign 1 is the moderator (Table 17).

H1b: A significantly positive linear regression equation was found ($F_{(1,68)}=51,572$, $p<.000^{***}$) with an R^2 of .431. Column (2) shows that extended-self moderated by campaign 2 explained approximately 43% of the variability in customer engagement (Table 15). Participants predicted that customer engagement is equal to .485+.724(extended-self). Indicating that when extended-self increases with one point (7-point Likert scale) customer engagement increases with .724. ($p<.000^{***}$). Moreover, $\beta=.657$ indicates moderately strong strength in the relationship between extended-self and customer engagement. Thus, there is a significantly positive effect from perceptions of extended-self on customer engagement when campaign 2 is the moderator (Table 17).

H1c: A significantly positive linear regression equation was found ($F_{(1,69)}=63,372$, $p<.000^{***}$) with an R^2 of .479. Column (3) shows that extended-self moderated by campaign 3 explained approximately 48% of the variability in customer engagement (Table 15). Participants predicted that customer engagement is equal to .922+.697(extended-self). Indicating that when extended-self increases with one point (7-point Likert scale) customer engagement increases with .697. ($p<.000^{***}$). Moreover, $\beta=.692$ indicates moderately strong strength in the relationship between extended-self and customer engagement. To conclude, there is a significantly positive effect from perceptions of extended-self on customer engagement when campaign 3 is the moderator (Table 17).

5.3.2 Hedonism on customer engagement (H2)

To test the sub-hypothesis of H2, three simple linear regressions were modelled to predict customer engagement based on perceptions of hedonism, moderated by one of the campaigns. Consequently, examining the sub-hypotheses of H2 also investigates H2. The outcomes are

Table 15. *Linear regression | perception of extended-self on customer engagement.*

Model:	(1)					(2)					(3)				
Predictor:	B	SE	β	t-value	Sig.	B	SE	β	t-value	Sig.	B	SE	β	t-value	Sig.
(Constant)	.559	.341		1,638	.106	.485	.368		1,319	.192	.922	.322		2,862	.006**
Extended-self	.631	.096	.618	6,568	.000***	.724	.101	.657	7,181	.000***	.697	.088	.692	7,961	.000***
Observations	72					70					71				
R-squared (R²)	.381					.431					.479				

Dependent variable: customer engagement. In columns (1) to (3), the model is presented based on campaign 1 to 3 as the moderator. *, **, and, *** denote statistical significance at 10%, 5%, and 1% levels, respectively. B= unstandardized beta coefficient, SE= Unstandardized standard error, β= Standardized beta coefficient, Sig.= Significance.

Table 16. *Linear regression | perception of hedonism on customer engagement.*

Model:	(1)					(2)					(3)				
Predictor:	B	SE	β	t-value	Sig.	B	SE	β	t-value	Sig.	B	SE	β	t-value	Sig.
(Constant)	.509	.366		1,392	.168	.190	.340		.559	.578	.951	.389		2,448	.017*
Hedonism	.578	.093	.596	6,211	.000***	.696	.080	.726	8,697	.000***	.560	.087	.612	6,426	.000***
Observations	72					70					71				
R-squared (R²)	.355					.527					.374				

Dependent variable: customer engagement. In columns (1) to (3), the model is presented based on campaign 1 to 3 as the moderator. *, **, and, *** denote statistical significance at 10%, 5%, and 1% levels, respectively. B= unstandardized beta coefficient, SE= Unstandardized standard error, β= Standardized beta coefficient, Sig.= Significance.

reported in Table 16, column (1) shows campaign 1 (H2a) as the moderator, column (2) shows campaign 2 (H2b) as the moderator, column (3) shows campaign 3 (H2c) as the moderator.

H2a: A significantly positive linear regression equation was found ($F_{(1,70)}=38,581$, $p<.000^{***}$) with an R² of .355. Column (1) shows that hedonism moderated by campaign 1 explained approximately 36% of the variability in customer engagement (Table 16). Participants predicted that customer engagement is equal to .509+.578(hedonism). Indicating that when hedonism increases with one point (7-point Likert scale) customer engagement increases with .578. ($p<.000^{***}$). Moreover, $\beta=.596$ implies moderately weak strength in the relationship between hedonism and customer engagement. Nonetheless, there is a significantly positive effect from perceptions of hedonism on customer engagement when campaign 1 is the moderator (Table 17).

H2b: A significantly positive linear regression equation was found ($F_{(1,68)}=75,636$, $p<.000^{***}$) with an R² of .527. Column (2) shows that hedonism moderated by campaign 2 explained approximately 52% of the variability in customer engagement (Table 16). Participants predicted that customer engagement is equal to .190+.696(hedonism). Indicating that when hedonism increases with one point (7-point Likert scale) customer engagement increases with .696. ($p<.000^{***}$). Moreover, $\beta=.726$ implies strong strength in the relationship between hedonism and customer engagement. Consequently, there is a significantly positive effect from perceptions of hedonism on customer engagement when campaign 2 is the moderator (Table 17).

H2c: A significantly positive linear regression equation was found ($F_{(1,69)}=41,292$, $p<.000^{***}$) with an R² of .374. Column (3) shows that hedonism moderated by campaign 3 explained approximately 37% of the variability in customer engagement (Table 16). Participants predicted that customer engagement is equal to .951+.560(hedonism). Indicating that when hedonism increases with one point (7-point Likert scale) customer engagement

increases with .560. (p<.000***). Moreover, β=.612 implies moderately strong strength in the relationship between hedonism and customer engagement. To conclude, there is a significantly positive effect from perceptions of hedonism on customer engagement when campaign 3 is the moderator (Table 17).

Table 17. *Hypotheses test result outcomes.*

Hypothesized relationships	B	SE	β	Sig.	R²	Results
H1a: Extended-self (Campaign 1) → Customer engagement	.631	.096	.618	.000***	.381	Supported
H1b: Extended-self (Campaign 2) → Customer engagement	.724	.101	.657	.000***	.431	Supported
H1c: Extended-self (Campaign 3) → Customer engagement	.697	.088	.692	.000***	.479	Supported
H2a: Hedonism (Campaign 1) → Customer engagement	.578	.093	.596	.000***	.355	Supported
H2b: Hedonism (Campaign 2) → Customer engagement	.696	.080	.726	.000***	.527	Supported
H2c: Hedonism (Campaign 3) → Customer engagement	.560	.087	.612	.000***	.374	Supported

*Note. *p<.05, **p<.01, ***p<.001, B= unstandardized beta coefficient, SE= Unstandardized standard error, β= Standardized beta coefficient, Sig.= Significance.*

6. Discussion

In this section, the results of the study are discussed, accordingly the central research questions will be addressed. Moreover, conclusions will be given by providing theoretical and practical implications. Lastly, limitations are addressed and future research suggestions are provided.

6.1 General discussion

While luxury brands have increased their online marketing efforts, effectively impacting customer engagement while maintaining the experience and value of luxury has yet to be accomplished (Achille et al., 2018; Liu et al., 2021; Manthiou & Klaus, 2020). This could be due to the absence of aspects such as exclusivity and escapism which impact the customer's value perception of a luxury brand (Achille & Zipser, 2020; Holmqvist et al., 2021; Manthiou & Klaus, 2020; Prestini & Sebastiani, 2021; Wang et al., 2021). Consequently, research has

found that the customer's luxury value perception is of importance to customer behaviour, yet, there is no empirical evidence of the effect of luxury value perceptions on online customer engagement (Hennigs et al., 2012; Hennigs et al., 2015; Manthiou & Klaus, 2020; Wiedmann & Hennigs, 2007; Wiedmann et al., 2009). Additionally, luxury brands' online marketing efforts have a direct contribution to customer engagement, however whether this could be a result of the customer's perceived luxury value is to be discovered (Liu et al., 2021).

This study addressed the gap in literature by examining the effect of luxury value perceptions and the role of luxury brands online marketing campaigns, on customer engagement. To investigate this two central research questions were formulated. **CRQ 1.** *"What is the effect of a customer's perceived luxury value on online customer engagement?"* and **CRQ 2.** *"To what extent do luxury brands' online marketing campaigns have an impact on the customer's luxury value perception?"* To examine the central research questions, hypotheses were formulated to investigate the effect of perceptions of extended-self and hedonism on customer engagement, while using luxury brands' online marketing campaigns as moderators. Consequently, this study presents empirical evidence of the positive effect of extended-self (H1) and hedonism (H2) on customer engagement, for all three moderators (Table 17). Nonetheless, findings also suggest that the strength of the effect on customer engagement depends on which campaign was the moderator and whether the effect resulted from perceptions of extended-self or hedonism.

Hence, when comparing perception of extended-self and hedonism on customer engagement, extended-self (H1a; H1b; H1b) showed slightly stronger strength in its relation to customer engagement as compared to hedonism (H2a; H2b; H2b) (Table 17). Thus, findings imply that the strength of the significance can differ between perceptions of extended-self and hedonism. Consequently, addressing the first central research question, the effect of a customer's perceived luxury value on customer engagement is derived from both perceptions

of extended-self and hedonism. However, perception of extended-self has a slightly stronger effect on customer engagement, as compared to hedonism.

Furthermore, results also revealed that the strength of the effect of perception of extended-self (H1) on customer engagement was weakest when the moderator was campaign 1 (H1a), and strongest when the moderator was campaign 3 (H1c). Whereas, the effect of perception of hedonism (H2) on customer engagement showed weakest strength when the moderator was campaign 3 (H2c), and strongest strength when the moderator was campaign 2 (H2b). These findings imply that the effect of perceived luxury value on customer engagement can also differ in strength depending on the moderator.

Therefore, to address the second central research question, luxury brands' online marketing campaigns have an impact on the customer's perceived luxury value. Nonetheless, there are differences in the strength of the effect, which are likely the result of the execution and the antecedents included in the online campaign. For instance, campaign 2 focussed on exclusivity and entailed antecedents for escapism and self-expression through distinguish from others. Whereas campaign 1 focussed on an affluent lifestyle and entailed antecedents for self-expression through social comparison. Implying that the effect of marketing campaigns depends on the message in the campaign and how it is perceived by the customer based on their perceptions of extended-self and hedonism.

To conclude, this study reveals that luxury value perceptions, extended-self and hedonism, have a positive effect on customer engagement. Moreover, luxury brands' online marketing campaigns have an impact on the customer's perceived luxury value, when moderating the effect on customer engagement. Hence, all sub-hypotheses are supported as presented in Table 17, this also results in support for H1 and H2.

6.2 Theoretical implications

This study extents existing literature on luxury brands, by providing empirical research on luxury value perceptions in the online environment (Hennigs et al., 2015; Hennigs et al., 2012; Vigneron & Johnson, 2004; Wiedmann et al., 2009; Wiedmann & Hennigs, 2007). Accordingly, evidence is provided by capturing the customer's perceived luxury value through the effect of perceptions of extended-self and hedonism on online customer engagement. Additionally, luxury value was perceived, through the use of luxury brand campaigns that entailed multi-sensory stimuli and antecedents for the perceptions of extended-self and hedonism.

Subsequently, the findings of the study are consistent with Wiedmann et al. (2013) who proposed that both multi-sensory marketing strategies and the luxury value perceptions have an effect on the customer's perceived luxury value. This study extends this theory by presenting empirical evidence of the effect of multi-sensory online marketing campaigns, and perceptions of extended-self and hedonism, on customer's overall luxury value perception. Additionally, the study adds to this theory by presenting that when luxury value is perceived by using luxury value perceptions and multi-sensory online marketing, it has a positive effect on customer engagement.

Finally, where prior research recognized the role of luxury brands social media activities on customer engagement (Liu et al., 2021), this study presents empirical evidence of how luxury brand online campaigns can serve as moderators for the effect of luxury value perceptions on customer engagement. Hence, this study is the first to detail that luxury brands online marketing efforts not only have a direct effect on customer engagement, but also a moderating role in the effect of perceptions of extended-self and hedonism on customer engagement. Therefore, this study adds to existing literature by suggesting that the effect of luxury brands online marketing campaigns on customer engagement can be considered as part of a 'luxury value process'.

6.3 Managerial implications

The findings of this study offer several managerial implications for luxury brands. First of all, in order to capture luxury value and have an impact on customer engagement, luxury brands online marketing strategies should entail multi-sensory stimuli and antecedents for the luxury value perception in question (Hennigs, Wiedmann, & Klarmann, 2012; Wiedmann et al, 2013). Hence, luxury brands managers need to consider how they want to capture luxury value when implementing their online marketing strategies. For instance, in accordance with this study, if luxury brands want to capture luxury value by stimulating the customers perception of hedonism, entailing antecedents for escapism in their multi-sensory marketing strategies would have the strongest impact on customer engagement. Contrarily, if the goal is to stimulate the perception of extended-self, including antecedents for self-expression in the multi-sensory marketing strategies would have the strongest impact on customer engagement. Therefore it can be said that perceived luxury value can have an effect on customer engagement, when focussing the multi–sensory online marketing strategy on luxury value perceptions and their antecedent components. As a consequence it is thus possible for luxury brands to stimulate exclusivity online and provide customers with memorable experiences (Hennigs et al., 2015; Holmqvist et al., 2021; Holmqvist, Wirtz, & Fritze, 2020; Wang et al., 2021).

Additionally, results imply that capturing luxury value through the use of luxury brands online marketing campaigns, has a positive effect on customer engagement (Liu et al., 2021). Accordingly, customer engagement can provide insights on luxury brands' online marketing efforts which can be used to improve the online marketing strategies and create an overall increase and brand value (Godey et al., 2016). Consequently, luxury brands can extract value from customer engagement, this implies that luxury brands should explore and learn from the effects of their online marketing efforts on customer engagement (Godey et al., 2016; Liu et al., 2021; Pansari & Kumar, 2017). Concluding, that customer engagement resulting from

customer's perceived luxury value is of relevance to build and maintain valuable customer relationships and deliver satisfactory online experiences (Liu et al., 2021; Meire et al., 2019).

6.4 Limitations and future research

The research has some limitations that imply further research. First, the empirical part of the study was conducted through collecting data from an online questionnaire, however some survey questions might not have been understood correctly, or participants could have been dishonest. Hence, future research should conduct a longitudinal experimental study, to get more insight into the cause and effect and detect changes in luxury consumer behaviour over time. Secondly, the demographics of the data indicated that overall the sample population was young and had low income, as well as almost no previous consumption of luxury goods online. This could indicate that participants were not affiliated with consuming luxury and this could have had an influence on the study outcomes. Therefore, future analysis should experiment with luxury consumers as participants, to get a better understanding of the studied phenomenon from a luxury consumer point of view.

Third, this study examined the role of three luxury brand campaigns. Future research should examine the role of different types of online marketing activities on customer engagement. Additionally, examining a more diverse sample of online marketing activities could enhance the findings in this study. Fourth, there is a need for future research on novel online marketing strategies. This study showed that online luxury brand campaigns can have a moderating influence in the effect of luxury value perceptions on customer engagement. Yet, a thorough investigation and development of luxury brand online marketing strategies is essential due to fast changes, developments and expectations in the online environment.

Fifth, the study gives empirical evidence for the effect of perceptions of extended-self and hedonism on customer engagement, and therefore ignores the other luxury value

perceptions. Future research should incorporate the remaining luxury value perceptions and re-evaluate the effect of all luxury value perceptions on customer engagement. Likewise further research should then also re-examine the role of online marketing activities. Lastly, where this study investigates the effect of perceived luxury value on customer engagement, deriving value from customer engagement has not empirically been studied. Therefore, future research should investigate how value can be derived from customer engagement behaviour in the online luxury value process.

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Appendices

A. Summary of literature articles

Table A.1 *Literature review: main contributing articles.*

Author	Journal	Title	Method	Main Findings
Beuckels & Hudders, 2016	*Journal of Retailing and Consumer Services*	An experimental study to investigate the impact of image interactivity on the perception of luxury in an online shopping context	Online questionnaire: 185 respondents were referred to either an image interactive or non-interactive virtual luxury store	Image interactivity leads to higher perceptions of exclusivity, quality, hedonism and extended self-due to a higher perceived telepresence. Offers some guidelines for luxury brands to retain their luxury perception high in a virtual shopping environment
Brodie et al., 2013	*Journal of Business Research*	Consumer engagement in a virtual brand community: An exploratory analysis	Literature review, study adopts netnographic methodology	Engaged consumers exhibit enhanced consumer loyalty, satisfaction, empowerment, connection, emotional bonding, trust and commitment.
Dhaliwal et al., 2020	*Journal of Strategic Marketing*	The consumer behavior of luxury goods: a review and research agenda	Systematic literature review	Synthesizes the antecedents of luxury buying behaviour into four major factors: individual factors; psychological factors; cultural and social factors; factors related to luxury goods. A new model for the relationship between these antecedents and luxury consumer behaviour is also developed.
Godey et al., 2016	*Journal of Business Research*	Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior	Survey of 845 luxury brand consumers, develops a structural equation model.	Social media marketing efforts have a significant positive effect on brand equity and on the two main dimensions of brand equity: brand awareness and brand image.
Hennigs et al., 2012	*Psychology and Marketing*	What is the Value of Luxury? A Cross-Cultural Consumer Perspective	Questionnaire: a total of 1275 valid and completed responses obtained.	Regardless of their countries of origin, the basic motivational drivers of luxury consumers are similar among the financial, functional, personal, and social dimensions of luxury value perceptions.
Hennigs et al., 2015	*International Journal of Retail and Distribution Management*	The complexity of value in the luxury industry: From consumers' individual value perception to luxury consumption	Exploratory study, PLS path modelling was used for the empirical tests of the hypotheses.	The individual luxury value perception is significantly related to the consumption of luxury goods in terms of purchase intention, recommendation behaviour and the willingness to pay a premium price.
Hennigs, Wiedmann, & Klarmann, 2012	*Marketing Review St Gallen.*	Luxury Brands in the Digital Age – Exclusivity versus Ubiquity	Case study	The key value dimensions of a luxury brand are a useful basis for the development of complementary offline and online strategies that create a true luxury experience.

Holmqvist, Diaz Ruiz & Peñaloza, 2020	*Journal of Business Research*	Moments of luxury: Hedonic escapism as a luxury experience	Three year ethnographic study in theorizing "moments of luxury,"	Insights for providers of consumer experiences and for luxury brands, through the focus of hedonic escapism in forming consumers' luxury experiences and the identification of an alternative form of exclusivity.
Holmqvist et al., 2020	*Journal of Business Research*	Understanding the value process: Value creation in a luxury service context	Ethnographic case study approach: observations and interviews with managers, service employees, and customers	Service providers have roles extending beyond mere value cocreation. Customers create value independent of the provider. Identify escapism as an important part of customer value in luxury services.
Holmqvist et al., 2021	*Services Marketing*	Digital Luxury Services: Tradition versus Innovation in Luxury Fashion	Case study: based on expert interviews, media reports, and publications.	How can luxury fashion brands develop their digital service strategy and at the same time retain the exclusive and personalized service their customers expect?
Holmqvist, Wirtz & Fritze, 2020	*Journal of Business Research*	Luxury in the digital age: A multi-actor service encounter perspective	Literature review and interviews with managers in luxury firms.	Propositions help luxury managers to enhance the customer experience through hedonic escapism, strengthen their brand communities, and use digitization to simultaneously provide conspicuous customers with greater visibility and discreet customers with social exclusivity.
Jebarajakirthy & Das, 2021	*Journal of Retailing and Consumer Services*	Uniqueness and luxury: A moderated mediation approach	Questionnaire: 428 surveys completed by high-income consumers in India.	Social comparison mediates the effects of creative choice counter conformity and avoidance of similarity on luxury consumption. Materialism moderates these mediation effects.
Kim et al., 2019	*Journal of Fashion Marketing and Management*	Decoding fashion advertising symbolism in masstige and luxury brands	Semiotic analysis of masstige brand advertising.	Identifies identitary values that are exclusive to masstige brands, and those they share with luxury brands.
Ko et al., 2019	*Journal of Business Research*	What is a luxury brand? A new definition and review of the literature	Literature review.	Summarize the state of knowledge on luxury brand marketing; provide a new and usable definition of a luxury brand.
Kumar & Pansari, 2017	*Journal of the Academy of Marketing Science*	Customer engagement: the construct, antecedents, and consequences	Framework for customer engagement by reviewing the marketing literature and analyzing popular press articles.	Proposed framework elaborates on the components of customer engagement (buying, referring, influencing, and feedback) as well as the antecedents (satisfaction and emotion) and consequences (tangible and intangible outcomes) of customer engagement.
Kunz et al., 2017	*Journal of Services Marketing*	Customer engagement in a Big Data world	Strategic framework development.	A strategic framework is proposed that includes the necessary firm resources, data, process, timeline and goals for engagement, and captures customers' motives, situational factors and preferred engagement styles
Liu et al., 2021	*Journal of Business Research*	Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing	Big data analysis: 60-month period on Twitter, analyzes 3.78 million tweets from the top 15 luxury brands.	Focusing on the entertainment, interaction, and trendiness dimensions of a luxury brand's social media marketing efforts significantly increases customer engagement, while focusing on the customization dimension does not.

Lundqvist et al., 2013	*Journal of Brand Management*	The impact of storytelling on the consumer brand experience: The case of a firm-originated story	Experimental study: In-depth interviews were conducted with individuals in the two experimental conditions.	Demonstrate how brand stories can be used to create and reinforce positive brand associations. Consumers who were exposed to the story described the brand in much more positive terms and were willing to pay more for the product.
Manthiou & Klaus, 2020	*Journal of Service Management*	Applying the EEE customer mind-set in luxury: reevaluating customer experience research and practice during and after corona	Critical literature review on customer experience practices and investigate the impact on how customers perceive services in this time of crisis.	Discuss implications for research and practice with reference to the luxury industry with its historical emphasis on the customer experience. This discussion leads to related propositions and research directions through Corona and beyond.
Meire et al., 2019	*Journal of Marketing*	The Role of Marketer-Generated Content in Customer Engagement Marketing	Conceptual framework development.	Marketers can influence the sentiment of customers' digital engagement beyond their performance during customers' interactions, and for unfavorable event outcomes, informational marketer-generated content, more can enhance customer sentiment. Highlights sentiment's role as a leading indicator for customer lifetime value.
Vigneron & Johnson, 2004	*Journal of Brand Management*	Measuring perceptions of brand luxury	Theoretical framework development: responses obtained from undergraduate and post-graduate business students in an Australian university.	Discusses theoretical framework of the brand-luxury construct that leads to a specification of the dimensions of luxury as applied to brands. Asemantic differential scale was developed for the measurement of the dimensions of brand luxury.
Vivek et al., 2014	*Journal of Marketing Theory and Practice*	A Generalized, Multidimensional Scale for Measuring Customer Engagement	Conceptualize a three-dimensional view of CE. Developed a ten-item scale validated in several contexts.	CE goes beyond purchase and is the level of the customer's interactions and connections with the brand or firm's offerings or activities, often involving others in the social network created around the brand/offering/activity.
Wang et al., 2021	*Journal of Fashion Marketing and Management*	Examining the influences of perceived exclusivity and perceived rarity on consumers' perception of luxury	Questionnaires, confirmatory factor analysis and multiple regressions were used for data analysis.	Perceived natural rarity has consistently emerged as a positive and significant contributor to consumers' perceptions of luxury. The influence of perceived exclusivity on perceptions of luxury has also shown to be significant for two product categories, perceived virtual rarity did not show any significant effects.
Wiedmann & Hennigs, 2007	*Academy of Marketing Science*	Measuring Consumers' Luxury Value Perception: A Cross-Cultural Framework	Literature review and conceptual framework development.	Individual and social as well as financial and functional dimensions significantly impact the consumer's luxury value perception and consumption on an international level.
Wiedmann et al., 2009	*Psychology and Marketing*	Value-based segmentation of luxury consumption behavior	Questionnaire	Empirical results can be seen as a first step toward a better understanding of consumers' luxury value perceptions as based on social, individual, functional, and financial aspects.
Wiedmann et al., 2013	*Marketing Review St. Gallen*	Creating Multi-Sensory Experiences in Luxury Marketing	Conceptual framework development.	Key design approaches for multi-sensory brand experience in the area of luxury goods marketing.

B. Survey structure

Table B.1 *Survey structure, variables and measurement items.*

Variables and components	Measurement items and questions	Measurement scale	Sources
Demographics			
Age	What is your age?	Under 18, 18–24, 25–34, 35–44,45–54, 55–64, 65+	Zhang et al., 2021
Income	What is your total household income (yearly)?	€20.000 or less, €20.000 to €40.000, €40.000 to €60.000, €60.000 to €80.000, €80.000 to €100.000, €100.000 to €120.000, €120.000 to €140.000, €140.000+	
Gender	What is your gender?	Male, Female, Other	
Online shopping - frequency	How often have you purchased luxury goods online (above $1000) in the last 3 years?	0, 1–2, 3–4, 5+	
Online shopping - amount	What is the amount of money you spent on luxury goods online in the past 3 years?	€1000–€1500, €1500–€3000, €3000–€4500, €4500–€6000, More than €6000	
Extended-self			
Desire for affluent lifestyle	Makes me desire an affluent lifestyle	7-point Likert scale:1 strongly disagree to 7 strongly agree	Jebarajakirthy & Das, 2021; Loureiro et al., 2020; Park et al., 2020; Shao et al., 2019; Wang et al., 2021; Wiedmann et al., 2009
Social belonging	Makes me feel like I want to belong		
Symbolism of luxury	Represents a symbol of prestige		
	Represents the symbolism of luxury		
Express their identity	Represents a luxury lifestyle which helps to communicate my self-identity		
	Represents a luxury lifestyle which helps to express myself		
	Represents a luxury lifestyle which helps to define myself		
Distinguish from others	Represents a luxury lifestyle which makes me stand apart from others		
	Represents the access to luxury items/lifestyle which helps to develop my personal uniqueness		

Extended-self and hedonism			
Exclusivity	Highlights the importance for me to be among few people whom have access to exclusive luxury	7-point Likert scale:1 strongly disagree to 7 strongly agree	Lee & Youn, 2021; Wang et al., 2021; Wibowo et al., 2021
	Highlights the importance of exclusivity for my online purchase		
	Highlights the importance of exclusivity for my online experience with the luxury brand.		
Sensory pleasure	Appeals to my senses		
Hedonism			
Emotional Benefits	Engages my emotions	7-point Likert scale:1 strongly disagree to 7 strongly agree	Akram & Kortam, 2020; Wibowo et al., 2021
	Stimulates my mood		
Escapism	Makes me feel happy		
	Makes me feel excited		
	Is enjoyable		
	Is captivating		
Online luxury experience			
Perceived experience	Luxury brands make me feel good	7-point Likert scale:1 strongly disagree to 7 strongly agree	Hennigs et al., 2015; Loureiro et al., 2020
	Luxury brands give me pleasure		
	I derive self-satisfaction from buying this luxury fashion brand		
	Luxury brands make me want to use it		
Willingness to pay a premium price	I am willing to pay a higher price for this luxury brand than for other brand		
Customer engagement			
Purchase intention	How likely are you to purchase from this luxury firm?	7-point Likert scale:1 strongly disagree to 7 strongly agree	Hennigs et al., 2015; Lee & Youn, 2021; Wibowo et al., 2021
Influencing intention	How likely are you to repost social media activities of this luxury firm?		
Referring intention	How likely are you to recommend this luxury brand to a friend or colleague?		

C. Luxury brand marketing campaigns

C1. Fendi (campaign 1)

Figure C.1 *Campaign 1: Fendi.*

https://youtu.be/W1buYqUbtmY

C2. Hermès (campaign 2)

Figure C.2 *Campaign 2: Hermès.*

https://youtu.be/67GVKHXqB48?t=80

C3. Chanel (campaign 3)

Figure C.3 *Campaign 3: Chanel.*

https://youtu.be/vkKROkzYdXs

D. SPSS measurement constructs

Table C.1 *Measurement constructs and SPSS descriptions.*

Name	Description	Combined items
C1_ES_mean	Campaign 1. Extended-self mean	Identity 1, Identity 2, Identity 3, Distinguish 1, Distinguish 2, Exclusivity 1, Exclusivity 2, Exclusivity 3
C2_ES_mean	Campaign 2. Extended-self mean	Desire, Social, Identity 1, Identity 2, Identity 3, Distinguish 1, Distinguish 2, Exclusivity 1, Exclusivity 2, Exclusivity 3
C3_ES_mean	Campaign 3. Extended-self mean	Identity 1, Identity 2, Identity 3, Distinguish 1, Distinguish 2, Exclusivity 1, Exclusivity 2, Exclusivity 3
C1_HED_mean	Campaign 1. Hedonism mean	Desire, Social, Senses, Emotions 1, Emotions 2, Escapism 1, Escapism 2, Escapism 3, Escapism 4
C2_HED_mean	Campaign 2. Hedonism mean	Senses, Emotions 1, Emotions 2, Escapism1, Escapism 2, Escapism 3, Escapism 4
C3_HED_mean	Campaign 3. Hedonism mean	Desire, Social, Senses, Emotions 1, Emotions 2, Escapism 1, Escapism 2, Escapism 3, Escapism 4
CE_mean	Customer engagement mean	Purchase, influencing, Referring

Note. ES=extended-self, HED=hedonism, CE=customer engagement.