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## **Millennials' brand attachment and ecological systems theory**

### **Abstract**

Based on the introspective written narratives and using international sample of young consumers the current study attempts to explore where the young consumers get impulses to become acquainted with their favorite, most preferred and loved brand. The content analysis of qualitative data revealed that although participants of the study belonging to Millennials got stimuli from marketing messages and cues, their attachment to the brand is often influenced by their social network. Adapting ecological systems theory the authors of the study show how social circles that are surrounding a young consumer act as filter amplifying or making less intense the diffusion of marketing cues. Thus, this study provides a novel ecological context for exploring the forming consumer-brand relationship. Marketing communications may have indirect or direct impact on those social circles.

**Keywords:** brand attachment, consumer-brand relationship, Millennials, ecological systems theory

### **Introduction and objective**

The competition for young consumers' attention is becoming increasingly challenging for the marketers. The current paper is inspired a matter of interest where the Millennials get impulses to become acquainted with their "favorite, most preferred and loved brand". The Millennials refer to the cohort of people born roughly between 1982 and 2000 (Howe and Strauss 2000). This generation has grown up in an environment in which they have saturated with technology. They are technologically advanced, close to their parents, self-confident, impatient, materialistic, and self-centered, and they "covet the most recent, quickest, flashiest, and smallest form of technology" (Worley 2011, p.33). Millennials are not a homogeneous cohort. Whereas some are high school and college students, others are career-minded adults and/or young parents (Fromm, Butler and Dickey 2015). This study is focused on young consumers in age between 20 and 25 years. Thus, they belong either to the older group Generation Z or to the younger group Generation Y. Generation Z, known also as the Digital Natives consists of people born around 1995 (Bassiouni and Hackley 2014). Generation Y consists of people born between 1982 and 1994. Brand names are important to members of Generation Y, and they are rather loyal to a brand (Hawkins and Mothersbaugh 2013). Generation Z is highly brand conscious and they do

not like to be compromise on the coolest product in comparison with their friends and peers (Jain, et al. 2014).

This study aims to contribute to the scientific debate regarding consumer-brand relationships seeking answers to the questions how the network including direct and indirect social interactions influences the Millennials' encounter with their favorite brand and what impact have the social circles on the sprouting the brand attachment. In this paper, we bring together the Millennials brand attachment research and approach to studying human development throughout the life course in the environment in which person beings live. We suggest a novel ecological context for exploring the consumer-brand relationship. We propose a new model that demonstrates from where Millennials get impulses to pick-up their preferred brands. This model helps better understand from where the strong emotional bond with the brand originates. Moreover, the model enables to explain the consumer-brand relationship passage through time. In marketing paradigm it stands for loyalty.

### **Theoretical framework**

This paper occupies ecological systems theory, network theory and social identity theory that involves brand identification concept.

Ecological systems theory states that different types of environmental systems influence human development. This theory comprises of five socially organized sub-systems. A microsystem is a pattern of activities, social roles and face-to-face interactions between a developing person and the immediate environment, such as family, parents, siblings, and schoolmates. The mesosystem consists of the interactions and relationships between the different parts of a person's microsystem. The exosystem involves links between two or more social settings in which at least one the individual does not have an active role. The macrosystems consists of the overarching patterns of micro-, meso-, and exosystems characteristics of a culture or subculture "with particular reference to the belief systems, bodies of knowledge, material resources, customs, life-styles, opportunity structures, hazards, and life course options that are embedded in each of these broader systems" (Bronfenbrenner 1993, p.40).

According to Bronfenbrenner's (1979) theory, the microsystem, mesosystem, exosystem, and macrosystems are nested around a focal individual like a set of concentric circles. A set of circles is connected by the direct and indirect social interactions of their participants. A chronosystem, the fifth dimension of this system encompasses change or consistency over the time not only in the characteristics of the person but also of the environment in which person lives. Such transition may refer to the changes over the life course in the family structure, socioeconomic status or place of residence (Bronfenbrenner 1993).

Neal and Neal (2013) redefined each of the systems discussed above based on patterns of social interaction. They find that ecological systems are better conceptualized as networked rather than nested hierarchy and highlighted the intersecting, non-nested character of ecological systems. That is, networked model views ecological systems as overlapping in complex ways and connected through direct and indirect social interactions. It shifts the focus of attention away from where individuals interact and toward how and with whom they interact.

Katz and others (2004) argue that people's behavior is best predicted by examining not their drives, attitudes, or demographic characteristics, but rather a network of relationships in which they belong. If so, then understanding the social system, communication ties, who talks to whom, or who gives information or advice to whom would help provide insight into how and why the consumers encounter their favorite brand. A consumer's social relations with other relevant actors

include of strong ties, such as family and close friends and weak ties. Weak ties play a crucial role in the flow of word-of-mouth (WOM) information across groups. The diffusion of fashions, innovations, and rumors about products as well as the formation of widely shared consumer attitudes happens in weak ties. (Brown and Reingen 1987) Such direct and indirect social interactions shape the consumer attitudes and behavior. The passing of information from person to person, known WOM phenomenon is a critical factor in consumer behavior since consumers trust it more than other sources (Hawkins and Mothersbaugh 2013; Katz and Lazarsfeld 1955). WOM phenomenon exists at the macro level such as flows of communication across groups and the micro level referring to the communication flows within dyads or small groups (Brown and Reingen, 1987). The network perspective can help explain group communication by homophily. That is, members are more likely to create communication ties with other group members who they deem to be similar (Katz et al. 2004).

Lovett, Peres and Shachar (2013) suggest that consumers spread the brand word for functional, emotional, and social, purposes. The functional driver motivates people to provide and supply information while the desire to send signals to others about one's expertise, uniqueness, or social status is the social driver. Social purposes of brand-related communication enable to extend the social identity theory that examines the relationship of the individual to the group. The social identification refers to the person perception of oneness with or belongingness to a referent social group. Brand identification concept bases on the social identity theory (Becerra and Badrinarayanan 2013). Consumers sense that a brand reflects characteristics that are central to their identity. They perceive oneness with a brand and are likely to work toward the benefit of the brand. Purchase and consumption of brands enable consumers to construct their identities; brands become part of consumers' identities. (Bergkvist and Bech-Larsen 2010). The closer the consumer and brand, the more willing the consumer is to interact, share information, and introduce friends to the brand (Duncan and Moriarty 2006). The firm bond to the brand leads the consumer to share positive word (Fetscherin et al. 2014), and thereby the consumers promote the brand influencing the purchase decisions of members of their social network. Such committed consumers may act as the unpaid spokesperson on behalf of the brand (Doss 2014). However, there is the lack of understanding in marketing literature how the network including direct and indirect social interactions influences the Millennials' encounter with their favorite brand and how they benefit their favorite brands to construct their identities? This paper aims to address the gap in the academic literature and contribute to providing Millennials' insight into sprouting the brand attachment.

### **Study Design and Data Collection**

When designing a brand relationship study, it is suggested that researchers design the study in a way that respondents can choose their favorite brand (Fetscherin et al. 2014). To attaining a deep understanding of brand experiences, consumers' stories and storytelling are central (Woodside et al. 2008). A qualitative research design was deemed the most appropriate strategy to respond to those abovementioned arguments. We considered that the narrative data fit the best into the research process. Narrative, whether oral or written, involves a retrospective meaning making. The narrator shapes, constructs and performs the self, experience, and reality. (Chase 2005) A purposive sample by international business administration undergraduate students, at the Tallinn University of Technology who attended a marketing research course during the spring semester of 2015, were approached to participate in this study. The students were assumed to represent the young consumers because they age ranges from 20 to 25. Moreover, we see those

students between 20 and 25 years old as a cohort holding similar patterns of thinking and expressing themselves when it comes to consumer-brand relationship and brand attachment.

The informants wrote introspective answers in a narrative form regarding their favorite and most preferred brand. The guidelines included the warming questions, where informants were asked to tell about themselves, their interests, important and unimportant values and how they characterized themselves as consumers. After such introduction, we reached the core question regarding the current study: “Please think about of a product or service brand that you like very much. Please talk about your first experience with that brand. How did you arrive at that brand? How was it special for you, why did it catch your attention?” The direct questions about satisfaction, loyalty and generating WOM were not asked. Such strategy for the design of questions enabled informants to construct their brand story and to outline how everything started, how things developed, and what they became (Flick 1998). Moreover, it enabled to help understand where they got impulses to become acquainted with their “favorite, most preferred and loved brand.”

The sample reflects the composition of participants the marketing research class. Twenty-eight informants (48%) resided in Finland. Six informants resided in China, six in Estonia, five in France, three in Austria, two in Russia, and two in Georgia. The rest of the informants were from Germany, Portugal, Spain, and Turkey. The sample included and 31 (53%) males and 27 (47%) females. The age of the informants ranged from 20 to 25 (mean 23, mode 22).

### **Analytic approach**

The data were analyzed manually line-by-by line (Strauss and Corbin 1998). In the initial phase of analyzing we worked out the filtering criteria that helped select the self-reflections that we included in the further analysis. First, the authors of narratives indicated a deep consumer-brand relationship, the explicit devotion to the brands and convinced us that the brands are their consumption objects. Second, they described emotionally what happened, expressed the thoughts and interpreted their lived experiences (Chase 2005). The third filtering criterion was the informant’s ability to express what meaning he/she gives to the brand. We noticed that it depended on informants’ interpretation skills, brand experience, and how deep was the consumer-brand relationship. The first stage of analysis involved all 56 self-reflections while the second stage involved 26. The aim of a qualitative study is not to reach a certain number of respondents, and the content offered almost by a half of the informants offered fascinating thoughts and interpretations. Gathering and analyzing the empirical data we took in consideration ethical issues the qualitative research (Ruth and Otnes 2006) of confidentiality, privacy, anonymity and informed consent.

### **Results - network and social interactions**

#### *Microsystem*

The study reveals that part of informants became acquainted with their brand already in childhood. They have been influenced by *family, friends, and school-mates*. They are grown up with the brand. The childhood memories often include a strong positive emotion related to the first brand experience – a feeling that has helped the first encounter to lead to a brand relationship. For instance, the colorful bottle of Fanta caught ten years old girl attention when her father put Fanta on the table while the family was having lunch on a sunny Sunday on the terrace. It was her something special and stuck to memory due to the color of the bottle and the color of the drink. A young man remembers the excitement what was hidden in the Kinder Surprise egg.

He reminds how he was happy because he received a beautiful toy that was fun to play with, as well as disappointments when the surprise toy was not one which he would have wanted to play. He thinks it was the best chocolate, but it could be possible that he thought that the chocolate tasted better than other chocolates because there was the surprise in it.

**Siblings** may have owned a brand, and that has influenced how the young consumers encountered their favorite brand. The young woman has been familiar with Nike from a very young age. Already before school age, she remembers how her older brother obsessed with Nike: *He would not wear anything else from head to toe – literally*. Another young woman recalls that her first experience with Apple was when her sister got the first iPod for her birthday approximately ten years. She was very *jealous*. Especially the fact that her big sister, the person she admired *most in the entire world*, had an Apple product made the brand seem very special and cool to her.

**The childhood friends** may have owned the desired brand. The informant told how he asked for his 8th birthday present the same gaming system as his friend had. **The parents** may act as agents influencing their children brand attachment. They can do it directly through their purchases for the child or together with the child. They can do it indirectly being brand loyal consumers and thus, may influence the later choices of the young consumer. For instance, the informant thinks that she had first clothes from Finnish brand Marimekko already when she was a baby. The first dress she remembers was a dress that she got when she was five-year-old. It was a funny dress because the design and colors were unique. She mentioned that her mother has always been a loyal customer for Marimekko.

Common to the brand attachment stories presented above is the fact that all informants emphasized that they are loyal to the brands that they encountered in their childhood up to now. It enables to analyze their stories in chronosystem. That is, to understand strong consumer-brand relationship passage through time.

### *Meso- and Exosystem*

In these systems, the consumer has a direct interaction with friends, classmates, and other participants belonging to the network, but might not have a more direct interaction with their family in encountering the brand. Millennials have been influenced by various social settings, such as schoolmates, friends and “cool trends”. The **childhood idols** may affect the brand choices and subsequent strong emotional bond with the brand. The encounter with a brand is in a way a second-hand one, first it was idol’s brand, and that matter made a brand *desirable*. The informant remembers that he watched The Open Championship on TV and saw Tiger Woods just nailed it there. He felt that Tiger Wood is the Superman, and he started to copy his style. So at first Nike wasn’t his brand, it was Tiger’s brand, and that is why he wanted it. Another informant told that the first encounter with Nike was when he was playing soccer. His favorite player at that time was Ronaldo, and he wore Nikes: *I would say Ronaldo wearing Nike soccer boots made the biggest impact in me choosing Nike as my favorite brand, and it all happened during the 1990’s*.

Owning the **cult brands** has been already desired in primary school. The informant remembers that having an Apple was *extremely cool* since similar products such as Sony’s Walkman were nothing compared to Apple’s products. She continued that at that time, the products felt as they were *out of reach* for a 10-year-old, as they were rather expensive. However, soon many of her classmates became happy owners of iPods. Several informants told that their first encounter with their favorite brand happened then when they were either in the middle school, secondary school or already after graduation. They were rather independent in terms financial situation. They had

more or less money to use and made the *purchase decisions independently*, without going to store with their parents. They compared brands, got stimuli from the environment in the form of marketing messages, and conversations with friends and relatives. One of the informants' described the first time when she recognized VANS in the classroom of the secondary school. One of her classmates wore *some fancy shoes with a remarkable design*, and she asked him where he bought these shoes. He told her that he bought them in the VANS shop. She went shopping together with a friend who wanted to buy new VANS shoes. By coincidence, she recognized that VANS also offers handbags that had been searching for a new one desperately already for some weeks. She immediately liked the design of the handbag, and so she bought it, even the price was not that cheap, about 70 Euros.

Another informant conveys how she made independently brand choice after her parents decided to buy her the mobile phone; how she started together with her older sister to go through all the advertisement from different electronic stores; and how Samsung became a clear choice for them. However, firstly their parents were a bit disappointed since Samsung wasn't Finnish brand. Nokia's headquarter was at that time located in Espoo, Finland, where they lived and the company paid its taxes to Espoo. After getting Samsung, she was satisfied and *the happiest girl*. It was important to get endorsement by schoolmates since it *meant much*. ***They appreciated the positive comments their brands*** received by schoolmates and friends. Thus, the opinions of people belonging to the Millennials' network might matter a lot in the brand choices.

### *Macrosystem*

The macrosystem comprises of broad groupings, such as society, culture, values (including environmental values), and country identity. Such choices are conscious and related to the informants' values and beliefs. For example, a young man argues that he likes to buy beautiful clothes because the physical aspect is important in business and social life for him. It is what makes that the person is credible or not. Derived from such values, the informant claims that his favorite brand is Apple.

Eco-trends may affect the social network values and through it can the consumer reach favorite brand. Environmental values can be the conscious choice of the lifestyle and through those values consumer may encounter the favorite brand. They can see the brand as a reflection of socially responsible behavior. If such young consumers want to do something good for the society, climate protection, or *for the support of the traditional agriculture and the next generations*, then their brand attachment is related to ecological brands and lifestyle. For instance, one of the informants' tells that she studies in Linz, and in the city centre is a store of the company Sonnentor selling different types of tea and spices. In her social environment, many people give the products of the brand as a present because: you don't can go wrong with this kind of present. Sustainability and biological products are important for her lifestyle, and her consumer behavior reflects it. Another informant asserts that her favorite brand is Picture Organic Clothing. The brand is created in France, Clermont Ferrand, in the city where she studied for three years. There are several aspects reflecting the informant's values, and that is why the brand has obtained a particular meaning for her: *This company sponsored a lot of different events in my city. They won once again the IPOS innovation award one week ago in Munich.*

Finnish brand Marimekko is important to the informant because it is a domestic and successful company. Another Finnish brand Iittala represents to the informant Finnish innovation, craftsmanship, and design. One story describes the *Street Food Festival* in Helsinki. This is the event providing multi-sensory stimulations through sight, sound, smell, touch, and taste. The

informant wonders and appreciates that *Finns can also produce something that is functional, authentic and liberal.*

A young man loves Turkish Airlines, because it is a Turkish company, reflecting Turkish culture since of offering Turkish coffee, Turkish delights, and Turkish music: (...) *it is as part of Turkey. When you are traveling, you feel like you are not foreign.*

The bunch of stories presented above demonstrates that young consumers take the national pride in brands specific to their country or made in their country. The brands conveying the local culture, traditions, and values influences the favorite brand choices. Such decisions can be influenced either by values and beliefs of Millennials' social network or reflect the young peoples' individual values and beliefs. Moreover, the brand choices reflecting values, beliefs and life-style enable to ***construct the consumer identity***. Whenever the informant consumes the products of the brand Sonnentor, she knows that she supports the small local farmers in Upper Austria and that she consumes *sustainable products with a good conscience*. Furthermore, she has the feeling that she can be proud of herself that she buys products from this company. The young adult who is interested in the fair trade, geopolitics, the solidarity, and social economy asserts that her favorite brand is Picture Organic Clothing. A young man who believes that beautiful clothes and the physical aspect is important in business and social life to consider is the person is credible or not prefers the cult-brand Apple.

### *Chronosystem*

This system stands for the major life transitions, environmental events and historical events that occur during person development. Adapting chronosystem in the marketing paradigm we argue that it implies those consumers, who are engaged and brand-loyal. Such young consumers are up to now loyal to their brand and they emphasized it in different contexts without direct questions about loyalty and generating WOM was not asked. For instance, the informant who encountered Fanta in 10 years old having a lunch at the terrace tells other people that Fanta is one of the most refreshing drinks she has ever had. She feels bad after going out, and she is drinking Fanta when she has a hangover. Her friends couldn't understand that, but she has often suggested also trying it: *And now all of my friends drink Fanta after going out.*

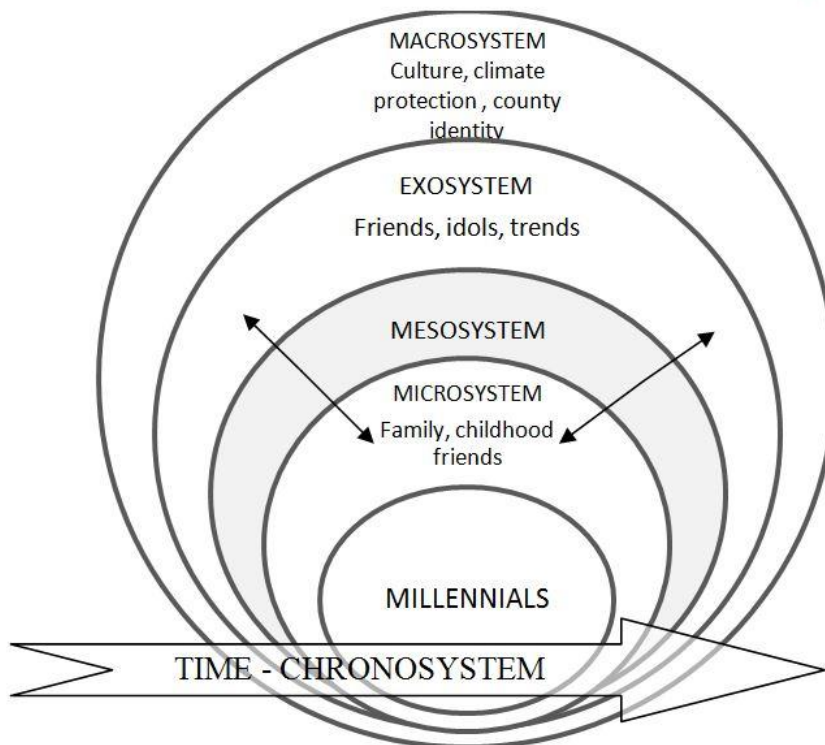
Another informant has used Samsung's phones for at least the last ten years. She emphasizes that over the years, she has *become a very loyal customer to the brand*. She has told about Samsung's phones to many of her friends and has been able *to convince few of them*.

A female who had first clothes from Finnish brand Marimekko already when she was a baby told that when she grew up, she still liked the brand. Products are expensive because of the high quality, but still worth to invest. She is sure that when she isn't a student anymore and working, she is going to buy more these products. Today she is following the brand designs on the internet and social media. The story following the similar pattern is also related to Finnish design brand Iittala. Informant's very first experience with the Iittala brand takes her back to 90's when her parents had several *Iittala pieces* at her childhood home. Her parents are very enthusiastic about the brand and are still purchasing new products to extend their collection. Three years ago she left her childhood home and moved alone. She had collected all different Iittala products such as plates, candles, and glasses. The reason why she wanted to invest money on Iitala products is because she sees them as investments. The both brand stories are ***influenced by informants' brand loyal parents***. Thus, they got the stimuli from their microsystem. These strong Finnish design brands are relatively expensive and rather not affordable for the students. Both informants see the brands as investments, and their stories can be analyzed applying the chronosystem logic.

## Conclusions and Discussion

The authors of the current study noticed that almost all of the informants remembered the first encounter with their brand in a social context. That is, they became aware of the brand through people belonging to their social circles rather than direct marketing activities, such as advertisements and campaigns. Adapting the ecological systems theory (Bronfenbrenner, 1979; Neal and Neal 2013), the authors identified the social settings from where the informants got their impulses to obtain their preferred and loved brands. The settings are tied with direct and indirect social interactions, and these ties can be strong or weak. These systems have continuing impacts the persons' development (Bronfenbrenner, 1993) as consumers. Microsystem has the long-term impact on young consumers' brand choices. That is, memorable and emotional brand experiences rooted in childhood lead to consumption in adulthood. Such consumers project their brand preferences into their earliest memories (Braun-La Tour et al. 2007; Riivits-Arkonsuo et al. 2014).

Figure 1 adapts the ecological systems theory and depicts the social systems with strong and weak ties from where the Millennials get the impulses to pick up their “favorite, most preferred and loved brand”.



**Figure 1** Millennials and triggers their brand attachment in the ecological systems context, adapted from Bronfenbrenner (1979); Neal and Neal (2013). Complemented by the authors

In the inner circle, the family and childhood friends shape a microsystem where the young consumer has direct interaction with parents, grandparents, sisters and brothers. The first encounter with the brand or brand choice can be affected by this microsystem. It means that



brand attachment is rooted in childhood and related to strong positive memories. Such informants are up to now loyal to their brand, and they do not forget to emphasize it in different contexts. They spread positive WOM dealing so as the brand ambassadors. In the next circles (meso- and exosystem) has the consumer direct interaction with the friends, classmates, and other participants belonging to the network but may not have more direct interaction with family what comes to the first encounter with the brand and brand choice.

The mesosystem consists of the interactions and relationships between the different parts of a person's micro- and exosystems (marked with two directions arrows in figure 1). The exosystem involves links between two or more social networks. The opinion of people belonging to the network may matter a lot. Those whose brand choice influenced by people belonging to their network are not too emotional in their expressions compared to them whose brand choice roots lie in childhood. Often they follow the trends and the opinion of the network matters a lot. Since the brand may reflect their values, then they are loyal.

The fourth, macrosystem that is nested around a consumer involves society, culture, values (including environmental values), and country identity. Such choices are conscious and related to the informants' values and beliefs. Their value system is well-established. They may see the brand as an investment or reflecting socially responsible behavior. They follow the brands in social media, and they may create the content by blogging.

Long-term brand relationships manifest themselves in chronosystem. This system enables to explain the consumer-brand relationship passage through time. Such passage can be interpreted as loyalty for a brand.

The traditional view of ecological systems depicts the settings concentrically arranged in a nested configuration. Neal and Neal (2013) conceptualized the ecological systems as networked, shifting the focus of attention away from where individuals interact toward how and with whom they interact. We agree that in the context of consumer behavior can be systems conceptualized better as networked likewise. Millennials use their online and offline networks to promote and evangelize their favorite brands. Such consumers become brand value co-creators, feeling the need to speak about "their" brand to the people belonging to the networks and share the experience on social media channels. They are the volunteer brand marketers, dealing on the behalf of the brand. That is, they get impulses to pick up the brand from their social circles. After they identify the brand as they may begin spreading the positive word, involving the potentially devoted consumers in their network.

The attachment to the brand is influenced by the "cool trends" in the Millennials social network. The opinion of the people belonging to the network may matter a lot. It was not surprising that several brand stories were related to Apple being the object of the brand cult (Belk and Tumbat 2005). According to the brand identification theory, the brands enabled them to construct their identities (Batra et al. 2012; Becerra and Badrinarayanan 2013). Moreover, the brand choices reflecting values, beliefs and life-style enable to construct the consumer identity. For instance, if young consumers want to do something good for the society and climate protection, then their brand attachment is related to ecological brands and lifestyle. They may see the brand as an investment or a reflection of socially responsible behavior. If they are proud of the domestic brands, then their beloved brands are successful locally or globally.

### **Theoretical and managerial implications**

The study makes contributions to brand attachment and consumer-brand relationship literature. We explored the forming consumer-brand relationships in a novel ecological context.

We brought together the Millennials brand attachment research and approach to studying human development throughout the life course in the environment in which consumers live.

Adapting the ecological systems theory to marketing practice and set the target group to this system enables managers more understand consumers' relationships with their appreciated brands. The young people cohort in age between 20 and 25 on which the current study is focused will be making purchase decisions tomorrow. Brand-related experiences undergone in the childhood are remembered ten years after interacting with the brand and still influence current preferences. Such long-term effects cannot be highlighted in general advertising, marketing communication or the average sales campaign. These young consumers are up to now loyal to their brand, and they don't forget to emphasize it in different contexts. The Millennials' parents may act as agents influencing their children brand attachment. They can do it indirectly being brand loyal consumers. That is, besides direct marketing communications, it is possible to reach in young consumer groups indirectly. Even though some brands may be a bit too grown-up for young consumers, the parents' loyalty can influence the later choices of the Millennials.

Moreover, social settings including strong and weak communication ties, social identification, values, and beliefs influence not only Millennials' brand attachment but likewise other consumer cohorts, such as Generation X and Baby-boomer. Thus, viewing the target groups in their social settings and systems offers marketers opportunities to planning the marketing campaigns and build up solid consumer-brand relationships.

### **Limitations and further research**

The current study has its limitations that suggest opportunities for further research. One of the categories that emerged from study data was "cool trends". This study emphasized that such trends influence the Millennials brand-attachment. Though, current paper does not answer in which social settings the emerging trends are accepted and where such are ignored. It would be interesting to explore interactions between micro-, meso-, exo-, macrosystems and how the trends emerge, are adapted and will be forgotten.

The study was conducted with a sample of university business students studying abroad. They came from different cultures, and they convey their brand stories in English, not in their native language. Good communication skill in fluent English and willingness to self-reflection was the stories selection criteria. Otherwise, we couldn't gather and analyze a rich qualitative data. Therefore, we lost the stories of students coming from the emerging economies and Oriental cultures and the data is biased towards Finnish, Germany, and France speaking young consumers brand experiences. Thus, this study provides insight into Millennials in economies of well-being. Researchers could examine the consumers belonging different cultures and generations in the ecological systems context. As sample size in various cultures increases, more understanding of the complex nuances the social settings and their impacts to brand-attachment come to light.

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