

Masstige Marketing: An Analysis On Exploring The Experiences Of Masstige Purchase Behaviour Among Diverse Groups

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ABSTRACT:

The conceptual model proposed in this study tracks how consumers' views of luxury value, perceived brand equity, and high-quality consciousness influence their propensity to buy masstige brands. It also examines the moderating effect of generational cohort membership. We employed a quantitative survey-based study approach, focusing on a specific masstige brand and product category—consumer electronics—to investigate the link between factors of interest. Using a snowball sampling method, the online survey form was created on the Google podium and sent to Bengaluru urban people. We ultimately got 182 useful answers. To test the suggested conceptual model, we employed multigroup analysis and structural equation modeling. According to our research, perceived brand equity is the second most important indicator of consumers' intentions to purchase a masstige brand, behind quality consciousness. Furthermore, our findings suggest that generational variations influence the associations between the reliant on variable (goal to acquisition a masstige brand) and the autonomous factors (quality consciousness, consumer-based brand

equity and total luxury value). The current study advances the theoretical concept of group cohort theory in relation to masstige feasting and broadens our knowledge of masstige feasting.

KEYWORDS: Masstige brands, Brand equity, Generation, Luxury.

INTRODUCTION:

The idea of luxury has significantly changed as a result of the rise of rising middle-class people who aspire to live like the wealthier classes. The higher classes are no longer the only ones who can afford luxury; middle-class people all around the world are adopting "new luxury" or "affordable luxury" instead. Because of these Masstige brands are a new class of luxury brands that have formed as a result of developments in the premium consumer market. societal prestige or societal prestige are other common terms used to describe the concept of masstige. It refers to a "phenomena wherein high-end goods are sold to the general public while maintaining their prestige".

(Vigneron & Johnson, 2004) Masstige brands, which are situated at the "junction of mass consumption and exclusivity" enable consumers to purchase prestige products at reasonable costs. Compared to middle-range companies, masstige brands are far more similar to classic luxury brands in terms of status. They are, nevertheless, significantly more affordable than typical luxury labels when it comes to brands that are sold in the middle price range. (Dima & Vasilache, 2013) assert that masstige brands are: (1) accessible to a wide audience; (2) distinguished; (3) not uncommon; (4) of superior quality; and (5) reasonably priced, as opposed to pricey like traditional luxury brands. ((Sweeney, Soutar, & Johnson, 1999) As with Starbucks and Victoria's Secret, prestige brands can either originate as 'born masstige' brands or as a result of classic premium companies like Channel and Hugo Boss extending below. In 1993, Keller, K.L. clarifies all of these businesses have one thing in common: they employ the masstige marketing

approach, which aims to build mass prestige by carefully balancing location, promotion, and product.

Expanding the product line and attracting new consumer categories are two essential elements in growing earnings, and masstige marketing offers these avenues. As a result, masstige marketing research is booming. But even with this enormous surge in masstige research, more work is still required to create and combine a solid theoretical framework covering a range of masstige marketing-related topics. Moreover, developed European economies have paid more attention to masstige brand research than developing or emerging markets.

Studying the socio-psychological triggers of mass-market brand consumption in a developing Bengaluru urban market is crucial because the results of research done in industrialized economies might exist or not be applicable to emerging economies. Lastly, the paucity of research examined the causes of masstige purchase intentions across generations. Therefore, the goal of this research is to determine whether customer intention to buy a masstige brand and its antecedents are influenced by generational differences.

OBJECTIVE:

To investigating how customers' views of luxury value, perceived brand equity, and high-quality consciousness affect their propensity to buy masstige brands

LITERATURE REVIEW:

Past studies on "masstige" (also known as "prestige for the masses") or "affordable luxury" can be categorized into three areas: (1) masstige conceptualization (2) consumer perception of masstige brands and (3) ties between consumers and brands in masstige. (Baber, Kaurav, Upadhyay, & Baber, 2020) In the first study stream, which focuses on the definition of "masstige," "affordable luxury," or "luxury for masses," academics have developed scales to operationalize and quantify the value of masstige companies, as well as to define "affordable luxuries." Masstige Mean Score Scale (MMSS).

(Christodoulides, Cadogan, & Veloutsou, 2015) The motivation and value that consumers gain from masstige brands are examined in the second research stream. The corpus indicates that consumers' propensity to engage in masstige consumption is influenced differently by several aspects of the perceived value of masstige brands. For example, it was discovered that masstige consumption is significantly influenced by the values of utilitarian, experiential, and symbolic consumption in the context of fashion companies. According to (Das & Jebarajakirthy, 2022) vanity value and functional value are important factors in consumer electronics masstige brand consumption. The consumer-brand connection hypothesis serves as the foundation for the third study stream, which explores topics including brand evangelism, brand love, brand happiness, and brand loyalty.

When the word "brand equity" was first used in the 1980s, it had a strong connection to financial matters. A brand's equity is determined by the incremental cash flows and asset values that it has amassed. But in the 1990s, brand equity becomes an even more valuable intangible asset for a business, one that managers should continue to focus on optimizing and improving. (Eastman & Liu, 2012) in light of these presumptions, brand equity is a multifaceted, customer-centered idea. "The assets and liabilities associated with a particular brand, such as its identity, knowledge, and associations" is how one would define consumer-based brand equity. (Fornell & Larcker, 1981) We chose to use Yoo's one-dimensional definition of consumer-based brand equity in this study, despite the fact that it is frequently thought of as a multidimensional phenomenon. All things considered, Yoo and define consumers' varying total." A study by preferred the one-dimensional to the multidimensional conception of consumer-based brand equity because of issues with Aaker's brand equity model's discriminant validity.

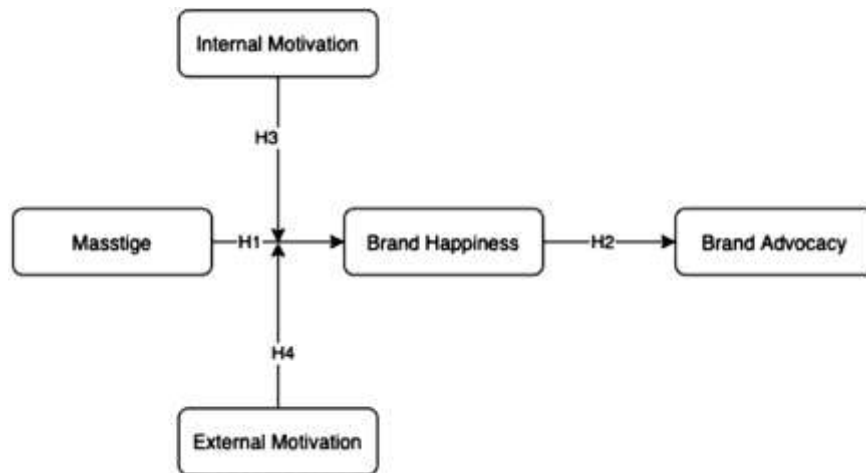
Social System:

a group of related entities working together to resolve a crisis and achieve shared objectives. A new idea can only be beneficial if it becomes a part of the societal structure.

When people fail to acknowledge it, an innovation fades from existence.

Customer Commitment Model- The ability to force someone to do something that is important for one or more reasons. Engagement is therefore distinct from exchange-based engagement. Goals are related to the types of motivation and attitudes that influence behavior, even in the absence of intrinsic motivation or a positive outlook. Desire-based add-ons to the organization are referred to as affective add-ons (Employees are drawn to the company because they feel compelled to) Employees believe they should hold cost-based relationships with the association in order to be employed; this is known as going concern (i.e., Workers remain with companies because they need them.). Finally, bonds based on duties organization are referred to as normative liability.

CONCEPTUAL MODEL



THEORY OF PLANNED BEHAVIOR:

The idea of set conduct is an extension of the idea of intended action, which was established crucially by the early models and limits the range of behaviors over which people have little volitional control. The goal of the person is to play away assured behavior, according to the first theory of imagined doings, which is a key element in the hypothesis of arranged manner. Expectations are made in order to identify the persuasive factors that compel people to

behave in a certain way. These factors demonstrate the amount of effort people are willing to put forth and the amount of labor they can do to carry out the desired behavior. Undoubtedly, the more ingrained the expectation of engaging in a particular behavior, the more likely it is to be presented in that way. It is imperative to clarify that even while a behavior goal can follow a style of expression, it can only do so if the method in question is voluntary.

THEORY OF RECENT BEHAVIOUR:

Human behavior is determined by a variety of considerations, including convictions regarding the reasonableness of the behavior, convictions regarding the governing presumptions for other individuals (regularizing convictions), and convictions regarding the existence of elements that have the ability to support or obstruct the behavior (control convictions).

Convictions related to behavior result in a positive or menacing mindset that is similar to how one should behave; convictions related to standardizing lead to an apparent pervasive The perspective of conduct control directs the influence of attitude toward the manner in which one behaves as well as emotional standards on expectations.

METHODOLOGY:

Strong brand equity has been linked to a number of good customer outcomes, including favorable views about a brand, the desire to buy a brand, and the readiness to pay higher costs, according to prior research cited by the authors of this study. The Google platform was used to create the online survey questionnaire, which was then given to Bengaluru urban residents. The following theory is put out in light of the ongoing literature review:

H1: The intention to buy a masstige brand is absolutely correlated with the brand's total consumer-based brand equity.

H2: Customers that value quality are more likely to buy a masstige brand.

H3: The intention of regulars to acquire a masstige brand is positively correlated with the brand's total luxury value.

Table 1: Outline of the respondents

Variable	%
Gender : Male	98
Female	84
Age: 21-25	22
26-30	43
31-35	48
36-40	40
41& above	29
Monthly Income:	
Rs 15,000 -25,000	42
Rs 25,001-50,000	86
Rs 50,001 & above	54

Table 2: Rationality of paradigms

Reliability	CR	AVE
High-quality consciousness	0.920	0.625
Overall Luxury Value (OLV)	0.958	0.910
Purchase Intention (PI)	0.993	0.972
Overall customer-based brand equity	0.927	0.765

Results show that the model fits the data satisfactorily when compared to the values proposed in the previous discussion. It was decided that testing the proposed pathways was appropriate. The findings support H1 by demonstrating a significant direct positive relationship between intention to purchase (PI) and a masstige brand's overall brand equity (OCBBE). This result supports the broader claim that purchase intention in various consumption contexts, including luxury consumption, is ultimately influenced by consumer-based brand equity.

LIMITATIONS:

There are obstacles to every investigation. The survey was conducted with customers in Bengaluru, an Indian urban

area. If a comprehensive overview had been led, there would have been diversity in the results. The evidence set is limited to a single, well known masstige brand, to start. The second issue has to do with the dimensionality of the important variables that were employed in this research to determine whether consumers intended to buy a masstige brand. Future research that catches various aspects It is good to see luxury value perceptions and masstige brand equity together. are multifaceted structures. Because of the previously mentioned explanation, conjecture regarding the Indian Bengaluru urban market is a little bit inadequate.

CONCLUSION:

There is currently a deficiency in a thorough theoretical framework that explains masstige brand purchase intentions are influenced by perfectionism and high-quality consciousness. Initially, the data set is limited to a single reputable masstige brand of sturdy electronics. Although it is theoretically possible to apply the findings and conclusions to other masstige brands, care should be used when extrapolating the findings to different situations. The primary finding of this study is that consumers' intentions to purchase a masstige brand are most significantly predicted by quality consciousness, with perceived brand equity coming in second. Nonetheless, a consumer's intention to buy a masstige brand is not greatly impacted by their judgments of the brand's luxury value. Our study's second finding is that generational variations influence the interactions between the dependent variable (intention to purchase a masstige brand) and the independent factors (quality consciousness, consumer-based brand equity, and total luxury value). Therefore, it will be helpful to do more research with different product/service brands in order to validate the results of this study. The second issue has to do with the dimensionality of the important variables that were employed in this research to determine whether or not consumers intended to buy a masstige brand.

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