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Article:	Linking Masstige Marketing with Masstige Value: A Study of Customers' Views from an Emerging Market of Pakistan
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ABSTRACT

Masstige has become integral concept for luxury sector. Studies on this theme are scant, particularly in the masstige sector. This study aims to understand the role of consumer behavior attributes measured through Consumer Attitude (CA) and Consumer Hedonic Motivation (CHM) by examining the relationships between Masstige Marketing (MM) and Brand Prestige Value (BPV). Data was collected from 500 Apple's MacBook consumers through questionnaire and model was analyzed using partial least squares - structural equation modeling (PLS-SEM) approach. The obtained data was evaluated using SmartPLS software. Results showed that there is a positive relationship between MM and BPV and the link between MM and BPV was partially mediated by CA and CHM. From a practical point, the relationship between masstige marketing and consumer behavior attributes provides a clue on how masstige brands can enhance prestige value of the brands for the masses. Current study contributes to the literature by providing a theoretical framework and empirical evidences for predicting and explaining masstige brands consumers' behavior. From managerial aspect, current study identified critical components that are mandatory to enhance brand prestige value and discussed the implications of predictive elements on developing masstige marketing strategies that increase consumer's positive behavior towards the masstige brands.

Keywords: masstige marketing, consumer behavior attributes, consumer attitude, consumer hedonic motivation, brand prestige value.

1. Introduction

The luxury aspirations and increase in disposable income of the middle-income class consumers has led to the origination of new luxury genre, known as masstige luxury (Das, Saha, Jebarajakirthy, Kalai, & Debnath, 2022). Despite international and local recessions, the luxury brands' demand has been growing gradually worldwide since 1995 (Kapferer & Michaut, 2016), at annually growth rate approximated between 10% to 15% (Fionda & Moore, 2009). The laptop sector in Pakistan generating the revenues amounts to US\$0.84 million in 2022 which is expected to grow annually by 5.33% as compared to China, the most revenue generation country in this segment with amounts to US\$23,070 million (Statista, 2022). Masstige marketing starts from the concept of luxury brands (Kumar, Paul, & Unnithan, 2020) and could be attractive for the brands to reach a wider market (Suzuki & Kanno, 2022), as masstige brands' strategy particularly centers on expansion of market share (Robertson, Botha, Ferreira, & Pitt, 2022). Masstige is a marketing phenomenon in which luxury goods are marketed to mass consumers through creating mass-prestige and maintaining the price constant and affordable (Kumar et al., 2020; Singh, 2022a) through downward and upward brand extension (Bilro, Loureiro, & dos Santos, 2022; Singh, 2022a; Suzuki & Kanno, 2022). Since late 20th century, an exclusive revolution has took place in the luxury sector due to rise in the emerging markets and globalization that led to growing middle-income class with copious disposable income (Balabanis & Stathopoulou, 2021). Accordingly, several luxury brands have altered their marketing strategies by developing product offerings which have led to inaccessible brands making available for the masses (Shukla, Rosendo-Rios, & Khalifa, 2022), as mass propagation of luxury entails that luxury is no longer regarding rarity or exclusivity rather the desire to have and enjoy something makes its attainment and expressing worthy for those who seek it (Lim, Aggarwal, & Dandotiya, 2022), due to the rapidly rise in middle-income class worldwide, specifically in the developing markets (Shan, Lu, & Cui, 2022).

Studies conducted previously regarding the newly introduced concept 'masstige' but in different context. Initially, the term masstige was brought into the research mainstream by Silverstein and Fiske (2003). Further, Paul (2015) redefined masstige in relationship with marketing mix theory and developed masstige mean score scale (MMSS). Paul (2018) presented a new theoretical model focusing on product, promotion and place strategy by keeping the price constant. Kumar and Paul (2018) measured the mass prestige value by using MMSS. Kumar et al. (2020) elaborated shifting of luxury marketing to masstige marketing and grounding of masstige value in product, promotion and place; but not price. Dhaliwal, Singh and Paul (2020) conducted the research in various sectors context and investigated the masstige value of contending brands to evaluate their success or failure. Kumar, Paul and Starčević (2021) investigated theory of consumer's happiness grounded under the masstige tenets. Das, Saha and Balaji (2022) examined the differential effects of consumers' needs for distinctiveness dimensions to consumers inspirations and purchase intention towards masstige brands. Das, Saha and Roy (2022) evaluated impact of masstige drivers on masstige engagement in masstige brands context by maintaining premium feelings at an affordable price. Bilro et al. (2022) explored whether masstige campaigns provides luxury and exclusiveness to the mass consumers and role of attitude and sentiments towards fashion brands. Purohit and Radia (2022) advanced the masstige marketing theory by conceptualizing the masstige brands buying behavior.

Considering the dearth of studies on masstige marketing and branding (Bilro et al., 2022; Das et al., 2022a; Suzuki & Kanno, 2022), brand prestige value in diverse markets (Jhamb, Aggarwal, Mittal, & Paul, 2020), studies grounded in masstige theory (Dhaliwal et al., 2020), behavioral intentions for the masstige brands (Purohit & Radia, 2022), analysis of consumer motives behind masstige consumption (Das et al., 2022a), and influence of masstige marketing on consumer attitude (Bilro et al., 2022; Kim, Lloyd, Adebeshin, & Kang, 2019;

Paul, 2019), researchers called for more studies on the construct ‘masstige’. While literature review to the best of researcher knowledge, concept of masstige has not been explored yet in Pakistan having the 18th largest middleclass consumers market worldwide, hence masstige marketing strategies are not in practice by the marketing managers and consumers are not aware about the masstige products. Consequently consumers cannot achieve happiness and enjoy social status by masstige products consumption, as today consumers use products and services not only for the functional value but also for their happiness (Kumar et al., 2021; Wang, Yuan, Luo, & Liu, 2022).

The objectives of the current study are manifold as it aims to, (a) empirically investigate the influence of MM, CA, CHM and BPV in a single model, (b) examine the mediating role of consumer behavior attributes (CA and CHM) in enhancement of BPV and (c) introduced the concept of masstige in context of Pakistan and extends the masstige literature by addressing the geographic coverage as highlighted in Masstige Tree (Kumar et al., 2020).

2. Conceptual background and hypotheses development

2.1. Theoretical orientation for the study

Relationship between studied variables was examined under Masstige Theory (Paul, 2015, 2018, 2019) and Behavioral Learning Theory (Rothschild & Gaidis, 1981) due to strong connections as masstige is related to prestige, social status, and behavioral learning theory deals with organizing and structuring marketing activities as consumer behavior based on individuals’ needs and marketing managers are best able to manage the consumers needs. Researchers have encouraged to explore masstige through various theoretical perspectives such as masstige theory (Shahid, Islam, Farooqi, & Thomas, 2021). Masstige is centered on the idea of achieving self prestige through masstige marketing (Paul, 2015), and behavioral learning is about to manage the marketing activities for the success of masstige marketing.

2.2. Masstige marketing

The concept ‘masstige’ refers to mass consumption of the luxury products, combination of the term ‘mass’ referring to mass accessibility and ‘prestige’ referring to representing luxury via premium prices (Wang et al., 2022). Masstige marketing is a fundamental part of the branding literature (Kumar et al., 2020), in the prospect that it evaluates how products can be branded amongst middle-income class customers grounded on associated brand prestige (Das et al., 2022a) and a strong tool to create prestige value towards the brands (Kumar et al., 2020). Similarly, masstige campaigns consist of broadening product offerings, taking opportunities of masstige marketing strategies and maintaining consumers’ attitude towards the brands (Bilro et al., 2022). Studies have revealed that consumer behavior towards consumption of prestigious products is mainly driven by consumers’ attitude to express their social status (Bian & Forsythe, 2012) due to superior product quality (Wang & Qiao, 2020), as prestige is coupled to the brands characteristics (Chu, Liu, & Shi, 2015) like hedonic value of the brands which includes status and prestige (Robertson et al., 2022). To fully understand the concept of masstige marketing, following hypotheses were formulated:

H1: Masstige marketing has significant positive effect on brand prestige value.

H2: Masstige marketing has significant positive effect on consumer attitude.

H3: Masstige marketing has significant positive effect on consumer hedonic motivation.

2.3. The mediating role of consumer attitude

Fishbein and Ajzen (1975) explicate attitude as “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object”. In marketing, behavior-related components of a consumer reflect his attitude toward purchase of a specific brand or product (Jhamb et al., 2020). Consumer attitude toward prestigious brands is a vital concept in the marketing literature (Casidy, Nuryana, & Hati, 2015), referred as the general impression of individuals toward a brand (De Silva, Seeley, Ongsakul, & Ahmed, 2020) and

an individual with positive attitude towards a brand will be positively indulged in consumer behavior and vice versa (Jain, 2022). Hence, efficient marketing strategy may help consumers to transform their attitude and perception towards the luxury products (Jhamb et al., 2020), as masstige marketing strategy may be assumed as a strong tool for the brands who intend to expand their consumers and become competitive in this traditional segment (Bilro et al., 2022). Evident from previous literature, praise and admiration from other peoples motivate the middle-income class consumers toward purchase and consumption of prestige brands (Baek, Kim, & Yu, 2010), these prestige seeking individuals look for diverse benefits from prestigious brands (Singh, 2022a) like high quality life (Balabanis & Stathopoulou, 2021), distinctiveness and overall brand quality (Hanaysha & Pech, 2018), sophistication, brand image and brand prestige (Paul, 2018), high level of social status (Hwang & Hyun, 2012), and enhancement of consumers' pride by supplying brand prestige (Kang, Koo, Han, & Yoo, 2022). To investigate the role of consumer attitude in masstige concept, following hypotheses were formulated:

H4: Consumer attitude has significant positive effect on brand prestige value.

H6: Consumer attitude mediates the relationship between masstige marketing and brand prestige value.

2.4. The mediating role of consumer hedonic motivation

Motivation is a force of prompting action (Kim & Ritchie, 2012), the strength in a person which gives direction, power and maintains the behavior (Sunardi & Putra, 2020). Consumer motivation primarily divided into hedonic and utilitarian (Rajan, 2020), hedonic motivation deals with individual's desire to fulfill psychological needs, satisfaction and prestige (Widagdo & Roz, 2021), whereas utilitarian motivation values for its functional attributes. Hedonic motivation is based on individuals psychological needs (Indrawati, Ramantoko, Widarmanti, Aziz, & Khan, 2022), like adventure, gratification, value, social, ideal (Rajan, 2020), instant enjoyment (Vujić & Szabo, 2022), comfort, luxury, pleasure, curiosity, entertainment and self expression (Indrawati et al., 2022), and fun or pleasure (Kim & Lee, 2022). According to masstige perspective, motivation is identified as key aspect of consumer behavior (Wang & Qiao, 2020) and status consumption has been highlighted as the primary motive behind the attainment of luxury goods (Pino, Amatulli, Peluso, Natarajan, & Guido, 2019). Individuals deem the brands to be prestigious when the brands have distinct traits, overall high quality, scarce and offer hedonic value (Ahn, Kim, & Hyun, 2015). Traditional aspects of luxury typically highlight quality, uniqueness and higher social status as the consumer purchasing motives, other includes perfectionism and hedonism (Han & Kim, 2020). To explore the impact of consumer hedonic motivation in masstige phenomena, following hypotheses were formulated:

H5: Consumer hedonic motivation has significant positive effect on brand prestige value.

H7: Consumer hedonic motivation mediates the relationship between masstige marketing and brand prestige value.

2.5. Brand prestige value

The desire for prestige is one of the cardinal forces that drive humans. Brand prestige pertains to the comparatively high brand positioning (Steenkamp et al., 2003), and associated with luxury products or brands (Han, Chen, & Lee, 2021; Lo & Yeung, 2020), thus both mass market and luxury brands take vantage of the quotient prestige for the mass consumers as a marketing prospect (Das, Jebarajakirthy, & Sivapalan, 2022). Kumar et al. (2020) referred brand prestige as masstige due to shift of luxury from 'rareness' to 'mass-market' and willingness to increase 'prestige' by expending relatively less directs to mass-prestige. Similarly, brand positioning strategy combines prestige with affordable price premiums to attract middle-income class individuals (Paul, 2019). These prestige seeking individuals look for tangible and intangible benefits from prestigious brands (Singh, 2022a). Since individuals

have become more interested towards prestigious brands, has resulted considerable growth in prestige brands' markets. The prestigious brands' market has grown promptly as individuals have become more concerning their social status and self-esteem (Hanaysha & Pech, 2018). Similarly, consumers prefer the prestigious brands because brand prestige interprets high status product positioning, otherwise individuals will not desire to own it (Kim & Petitjean, 2021). If prestige is conceived successful and well known by the customers, it can increase their pride in their peer groups by providing good brand prestige (Kang et al., 2022), thus the formulation of brand prestige and its associated perceived values is critical for luxury consumption motivation (Lo & Yeung, 2020).

2.6. Conceptual model

In behavioral research, analytical techniques and SEM models are still dominant due to maturity and strong explicatory power in anticipating human behaviors (Teng, Khong, & Goh, 2015). Masstige theory extends an appropriate reference point for the theoretical underpinning and developing study's research model. Drawing on the above discussion and extant literature, we developed the conceptual model for current study as depicted in Fig.1.

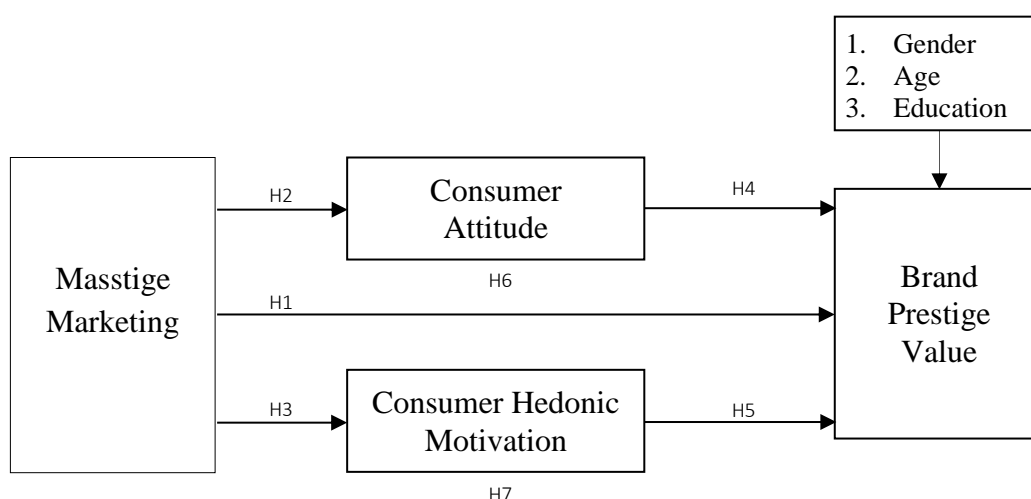


Figure.1: Conceptual Model

3. Materials and Methods

3.1. Sample and data collection

A self-administered Google survey was shared among Pakistani Apple's MacBook consumers through diverse digital media channels by targeting middle-income class consumer. The survey questionnaire consists of three parts. Part-1 comprises of a note elaborating the objective of the survey, seeking for consumers' consent and to ensure the responses' anonymity. Part-2 comprises of questions regarding respondents' demographic profile. Finally, Part-3 comprises of 19 items related to the study's constructs.

The data was collected using purposive sampling technique to reach the appropriate respondents. Middle-income class consumers were approached since masstige brands mostly target this burgeoning consumers segment (Das et al., 2022a), as for the prestigious mass brands, utmost respondents sought for the collection of data proposed in existent literature were middle-income class customers (Singh, 2022b). While income level groups categorization, middle-income class is one of the most substantial term used in social sciences (Durr-e-Nayab, 2011), and refers to the segment of the society between the working and upper class. To qualify respondents as middle-income class, current household monthly income was considered between Rs 50,000 to 1,00,000 for middle-income class consumers (Adil, 2017; Subohi, 2006). Tab.1 demonstrates the demographic profile of the sample.

3.2. Common method variance

As the measurement and data of all constructs analyzed in this study was collected from same respondents, there might be a peril of common method variance (CMV) (Podsakoff, MacKenzie, & Podsakoff, 2012). To find out the exact source of method bias is complex, hence we applied two statistical techniques to evaluate method variance issues. First, Harman (Harman, 1976) single factor test was applied on all items of measured constructs (Homburg, Müller, & Klarmann, 2011; Podsakoff et al., 2003). With the un-rotated factor solution, the single factor accounted for 48.84% of variance, demonstrating no significant common method variance in the data (Kock, Berbekova, & Assaf, 2021; Nazir & Islam, 2020). Secondly, we employed the common latent factor (CLF) analysis by comparing regression weights of the variables with and without CLF (Magnoni, Valette-Florence, & De Barnier, 2021). The variation in the regression weights were accounted to be relatively low i.e. less than 3.3, thus issues of pathological collinearity and common method bias were not reported (Kock, 2015).

Table 1

Sample Demographics (n = 500)

Content	Category	Code	Frequency	Percent
Gender	Male	1	306	61%
	Female	2	194	39%
Age	21 to 30 years	1	204	41%
	31 to 40 years	2	191	38%
	Above 40 years	3	105	21%
Education	Bachelor	1	242	48%
	Master	2	202	41%
	M.Phil & above	3	56	11%

3.3. Measures

All variables were measured through well established pre-existent scales consisting of 19 items by making few amendments to fit the wording to the study's context. The items were measured on a 5-Point Likert Scale. Measurement scale and corresponding sources are depicted in Tab.2.

4. Data analysis and results

Anderson and Gerbing (1988) presented a two-step approach for examining the structural equation model. The first step calculates the measurement model (CFA) appropriateness, and the second step consist development of structural equation model (SEM) and its evaluation. These steps are reliable indicants of the measures that interdict the interaction between the measurement model and structural model (Shahid & Paul, 2021). The hypotheses as shown in conceptual model (Fig.1) were analyzed with PLS-SEM by using SmartPLS v. 3.0 (Nabi, Liu, & Hasan, 2022; Ringle & Sarstedt, 2016). The PLS-SEM technique has become increasingly popular in a variety of businesses and organizational researches (Legate, Hair Jr, Chretien, & Risher, 2021) and now commonly applied in many social science disciplines including marketing (Hair & Alamer, 2022; Hair Jr, Hult, Ringle, & Sarstedt, 2021).

4.1. Measurement model, reliability and validity

Model fit was evaluated for confirmatory factor analysis (CFA) to validate the measurement (Dash & Paul, 2021), as SEM validates CFA to assess the measurement model (Hair Jr, Howard, & Nitzl, 2020). Before conducting CFA, normality of each scale of the current study was evaluated. Values of skewness and kurtosis were within the -2 and +2 acceptable range (Tabachnick & Fidell, 2007). To measure the model for internal consistency and composite reliability, the psychometric values of the instruments were analyzed (Cronbach's alpha, convergent and discriminant validity). Standardized item loadings, CR, and

Cronbach's alpha values (see Tab.2) exceeded the recommended threshold values of 0.7 and average variance extracted (AVE) was above its cutoff values of 0.5, validating that all study's constructs are expressed through their own items (Hair Jr et al., 2021; Shi & Maydeu-Olivares, 2020). Then, discriminant validity describes, how constructs differ statistically (Campbell & Fiske, 1959), the results (see correlation Tab.3) depict that for every construct, the square root of AVE was observed higher than the shared variance between the latent variables, thus reflects good discriminant validity for the scales (Boudreau, Gefen, & Straub, 2001; Fornell & Larcker, 1981). Then discriminant validity was assessed using the Heterotrait-Monotrait (HTMT) ratio (Henseler, Ringle, & Sarstedt, 2015), the results showed that none of the ratios were above the threshold of 0.85 (see Tab.4), thus validating good evidence of discriminant validity.

Table 2**Construct Reliability and Validity**

Constructs/items	Loadings	Source
A. Masstige Marketing ($\alpha = 0.973$; $CR = 0.976$; $AVE = 0.802$)		
1. I like this brand.	0.866	Kumar and Paul (2018)
2. I feel, I like to buy this brand because of mass prestige.	0.899	
3. I tend to pay high price for this brand for maintaining my status in society.	0.892	
4. I consider this brand as a top of mind brand in my country.	0.903	
5. I would like to recommend this brand to friends and relatives.	0.920	
6. Nothing is more exciting than this brand.	0.860	
7. I believe this brand is known for high quality.	0.887	
8. I believe this brand is of international standard.	0.899	
9. I love to buy this brand regardless of the price.	0.905	
10. I believe that people in my country consider this brand as a synonym for prestige.	0.923	
B. Consumer Attitude ($\alpha = 0.873$; $CR = 0.922$; $AVE = 0.798$)		
1. I think use of this brand is good idea.	0.920	Shin (2007)
2. I think use of this brand is beneficial to me.	0.864	
3. I have positive perception about using this brand.	0.895	
C. Consumer Hedonic Motivation ($\alpha = 0.894$; $CR = 0.934$; $AVE = 0.825$)		
1. Using this brand is fun.	0.905	Venkatesh et al. (2012)
2. Using this brand is enjoyable.	0.911	
3. Using this brand is very entertaining.	0.909	
D. Brand Prestige Value ($\alpha = 0.897$; $CR = 0.936$; $AVE = 0.830$)		
1. This brand is very prestigious.	0.899	Hwang and Hyun (2012)
2. This brand has high status.	0.936	
3. This brand is very upscale.	0.897	

Note: CR = Composite Reliability; AVE = Average Variance Extracted

Table 3**Fornell-Larcker Criterion**

Construct	Mean	SD	MM	CA	CHM	BPV
Gender	1.39	.488				
Age	1.80	.762				
Education	1.63	.677				
MM	3.5254	.95988	0.896			
CA	3.4147	.98012	0.259	0.893		
CHM	3.4707	.95351	0.294	0.114	0.908	
BPV	3.6120	.95601	0.449	0.365	0.294	0.911

Note: MM = Masstige Marketing; CA = Consumer Attitude; CHM = Consumer Hedonic Motivation; BPV = Brand Prestige Value

Table 4
Heterotrait-Monotrait Ratio (HTMT)

Construct	MM	CA	CHM	BPV
MM				
CA	0.279			
CHM	0.313	0.127		
BPV	0.479	0.410	0.326	

Note: MM = Masstige Marketing; CA = Consumer Attitude;
 CHM = Consumer Hedonic Motivation; BPV = Brand Prestige Value

4.2. Structural model and hypotheses testing

After meeting all measurement model guidelines, the relevance and predictive capability of the structural model was evaluated. To evaluate multicollinearity amongst the constructs, all inner VIF values were well below the recommended threshold ($VIF < 3$) for all endogenous constructs (Hair & Alamer, 2022; Legate et al., 2021). Results are presented in Tab.5. Recent methodological advancement has extended the predictive capabilities of PLS-SEM beyond the traditional explanatory and in-sample model prediction metrics (R^2) (Hair & Alamer, 2022; Legate et al., 2021). Particularly, PLS-SEM advancement includes expanded out-of-sample prediction metrics to evaluate theoretical models (Hair & Sarstedt, 2021).

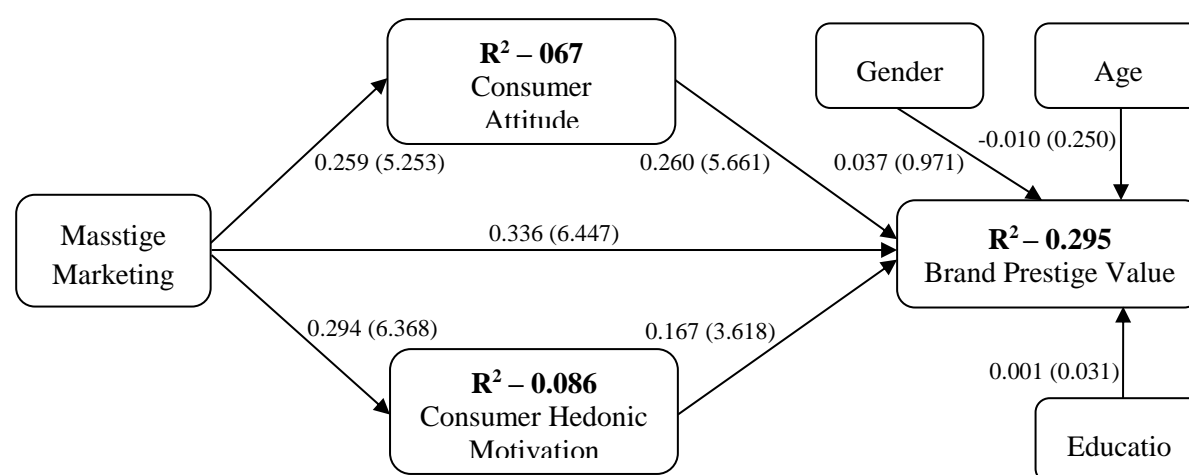
In-sample predictive validity was assessed to ensure the coefficients of determination (R^2) measures are valid for all endogenous constructs (Hair & Alamer, 2022; Legate et al., 2021). Overall, the illustrative model explicated the variance in BPV, CA and CHM ($R^2 = 0.295, 0.067$ and 0.086), indicating moderate in-sample predictive capability (Hair, Risher, Sarstedt, & Ringle, 2019). R^2 values are presented in Fig.2. Out-of-sample predictive validity was examined using PLS_{predict} procedure (Hair Jr, 2020). As shown in Tab.7, the model surpassed the naïve benchmark as the Q^2 predict values were positive for the indicators of CA, CHM and BPV. Furthermore, while assessing predictive capability (out-of-sample) for the indicators in main effect model, we found that RMSE for the PLS-SEM model was smaller than that of the LM benchmark (see Tab.7). Hence, we can conclude that the model has strong external (out-of-sample) predictive capability (Hair & Alamer, 2022; Shmueli et al., 2019).

Next, we analyzed the structural relationship and hypotheses testing. Tab.6 presents the results of algorithm and bootstrapping tests (based on 5,000 subsamples), including coefficient β , the corresponding significance of the effects (t values and p values) and conclusions of support for each hypothesis, as bootstrapping originates a large numbers of randomly drawn subsamples from the original dataset (Becker et al., 2022). While analysis, coefficient β enable us to understand the relationship among the variables. The results support H1, H2, H3, H4, and H5. In next step, we checked the effect of mediating variables whether CA and CHM mediate the relationship between MM and BPV. A necessary condition is the significance of the relationship between MM and CA as well as between CA and BPV ($\beta = 0.068$, p value < 0.000), similarly significance of the relationship between MM and CHM as well as between CHM and BPV ($\beta = 0.049$, p value < 0.002); hence, H6, and H7 are supported. Further, effect of control variables was also evaluated whether gender, age, and education affect on brand prestige value.

Table 5
Collinearity Assessment

Constructs	VIF (Variance Inflation Factor)		
	CA	CHM	BPV
Masstige Marketing	1.000	1.000	1.169
Consumer Attitude			1.078
Consumer Hedonic Motivation			1.098

Note: CA = Consumer Attitude; CHM = Consumer Hedonic Motivation; BPV = Brand Prestige Value



Note: *t*-values in parenthesis

Figure.2: Main Effect Model

Table 6
Results of Algorithm and Bootstrapping Tests

Hypothesis	Path	Coefficient	<i>t</i> – value	<i>p</i> – value	Hypothesis Validation
H1	MM → BPV	0.336	6.447	0.000	Supported
H2	MM → CA	0.259	5.253	0.000	Supported
H3	MM → CHM	0.294	6.368	0.000	Supported
H4	CA → BPV	0.260	5.661	0.000	Supported
H5	CHM → BPV	0.167	3.618	0.000	Supported
H6	MM → CA → BPV	0.068	3.789	0.000	Supported
H7	MM → CHM → BPV	0.049	3.129	0.002	Supported
	GENDER → BPV	0.037	0.971	0.332	
	AGE → BPV	-0.01	0.250	0.803	
	EDUCATION → BPV	0.001	0.031	0.975	

Note: MM = Masstige Marketing; CA = Consumer Attitude; CHM = Consumer Hedonic Motivation; BPV = Brand Prestige Value
Significant at 0.05 (two-tailed)

Table 7
PLS_{predict} Results

Variable	Q^2_{predict}	RMSE		RMSE
		PLS-SEM model	LM model	
Consumer Attitude				
CA1	0.059	1.050	1.057	-0.007
CA2	0.046	1.065	1.070	-0.005
CA3	0.041	1.098	1.108	-0.010
Consumer Hedonic Motivation				
CHM1	0.066	1.044	1.068	-0.024
CHM2	0.080	0.986	1.005	-0.019
CHM3	0.052	1.016	1.041	-0.025
Brand Prestige Value				
BPV1	0.170	0.971	0.975	-0.004
BPV2	0.154	0.954	0.970	-0.016
BPV3	0.134	0.977	0.990	-0.013

5. Discussion

This research investigates the relationship between MM and BPV of Apple's MacBook with the inclusion of consumer behavior attributes (CA and CHM) as a mediator by using survey data from Pakistan. Results suggest that in masstige marketing strategies, product attributes are the key determinant to determine the success or failure of the brands in term of brand prestige value. The firms can increase brand prestige value by focusing on the best product attributes e.g. product quality, developing new product, product innovation, product differentiation, etc. Besides product attributes, product promotion is positively related to brand prestige value, hence by adopting the best promotion strategies e.g. attractive advertisement, celebrity endorsement, etc can increase prestige value of the brands. Similarly, brand positioning is positively related to brand prestige value, therefore distribution, location may increase prestige value of the brands. Study's findings are consistent with the earlier findings which showed that masstige marketing has deep connection with mass-prestige value (Paul, 2015, 2018).

Study's results suggest that MM is positively related to CA and CHM. Further, positive relationship of CA and CHM and BPV is also established. Better masstige marketing strategies are major source of the increased CA and CHM, which further lead to BPV. As the masstige is self-oriented construct in this transformative era (Wang et al., 2022), which is based on self-prestige, and masstige marketing strategies are strong motivational factors for shaping positive consumer attitude towards the brands, thus enhancing brand prestige value. Results of the study show that CA and CHM mediate the relationship between MM and BPV. Masstige marketing has direct as well as indirect link with brand prestige value via CA and CHM. Previously, CA and CHM have not been examined as a mediator in existing masstige literature as a consumer behavior traits.

This study empirically examines impact of masstige marketing on consumer behavior attributes and brand prestige value. This technique advances methodological stoutness and provides more extensive theoretical contributions. Further, this research supports the mediation effect of CA and CHM, the relationship between MM and BPV becomes stronger when a consumer motivated due to masstige marketing strategy, playing a substantial role in shaping consumer attitude positively towards a particular brand. These are the novel findings and essential contributions to the knowledge and understanding of masstige theory.

5.1 *Theoretical contributions*

This study establishes to be the bridging gap of the loopholes of earlier researches carried out in masstige context. After a meticulous review of available literature, the scholar couldn't find the researches regarding the dimensions of masstige marketing, consumer behavior attributes and how it will lead to the enhancement of brand prestige value. In the Pakistani masstige market, current study might establish to be a distinct work and assist in improvement of the previously proposed empirical frameworks. In current research, we utilized masstige theory and behavioral learning theory to construct and test the hypotheses. Consequently, theoretical implications of this study emphasize on these two research streams, as marketing managers desire to use theory to recognize measures that effectively improve a situation and produce desired outcomes (Aguinis & Cronin, 2022), since theories are significant for everyone seeking explanation, prediction, and influence what happens in an organization.

Given that masstige is a novel concept, limited attention has been given to understanding the masstige marketing and branding aspects (Bilro et al., 2022; Das et al., 2022a; Kumar et al., 2020; Suzuki & Kanno, 2022). Irrespective of amplification in academic literature investigating various masstige marketing aspects, a robust theoretical framework including consumer behavior attributes is still lacking. Current study would address this theoretical gap by exploring the role of consumer behavior attributes towards brand prestige value of the brands. Scholars have recently exhibit interest in studying the concept of masstige and identified its development from a theoretical perspective (Das et al., 2022b; Das, Saha, & Balaji, 2021; Das, Saha, & Roy, 2022; Kumar et al., 2021) and masstige theory has established the grounds for different studies related to masstige products (Paul, 2015, 2018, 2019) based on the brand prestige value (Jhamb et al., 2020), however masstige theory is still in infancy stage with lack of empirical evidences on the behavioral intentions toward brand prestige value, as cardinal motives are rather weak and need empirical evidence (Das et al., 2022a; Purohit & Radia, 2022). The main contributions of this research are as follows.

Study explains the influence of various motivations towards enhancement of brand prestige value identified in current study with recourse to the distinct nature of masstige brands. For instance, motivations to purchase masstige brands include signal status, uniqueness, superior quality, attractive promotions, location and atmosphere of selling stores. Moreover, due to exclusivity of masstige brands, some consumers utilize them to strengthen their social image in front of others (Bazi, Filieri, & Gorton, 2020). Earlier research on luxury consumption motives has emphasized on intrinsic/personal motivation e.g. search for pleasure, quality, self-fulfillment, desire and aspiration, and social/extrinsic/interpersonal motivations e.g. to search for status and prestige by impressing others (Geerts & Masset, 2022). In current study, masstige marketing relate to intrinsic/personal motivation and ultimately outcomes of these motivations may be extrinsic/interpersonal motivations e.g. brand prestige value.

Current study extends academic literature on masstige marketing by providing new aspects for masstige marketers in terms of how they can manage the brands to create brand prestige value through inclusion of consumer behavior attributes in the theme 'masstige'. Present research is one of the first studies, contributing to the understanding of the masstige in the context of Pakistan and extends the masstige literature by addressing the geographic coverage as highlighted in masstige tree (Kumar et al., 2020). Ultimately aim of present study is to assist brands in development of a more effective and suitable marketing strategies that best fit the meticulous preferences of Pakistani luxury perspective.

5.2 *Managerial implications*

The implications suggested in this section may be beneficial for masstige brands marketing practitioners, who may utilize the impacts in the real world state to connect with masstige brand customers. Current study identifies various stirring insights to marketing

managers interested in positioning their brands on masstige plank in Pakistan and possibly in other growing markets. The findings furnish valuable inputs to masstige brands practitioners in enhancing brand prestige value through consumer behavior attributes. To enhance purchase intentions amongst target individuals in the developing markets, the masstige marketing managers must communicate the prestige value of the brands, as value oriented customers seek distinctive, transformative, authentic, and symbolic products or services (Loureiro, Bilro & Angelino, 2020).

Luxury marketing models have concentrated on the proposition that luxury products are consumed for extrinsic components such as conspicuousness, exclusivity and prestige (Shahid & Paul, 2021). Thus, masstige brands management needs to be cognizant of the importance of implicit signs in the development and promotion of masstige brands and so ought to formulate their promotional crusades by targeting middle-income class mass consumers segment. The distribution channel or store's image plays a substantial role in forming the relationship between consumers and brands (Shahid et al., 2021). So, marketers must understand that the persuasions conveyed by the 'place' should go beyond the esthetic appeal of the products and penetrate the psychological and emotional layers of the consumers' minds. The masstige marketing strategies must focus the superiority of masstige brands and marketing practitioners should also position and promote the masstige products like ones, which help consumers with their visual aspect and are emblematic of their success.

Current study established that consumer attitude and consumer hedonic motivation drive the consumers' intention to achieve prestige. Thus, the retailers and marketers must consider promoting their brands and products highlighting how the goods will improve consumer's social differences, social standing, and distinctiveness in the society. Masstige brands marketers who are seeking for ways to maintain or enhance sales must emphasize on marketing strategies appealing to consumer's motivations, like making the individuals feel better, while being cognizant of their social environment. The masstige is a mass phenomenon; marketing practitioners may adopt a masstige marketing strategies to make their customers happy (Kumar et al., 2021).

Studies on masstige concept show that masstige marketing strategies are enticing alternatives by providing a win-win condition for the both, consumers and the marketers (Kumar et al., 2020; Paul, 2019). Thus, marketers need to focus on consumer attitude and consumer hedonic motivation by providing masstige products with superior quality, unique design, craftsmanship and exclusiveness. As evident from the findings, marketers and retailers dealing with masstige brands may obtain better benefits by designing their marketing strategies based on consumer behavior attributes dimensions rather than treating masstige marketing as a single driver for the attainment of brand prestige value. The masstige brand managers must leverage a hybrid set of emotional, sensory, behavioral and intellectual factors which they must engage in their entire marketing strategy; communicated through advertisement and product presence (Han & Kim, 2020).

5.3 Limitations and future research

There are numerous limitations to current study which are considered as offerings the potential for the future researches. First, this study examined consumer attitude and consumer hedonic motivation as a uni-dimensional constructs, future studies may explore these constructs including consumer self-concept through several distinct but related dimensions in masstige phenomenon. Second, extant literature has not shown yet how far brands can utilize masstige marketing strategies without causing brand dilution (Shen, Choi, & Chow, 2017), therefore researchers need to address brand dilution as a measures of the influence of masstige marketing strategies (Bilro et al., 2022).

5.4 Conclusion

To conclude, masstige marketing strategy positively affects prestige value of the brands and consumer behavior attributes influence the relationship between masstige marketing and brand prestige value. Due to better masstige marketing strategies, consumers are more motivated with favorable attitude towards the brands, thus increasing brand prestige value. The present study assists masstige brand marketing practitioners by broadening their knowledge and understandings of masstige within the Pakistani market, establishing cardinal constructs that spark brand prestige value in top rated Pakistani masstige products enabling to interpret the role of consumer behavior on brand prestige value. Ultimately this research helps brands in developing the most effective and suitable masstige marketing strategies that befit the preference of masstige context.

Credit Authorship Contribution Statement

Muhammad Abdul Rauf Shah: Writing – review & editing, Writing – original draft, Methodology, Formal analysis, Data curation, Conceptualization. **Aamir Zubair Shah:** Data curation, Methodology, Writing – review & editing.

Declaration of Competing Interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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Appendix A

SmartPLS Outputs

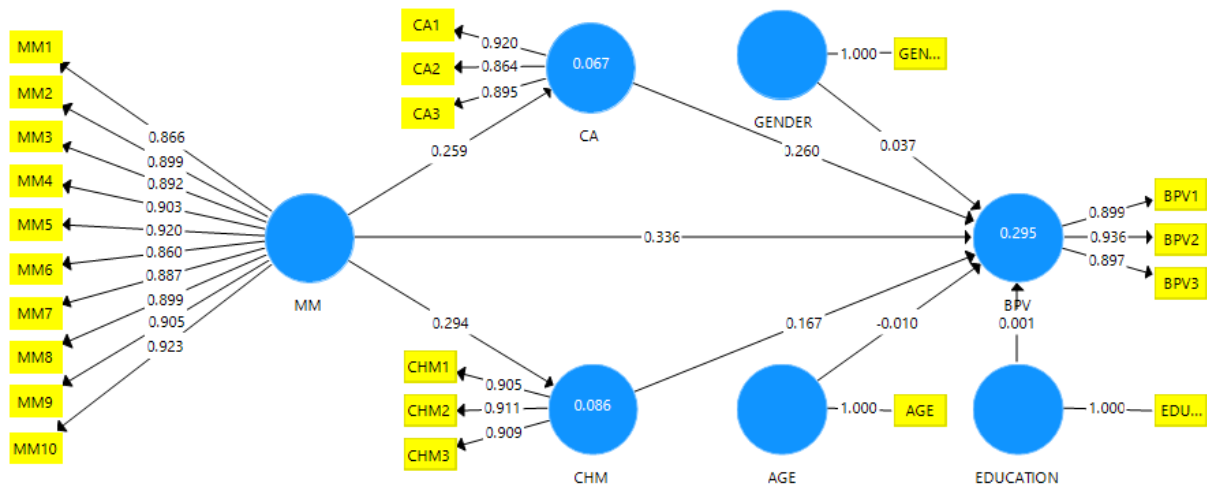


Figure 3: Beta Values

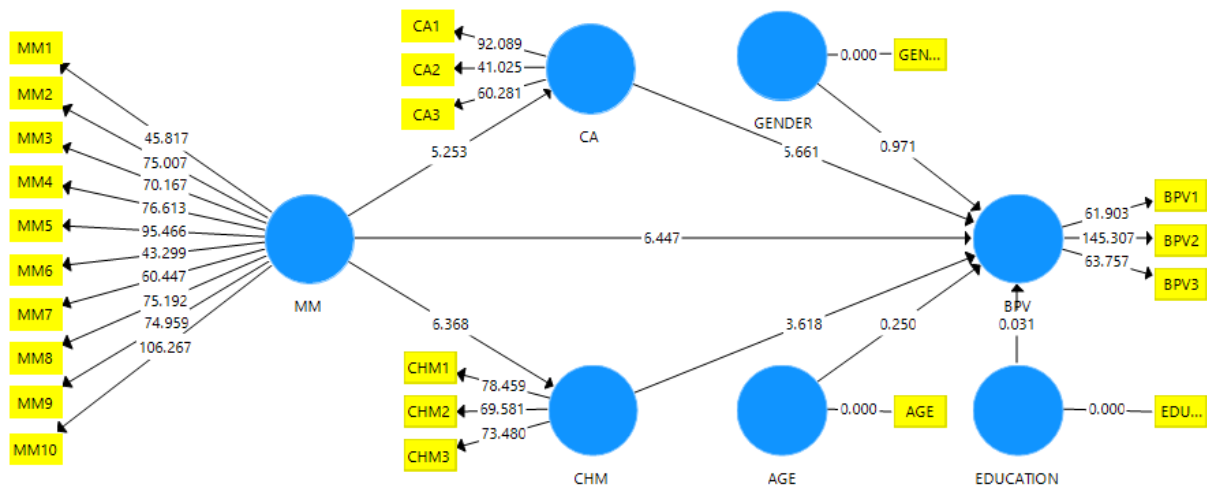


Figure 4: T-Values