

## **CRAZY LITTLE THING CALLED LOVE: A CONSUMER-RETAILER RELATIONSHIP**

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### **ABSTRACT**

Consumers frequently use the word love to describe their feelings about objects, possessions, brands, and activities. Academic literature has explored various consumer relationships with brands and objects; however, enduring emotions towards a specific retailer have not been explored. This study extends previous findings to qualitatively examine consumer-retailer love and its relationship with a consumer's self-concept and identity development. Nostalgia and comfort with the retailer are two of the main factors that lead to retailer love. Informants find congruity between their own self-concept and the loved-retailer's personality. Consumers believe that the retailer they love can help them achieve their aspirations. This consumer-retailer love should lead to profitability for the retailer and improved self-concept for the consumer.

References Available on Request.