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## Class For Mass: Elevating Loyalty Through Consumer's Well-Being for Masstige Brands in Pakistan

<sup>1</sup>Naik Muhammad Khan & <sup>2</sup>Uzma Noor

<sup>1</sup>Lecturer (Marketing), Department of Business Administration, Thal University Bhakkar, Pakistan

<sup>2</sup>Assistant Professor, PhD (Marketing), International Islamic University Islamabad, Pakistan

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### ABSTRACT

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The purpose of the current study is to understand the underlying structure of Brand masstige and its subsequent effects. Specifically, this study aims to empirically examine the impact of Masstige (Mass prestige, brand perception, and propensity to pay premium) on consumer well-being (CWB) and brand loyalty (BL). Furthermore, the aim of this study is to investigate the impact of CWB on BL, and the mediatory role of CWB between Masstige (MP, BP, and PPP) and BL. Additionally, it seeks to investigate the interactive effect of Lifestyle congruence with Masstige (MP, BP, and PPP) to enhance CWB. Employing a cross-sectional research design, data has been collected through multi-stage and convenience sampling from masstige Hotel visitors (N=395) in the twin cities of Pakistan. The results of the study show a positive impact of MP, BP, and PPP on CWB. Furthermore, the current study supports the mediating role of consumer well-being between MP, BP, and PPP with Consumer loyalty. Moreover, the results prove the moderating role of lifestyle congruence between the association of Masstige and consumer well-being. Our study of masstige marketing for luxury services does not take into account technological advancements; thus, future studies can consider the importance of technology in the market, which can be useful to understand customer behavior and thus provide marketers with insights to plan for customer consumption and loyalty.

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**Corresponding Author's Email:** [naikmuhammadkh@gmail.com](mailto:naikmuhammadkh@gmail.com)

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## 1.0 Introduction

A substantial shift in perception of luxury has occurred due to the emergence of the middle class, which aspires to live in a manner comparable to that of the affluent (Das, Jebarajakirthy, & Sivapalan, 2022). Companies began to introduce reasonably priced luxury goods when they realized that the middle-income group comprised a substantial number of consumers (Robertson, Botha, Ferreira, & Pitt, 2022; Rosendo-Rios & Shukla, 2023). An increasing number of individuals from the middle class across the globe are adopting affordable luxury goods, indicating that their appeal is not limited to the upper echelons of society (Das et al., 2022; Shahid, Islam, Farooqi, & Thomas, 2023). A novel trend that offers numerous prospects is the marketing of luxury brands to the middle class, with the ultimate goal of producing prestige for the mass market (Kumar et al., 2020). Luxury products are marketed towards a wide audience while maintaining their esteemed reputation (Suzuki & Kanno, 2022). The advent of this innovation gave rise to a novel market segment known as "masstige." Masstige is formed by combining the letters mass and prestige. Mass: Pertaining to the bulk of the population, well-known and easily attainable. Prestige: A status or position that is considered authoritative by others; costly and exclusive. Sufficient marketing strategies encompassing "placement, product, pricing, and promotion" have the potential to elevate ordinary products to the status of prestige brands. A distinction can be made among consumers of luxury brands, counterfeits, and masstige brands with regard to their influence on the market (Kumar & Paul, 2018). Consequently, effective brand administration is of the utmost importance (Kolaska–Stronka & Krasa, 2023). In order to facilitate the expansion and progress of this nascent market, novel marketing strategies are necessary. As the responsibility of brands to represent the ideal self and image of consumers grows, prestige strategies are observed globally. In anticipation of future expansion into the middle-income market, luxury brands strategically reduce their prices (Kumar, Paul, & Starčević, 2021).

It is critical to bear in mind that masstige does not equate to price reductions; rather, it entails product innovation, conscientious promotion strategies, and effective product positioning (Kumar et al., 2020). At a time when global attention is shifting towards emerging economies and global economic forces, masstige strategies have become significantly more important, especially for luxury brands, due to the fact that emerging economies have mass markets (Hung & David, 2020; Sharma, Soni, Borah, & Saboo, 2020). Kumar et al. (2020) assess the masstige concept and put forth a strategy for subsequent inquiries concerning methodologies, theoretical framework, and construction. The literature fails to provide a comprehensive analysis of masstige, including its antecedents, related factors, and outcomes, despite the fact that it is examined from various perspectives (Rodrigues, Sousa, Fetscherin, & Borges, 2022). As a result, these concepts are examined in the present study so as to comprehend the structure underpinning brand masstige and its subsequent effects. The expansion of media accessibility has led to an increased level of consumer knowledge and consciousness concerning the quality and worth of products. It is imperative to investigate the masstige strategies implemented by hotels in Pakistan, ascertain whether they are implementing the masstige concept, and ascertain the potential benefits in terms of increased profitability and consumer loyalty. In order to comprehend the underlying structure

of brand masstige and its ensuing effects on consumer loyalty, the present study expands upon these concepts. By incorporating several distinctive links, this research contributes to the existing body of literature on branding. The primary objective of this study is to investigate the impact of brand masstige on consumer loyalty and well-being. Also examined is the moderating effect of lifestyle congruence on the relationship between brand prestige and customer well-being.

The current study has several objectives: (i) it seeks to empirically examine the influence of Masstige (MPB, BP, and PPP) on CWB and BL; (iii) it investigates the role of CWB as a mediator between Masstige (MPB, BP, and PPP) and BL; (iv) it explores the interactive effect of lifestyle congruence with Masstige (MBP, BP, and PPP) in order to enhance CWB.

## **2.0 Literature Review & Theoretical Framework**

### **2.1 Brand Masstige**

The global middle class is increasingly embracing a novel trend of affordable luxury brands (Das et al., 2022). Previously, access to these brands was restricted to the affluent. The aforementioned alterations in the luxury consumer market give rise to an unprecedented category of luxury brands referred to as "masstige brands" (Robertson et al., 2022). Occasionally, the term "prestige for the mass market" is applied to the "masstige" (Paul, 2018). This statement pertains to the rationale that luxuries continue to maintain their esteemed status despite being manufactured for affluent clientele (Suzuki & Kanno, 2022). By means of prestige brands, consumers are able to acquire premium products at reasonable prices (Kumar & Paul, 2018). In terms of prestige, masstige brands are more closely associated with luxury products than non-luxury brands; however, in terms of price, they are more comparable to non-luxury goods. Goyal (2020) posits that brands endowed with masstige values are manufactured with the intention of appealing to the general public. These brands possess superior quality, are readily accessible, and are priced lower than traditional luxury items. There are two distinct categories of prestige brands: those that are inherently prestigious, such as Apple, Starbucks, and Victoria's Secret (Kumar et al., 2020; Paul, 2019); and those that began their decline as luxury brands, including Channel, Prada, and Hugo Boss (Robertson et al., 2022).

Each of these companies employs the masstige marketing approach, which seeks to establish an aura of prestige among the general public by strategically integrating price, promotion, product, and location (Paul, 2018). This approach facilitates the growth of product portfolios and the acquisition of fresh clientele, both of which are critical components in increasing financial gains. Consequently, research on prestige marketing is flourishing (Kumar et al., 2020). The three categories of masstige research are conceptualization of masstige, customer perception of masstige value, and consumer association with masstige brands. The initial stream definition places particular emphasis on operationalization and scale development (Mundel et al., 2017; Ishaq et al., 2023; Baber et al., 2020; Paul, 2015, 2019). The second research line examines the motivation and value derived from luxury value brands (Das et al., 2022; Purohit & Radia, 2022). The aforementioned studies examined the influence that various components of a luxury brand have on consumers' inclination to interact with brands that uphold luxury values. Das et al. (2021), for instance, found that numerous values, including symbolic, functional, and experiential, play a

significant role in the consumption of luxury goods. According to the findings of Purohit and Radia (2022), the practical and superficial values of masstige brands are significant determinants in their electronic product adoption. The third study line examines the relationship between consumers and brands and identifies positive correlations, including brand evangelism (Mansoor and Paul, 2022), brand flair (Suzuki et al., 2022), and brand contentment (Kumar et al., 2021; Mansoor and Paul, 2022).

## **2.2 Theoretical Framework**

### **S-O-R Theory**

The relationship between stimuli and reactions is significantly mediated by the internal or organismic experiences of individuals, according to the S–O–R framework, which is founded upon stimulus–response theory (Arora, 1982). There is a contention that external factors, such as the state of goods and services, design, the retail environment, and product attributes, function as stimuli and have the potential to impact consumers' internal sentiments. Subsequently, these experiences shape their responses to the stimuli that are inherent in their environment. According to these theoretical frameworks, the stimulus (S) is masstige, which could refer to fashion or luxury goods (Goyal, 2020). An internal organismic experience (O) may be conceptualized as the foundation of consumer well-being (Attiq, Hamid, Shah, Khokhar, & Shahzad, 2022). The response variable (R) is the loyalty of consumers to a luxury brand (Robertson et al., 2022).

### **2.3 Brand Masstige and Brand Loyalty**

Several prior research studies have examined the relationship between brand prestige values and endogenous variables, and have discovered that brand prestige values have a positive effect on these variables (Choi & Hyun, 2017; Hwang & Lee, 2019a; Kumar & Paul, 2018). For example, Hwang and Han (2014) discovered a positive correlation between brand prestige and consumer loyalty as well as identification with a particular brand in their research on luxury cruise services. Additionally, the relationship between passenger loyalty and quality of experience is found to be mediated by the prestige of the cruise line. The findings of Ok, Choi, and Hyun's (2011) research indicate that positive brand commitment and behavioral loyalty are mediated by brand trust in relation to the prestige value of the brand. Choi and Hyun (2017) discovered in their research that brand prestige enhances brand loyalty attitudes. This effect is mediated by customer satisfaction in addition to being direct. Brand prestige mediates the relationship between brand usage experience and brand loyalty (Choi & Hyun, 2017; Dandis & Al Haj Eid, 2022). Additionally, Baek, Kim, and Yu (2010) demonstrated that the prestige value of a brand positively influences purchase intent by enhancing the customer's perception of the product's quality and decreasing the perceived risk. Given the direct and mediating function of brand prestige, it is anticipated that consumer loyalty towards masstige brands will exhibit a positive correlation with the perceived prestige of the brand. The favorable perception of prestige products has enduring consequences and exerts a positive influence on consumer intention (Hwang & Han, 2014; Hwang & Lee, 2019a). This suggests that customers are more likely to frequent a hotel that possesses a masstige brand (Ishaq, Raza, Bartikowski, & Sarwar, 2023). Drawing upon the aforementioned literature, the present investigation Postulated:

**H1 a, b, c.** Masstige, i.e., a) mass prestige of a brand, b) brand perception and c) propensity to pay the premium influence brand loyalty.

## **2.4 Brand Masstige and consumer well-being**

Human objectives for self-improvement, growth, and development may contribute to individuals' sense of well-being (Soinia et al., 2008). A larger sense of well-being can result from the satisfaction of the competence need through the consumption of a brand associated with prestige values (Valiente, Espinosa, Trucharte, Nieto, & Martinez-Prado, 2019). It is anticipated that brand prestige and the subsequent acquisition of skills, or satisfaction of the competence need, will positively impact consumer satisfaction (Han, Jongsik, & Hyun, 2020). Consumer well-being can potentially be enhanced through the purchase of hedonic goods and utilization of hedonic services, as these offerings employ a variety of sensory effects, positive reinforcement, and fantasy facilitation to entice consumers and elicit favorable emotions in relation to their consumption experiences (Holmqvist et al., 2020). Consequently, consumers allocate financial resources towards acquiring pleasure and evading unfavorable emotions (Donnelly, Ksendzova, Howell, Vohs, & Baumeister, 2016).

Well-being perception has been utilised in recent studies on hospitality and tourism (Hwang & Han, 2014; I. Kim, 2012). In their research, Ahn, Kim, and Hyun (2015) examined the impact of flight service brand prestige on customer satisfaction. The authors discovered that brand prominence had a positive effect on consumers' perception of their own well-being. Given the correlation between brand prestige and the desire of customers for symbolic values and emotional benefits that may offset the high cost (Hwang & Lee, 2019a), it is unsurprising that first-class passengers anticipate an enhancement in their quality of life during their flight (Ahn et al., 2015). The acquisition of luxury items elevates the social and financial standing of the possessors, fostering a perception of inclusion within the elite community and enhancing one's sense of self-value (Shimul & Phau, 2022). Research has shown that individuals experience positive affective and psychosomatic effects from making luxurious purchases, as their subjective well-being is impacted by their communal identity and lifestyle choices (Prentice & Loureiro, 2018). Due to the fact that masstige value is considered a crucial indicator of brand equity, we extend our previous research on consumer well-being to the masstige sector (Paul, 2018, 2019). The ability to purchase premium products restricts well-being to a specific subset of consumers (Zhang, Wei, Yu, Sharma, & Olson, 2023). Ordinary consumers who do not purchase luxury items but seek to experience happiness through brand consumption. Given that numerous studies have emphasized masstige theory (Mundel et al., 2022; Wang, Liu, Huang, & Chen, 2020; Wiklund, Nikolaev, Shir, Foo, & Bradley, 2019b; Zhang et al., 2023), it is more logical to describe this connection in terms of prestigious brands. Consequently, the subsequent assertions are postulated:

**H2 a, b, c.** Masstige, i.e., a) mass prestige of a brand, b) brand perception and c) propensity to pay the premium influence consumers well-being.

## **2.5 Consumer well-being and Brand loyalty**

The influence of individual well-being on marketing encompasses affective responses such as happiness and contentment (Hwang & Lee, 2019a, 2019b). Positive emotions are said to expand

the immediate thought-action of individuals, which generates intellectual, social, and psychological resources through their participation in social interactions and activities (Fredrickson, 2004). Positive-emotional individuals are typically more extroverted and active, eager to try new things, and engaged in more social activities (Lyubomirsky, King, & Diener, 2005). Life satisfaction is a crucial determinant in the formation of positive behaviour (I. Kim, 2012; H.-C. Kim, Chua, Lee, Boo, & Han, 2016). Consumers' perceptions of their own well-being are reportedly affected by the goods and services they purchase (Grzeskowiak & Sirgy, 2007; Mundel et al., 2022). Brand loyalty and behavioral intentions are influenced by the state of individuals' well-being (Hwang & Han, 2014; H.-C. Kim et al., 2016). El Hedhli, Chebat, and Sirgy (2013) examined the relationship between mall purchases and purchasers' well-being perceptions by establishing correlations between purchasers' word-of-mouth, loyalty to the mall, and well-being perceptions. Additionally, the degree of their purchasing satisfaction is significantly correlated with their mall loyalty and word-of-mouth recommendations. Positive behaviour is significantly influenced by chain restaurant patrons' perceptions of their own well-being (Zhang et al., 2023). From a hospitality standpoint, a correlation has been identified between the level of customer loyalty and the perception of personal well-being when utilising the services of restaurants (Jian, Zhou, & Wong, 2019), luxury cruise lines (Ahn et al., 2015; Chou, Chen, & Wong, 2023), and airlines (Hwang & Han, 2014). Well-being and assessments of the quality of life are significant predictors of behaviour, according to these studies. It can be argued that there exists a logical relationship between well-being and consumer loyalty.

**H3.** Consumer well-being leads to brand loyalty.

### **2.6 Mediating role of Consumer well-being**

The well-being evaluation of consumers reflects the affective responses they have towards the consumption of a particular product or service (Han et al., 2020; Sirgy, Lee, & Rahtz, 2007). Well-being is defined as an individual's affective evaluation of the degree to which a specific product and its attributes contribute to the improvement of their quality of life (Kim et al., 2016). Consumers generally experience feelings of contentment, tranquilly, rejuvenation, or relaxation after consuming a product that promotes an elevated state of well-being (Hwang & Lee, 2019b). Satisfaction among customers is positively correlated with the quality of their consumption experience (Kumar et al., 2021). Strong customer loyalty is the result, according to Yoo, Huang, and Kwon (2015), of customer satisfaction resulting from product utilisation. It is anticipated that customers who are satisfied with the services provided by the firm will engage in recurrent purchases (Li & Atkinson, 2020; Nyadzayo & Khajehzadeh, 2016). Rychalski and Hudson (2017) discovered that consumer loyalty is strongly correlated with customer satisfaction.

The mediating role of well-being perception has been established by empirical research (Attiq et al., 2022; Han et al., 2020). (Kim, 2012) Wellbeing perception influences the way in which patrons perceive a restaurant brand. Consumer satisfaction towards a brand can be enhanced when they have a positive experience with a masstige brand (Chéron, Sudbury-Riley, & Kohlbacher, 2022; Valiente et al., 2019; Wiklund, Nikolaev, Shir, Foo, & Bradley, 2019a). A mediating function of well-being perception is postulated to exist between prestige and consumer

loyalty:

**H4 a, b, c.** Consumer well-being mediates the impact of Brand Masstige, i.e., a) mass prestige of a brand, b) brand perception and c) propensity to pay the premium on brand loyalty.

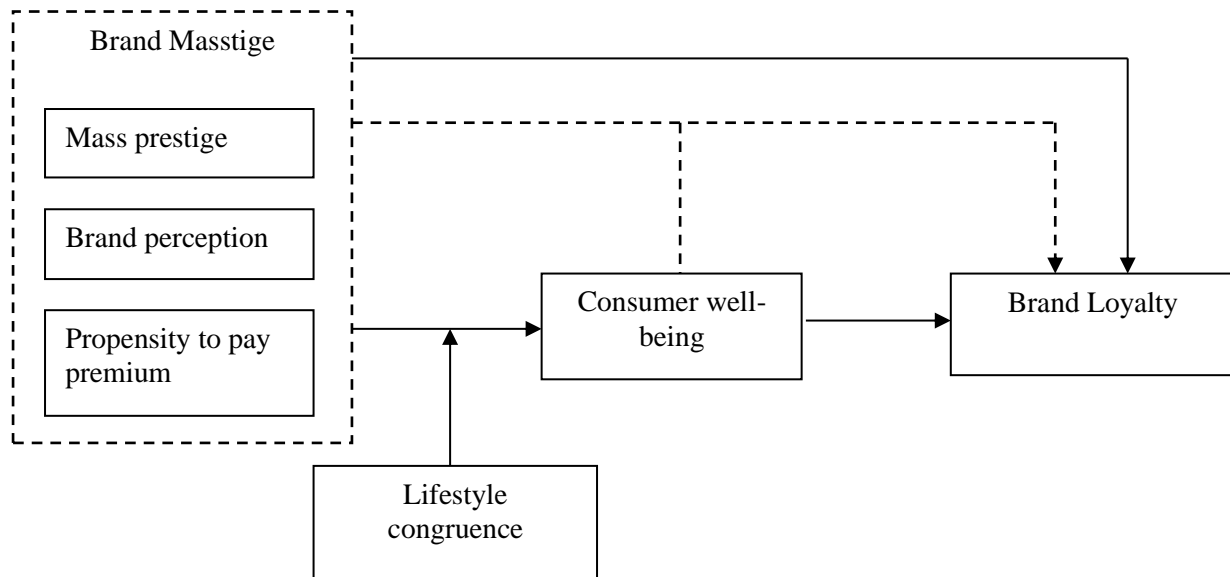
### **2.7 Moderating role of Lifestyle congruence**

A person's lifestyle encompasses their psychological requirements in the form of perspectives, hobbies, and engagements (Coursaris & Van Osch, 2015; Li, 2013). In addition, lifestyle discourse serves to convey collective consumption patterns (Holt, 1997) and is often employed as a means of self-representation (Li, 2013). One way to assess consumer behaviour and attitudes is through an analysis of lifestyle factors that are pertinent to the consumption of food products (Jang et al., 2011). Consumer demographic characteristics are not crucial in determining purchasing behaviour; rather, a lifestyle evaluation method is essential (Tangsupwattana & Liu, 2017). Consequently, individuals are in search of brands that align with their personal way of living (Cătălin & Andreea, 2014). A considerable number of consumers empower products to symbolize their lifestyles and personal identities (Cătălin & Andreea, 2014). Solomon (2015) asserts that the correlation between a brand and the lifestyle of the consumer is a significant determinant in brand identification. A stronger identification between consumers and a brand can be observed when the brand image closely aligns with the lifestyle of the clients (Büyükda & Kitapci, 2021). A robust emotional bond can be established between a consumer and a brand when the lifestyles of both parties are highly compatible (Salimi & Khanlari, 2018). The relationship between consumer well-being and brand experience and self-congruence with brands has been the subject of relatively few studies in the brand management literature (Schnebelen & Bruhn, 2018).

According to self-determination theory, the ability of an individual to fulfil their psychological requirements is a determining factor in their overall well-being (Ryan & Deci, 2000). This requires a comprehension of how brands address the psychological requirements of their consumers in order to promote consumer well-being. Consumers exhibit a preference for companies whose image aligns with their own self-congruity theory (Sirgy, 2018). Several studies (Lou & Tse, 2021) have utilised the self-congruity theory to investigate the manner in which people idealise the content they encounter in advertising and the subsequent impact on their well-being. Consequently, the current study aimed to establish whether consumers who have a lower perception of lifestyle congruence are less likely to engage with a perceived luxury product due to a strong psychological attachment, in contrast to those who have a higher perception of lifestyle congruence. This concept is predicated on the idea that consumers who perceive a product as closely resembling their way of life do so because they believe it has supported their goals of self-improvement and self-validation (Kim & Cho, 2022). People will be consequently more willing to form a connection with that prestigious brand. Consequently, the probability of an enhancement in customer welfare increases when they perceive a brand as prestige. As far as the researchers are aware, no study has examined the manner in which lifestyle congruence moderates the relationship between brand prestige and consumer well-being. Based on the aforementioned literature, a hypothesis is postulated:

**H5a, b, c.** Brand lifestyle congruence moderates the relationship between Brand Masstige,

i.e., a) mass prestige of a brand, b) brand perception and c) propensity to pay the premium and consumer well-being such that this relationship will be stronger for consumers high on lifestyle congruence and vice versa.



**Figure 1 Conceptual Model.**

### 3.0 Methodology

The present research examined the relationship between brand masstige (MBP, BP, PPP) and consumer loyalty via the mediating effect of consumer well-being. Furthermore, an examination was conducted to determine how lifestyle congruence moderated the association between prestige and well-being. The masstige perception was assessed through the utilisation of a survey method, which is considered the most suitable approach for studies of this nature (Shah, Noor, Lei, Butt, & Ali, 2021). In order to achieve the research objective, a time-lagged study was undertaken to gather data from patrons of luxury hotels in Pakistan. The hotel was chosen using a multistage random sampling method.

### 3.1 Variable Measurement

The masstige was assessed in the present investigation utilizing a ten-item scale that was devised by Paul (2015). Five items were utilized to assess the wellbeing of consumers (Han et al., 2020). In accordance with a four-item scale adapted from (Han & Hyun, 2019), customer loyalty was assessed. The five-point scale was utilized to assess lifestyle congruence (Büyükdağ & Kitapci, 2021).

### 3.2 Participants and Procedure

The present study examined hotel services in order to determine the average prestige value. The Pakistan Hotels Association website provides a catalogue of hotels from which three-star hotels are selected. According to Silverstein and Fiske (2003), masstige brands are products and services that possess superior quality attributes while remaining affordable to obtain. Given Hotels maintains its position as an industry leader in accommodations with limited services through its



consistent delivery of value, convenience, and dependability.

A multistage sampling technique was employed to select the sample of hotels; this method involves the division of sizable populations into smaller groups in order to facilitate the sampling process. In twin cities Islamabad and Rawalpindi, the researcher selected five hotels using this methodology: Hotel One, Hotel Margala, Shelton Hotel Rawalpindi, and Hotel Akbar International. Utilisation of convenience sampling to gather information from the patrons of particular lodgings. This technique includes in the sample any visitor of a specified hotel who is easily accessible and readily available.

The information was gathered directly from the study's relevant cohort, which consisted of guests of luxury lodgings. A total of nearly 700 questionnaires were disseminated to patrons residing in the hotels that were chosen for the present investigation. The front desk manager distributed the questionnaire accompanied by a cover letter. This correspondence elaborated on the research study's objective and solicited the participation of guests in a time-lagged study. The correspondence requested participants to furnish contact details so that data could be re-obtained in three months. The questionnaire was enclosed in a labelled "confidential" sealable envelope designated to the front desk manager. The intended return of the questionnaire to the front desk personnel was requested upon check-out. Upon check-out, guests were duly reminded to complete the questionnaire. The aforementioned procedure commenced on April 5, 2022. The current investigation's questionnaire design comprises three sections. The first section comprises biographical data of the participants, comprising gender, age, educational attainment, and income status. Personal information is crucial for consumers' brand reputations who utilise luxury goods. The second and third sections comprise quantitative items that require responses to be rated on a scale of 1 to 5 (1 denotes strong agreement, 2 agreement, 3 normal disagreement, 4 strong disagreement, and 5 strong disagreement). The second section of the questionnaire requests responses regarding the degree to which participants perceive the brand "Masstige" and whether or not it aligns with their way of life. The author received 550 responses from all selected hotels at the conclusion of time I, one month later on May 5, 2022. The respondents of the initial survey were contacted once more on August 1, 2022, in order to complete the third section of the questionnaire, which comprised inquiries regarding consumer loyalty and well-being. A total of 500 respondents participated in the Time II survey via WhatsApp until September 10, 2022, as 50 respondents were unable to be reached. 23 questionnaires contained missing values, and 15 exhibited disengaged patterns, as determined by screening. The questionnaires in issue were omitted from subsequent analysis. With a 66% response rate, 462 valid questionnaires remained at the conclusion.

### **3.3 Respondent Profile**

The results indicated that a significant proportion of the participants identified as male (69.1%) and were gainfully employed (85.1%). In addition, it indicates that the majority of respondents were between the ages of 35 and 40 (54.9%), with the majority holding a Master's degree (61.7%), and that their duration of service was between six and ten years (52%). Additionally, 85.3% of the participants were in matrimony.

## 4.0 Findings and Results

### 4.1 Measurement Model

The results presented in Table 1 indicate that the CA and CR values for all study constructs exceeded the minimum threshold level of 0.7 as specified in the reliability criteria (Sarstedt, Ringle, & Hair, 2022). Moreover, according to the findings, every factor loading of the constructs under investigation surpassed the minimum threshold of 0.70, and the average variance extracted (AVE) exceeded 0.50 (Henseler, Ringle, & Sarstedt, 2015). Furthermore, as shown in Table 1, the square root of the AVEs exceeds the diagonal correlation values, which provides evidence of adequate discriminant validity. In addition, the results of the study indicate that all HTMT values were less than 0.9 (Table 1), confirming the discriminant validity of the study constructs (Henseler et al., 2015).

**Table 1: Reliability & Validity Analysis**

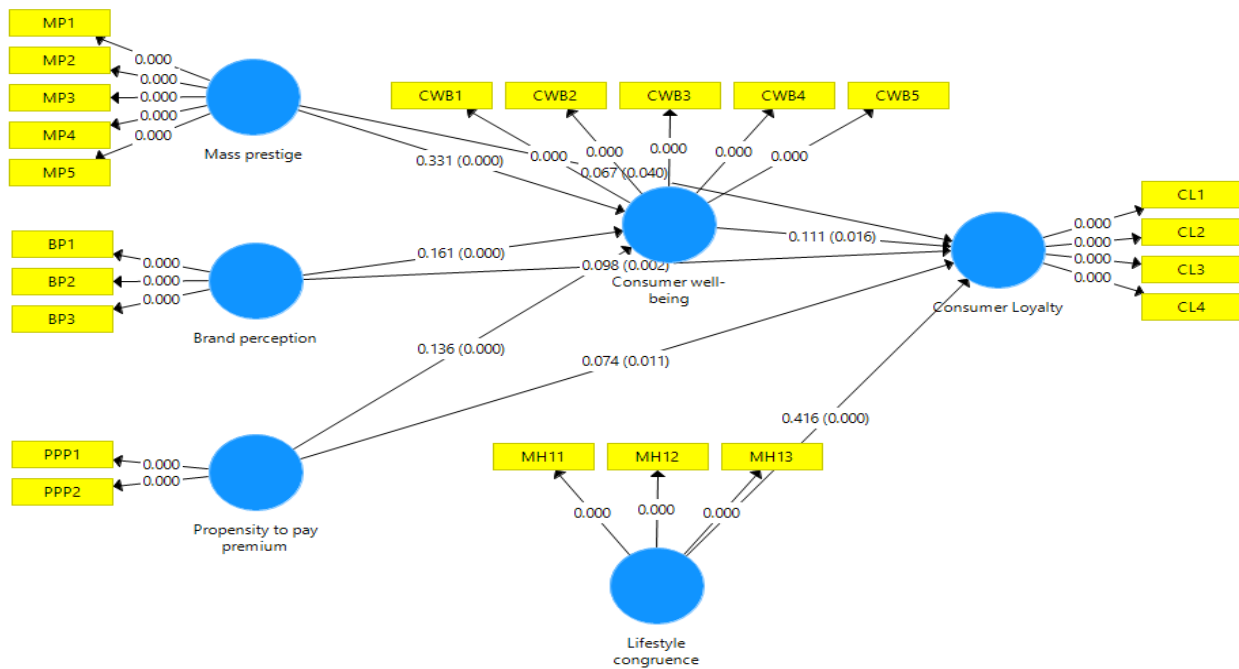
VAR.	CA.	CR.	AVE.	Heterotrait-Monotrait Ratio (HTMT)					
				1	2	3	4	5	6
MP	.802	.859	.556						
BP	.713	.836	.633	.310					
PPP	.759	.853	.743	.203	.296				
CWB	.849	.892	.624	.428	.313	.292			
BL	.738	.835	.561	.308	.349	.304	.510		
LSC	.794	.786	.554	.384	.373	.300	.756	.784	

### 4.2 Structural Model Hypothesis testing

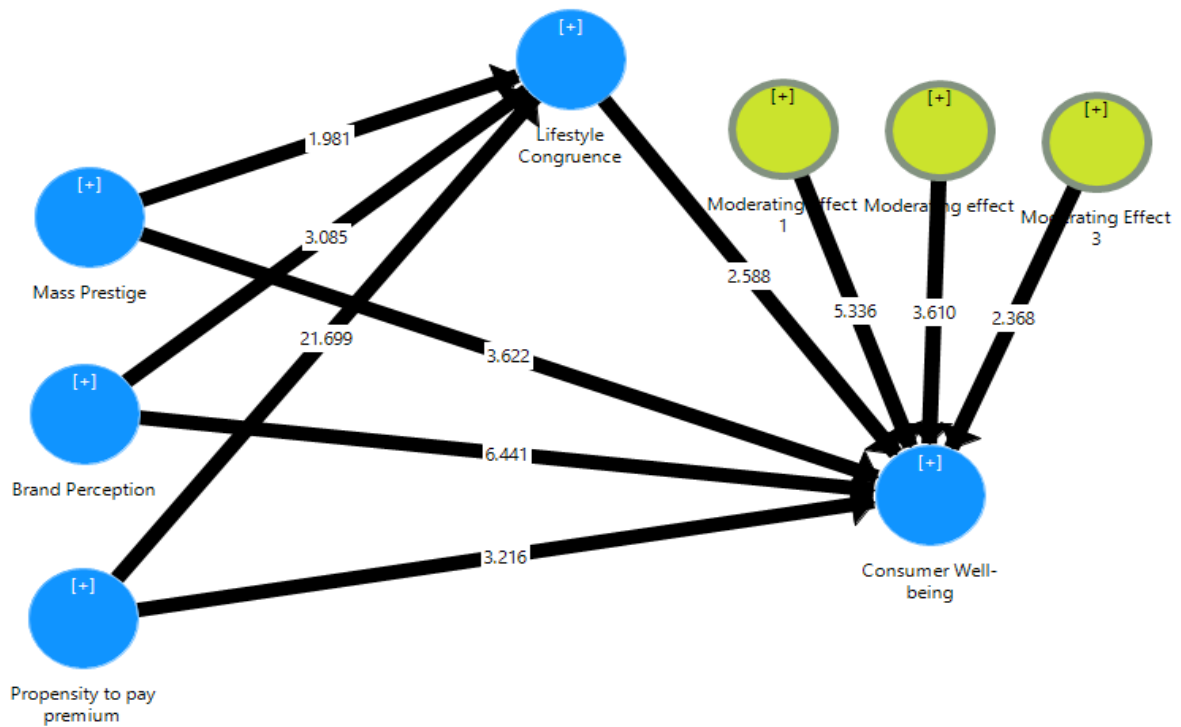
A significant and positive correlation was observed between BL and the following variables: MP ( $\beta = 0.067^{***}$ ,  $t = 2.078$ ), BP ( $\beta = 0.098^{***}$ ,  $t = 3.154$ ), PPP ( $\beta = 0.074^{***}$ ,  $t = 2.592$ ), and CWB ( $\beta = 0.111^{***}$ ,  $t = 2.440$ ), as shown in Table 2. Similarly, CWB was found to be significantly and positively associated with  $\beta = 0.136^{***}$ ,  $t = 3.907$ , BP ( $\beta = 0.161^{***}$ ,  $t = 3.712$ ), and PPP ( $\beta = 0.136^{***}$ ). The study findings thus provided complete support for H1a, b, c; H2 a, b, c; and H3. Moreover, the outcomes corroborated H4 a, b, and c. The results demonstrated that BL was influenced positively and indirectly by BP ( $\beta = 0.018^{***}$ ,  $t = 2.080$ ), PPP ( $\beta = 0.015^{***}$ ,  $t = 2.037$ ), and MP ( $\beta = 0.037^{***}$ ,  $t = 2.254$ ) in the presence of CWB as a mediator. The findings indicate that the interaction variables LSC\*MP, LSC\*BP, and LSC\*PPP have a substantial effect on CWB (Table 2). An increased degree of welfare is illustrated in Figure 2 among hotel brand consumers as a result of the interactive influence of LSC\*MP, LSC\*BP, and LSC\*PPP. This demonstrates that hotel brand consumers are satisfied when their usage of prestigious brands aligns with their way of life. Therefore, increased LSC contributes to enhanced well-being among the clientele of esteemed hotel brands. Hypotheses H5a, b, and c were therefore validated.

**Table 2: Hypothesized results**

	Hypothesized Paths	Std.β	t.Value	Supported
<b>H1</b>	a MP → BL	.067**	2.078	Yes
	b BP → BL	.098***	3.154	Yes
	c PPP → BL	.074***	2.592	Yes
<b>H2</b>	a MP → CWB	.331***	8.463	Yes
	b BP → CWB	.161***	3.712	Yes
	c PPP → CWB	.136***	3.907	Yes
<b>H3</b>	CWB → BL	.111***	2.440	Yes
<b>H4</b>	a MP → CWB → BL	.037***	2.254	Yes
	b BP → CWB → BL	.018***	2.080	Yes
	c PPP → CWB → BL	.015***	2.037	Yes
<b>H5</b>	a LSC*MP → CWB	.16***	5.34	Yes
	b LSC*BP → CWB	.15***	3.61	Yes
	c LSC*PPP → CWB	.06***	2.37	Yes



**Figure.1, Full Structural Model.**



**Figure. 2. Interaction Plot for the moderating impact of LSC.**

### 5.0 Discussion and Conclusion

The purpose of this study was to investigate the causes (stimulus) and effects (response) of Masstige Brands' customers' well-being (organism). The motivation behind this endeavour was to broaden our comprehension of luxury goods, which has historically been confined to affluent communities and luxury products (Cristini, Kauppinen-Raisanen, Barthod-Prothade, & Woodside, 2017). Consumption of luxury goods and services is not, in fact, restricted to luxury products alone (Wirtz, Holmqvist, & Fritze, 2020). Similarly, luxury goods have transcended the affluent demographic and have begun to permeate the general populace (Kumar et al., 2020; Paul, 2015, 2018, 2019). As a result, further research interest in the domain of luxury democratization in services has prompted the present investigation (Wirtz et al., 2020).

The implications of the results obtained from the present research provide insight into noteworthy concerns concerning brand prestige, consumer welfare, and brand allegiance. It was hypothesised that brand masstige (consisting of brand perception, propensity to pay a premium, and consumer well-being) significantly influences brand loyalty. It was hypothesized that lifestyle congruence would enhance the effect of brand prestige on consumer well-being by acting as a moderator.

The study's findings indicate that MP, BP, and PPP have a positive effect on CWB. These results are consistent with previous research indicating that consumers desire internal gratification by associating themselves with prestigious products (Oerlemans & Bakker, 2014). Additionally,

the results demonstrate a positive correlation between mass prestige and consumer welfare. Consistent with the results reported by Kumar et al. (2021), it is possible to assert that in order to enhance the welfare of consumers, marketers ought to adopt a masstige approach. Consumers who express themselves through prestige brands and take into account how others perceive them experience a sense of well-being through the consumption of prestigious products. Furthermore, the observed correlation between brand perception and consumer well-being indicates that consumers' well-being is enhanced when they contemplate the quality and distinctiveness of brands when consuming masstige brands. In contrast to the brand itself, positive emotions are generated by the consumer's interpretation and perception, according to the research of Schnebelen and Bruhn (2018). Therefore, when consumers associate a brand with qualities such as quality, prestige, and exhilaration, they are more inclined to pay premium prices for the privilege of using that brand, which ultimately enhances their well-being.

Additionally, the present study provides support for the notion that consumer well-being acts as a mediator between MP, BP, and PPP and consumer loyalty. Consumer well-being was defined as the emotive evaluation made by consumers regarding the extent to which a specific product and its attributes contribute to the improvement of their quality of life (H.-C. Kim et al., 2016). According to the findings, which are consistent with the claims made by Hwang and Han (2014), consumers who utilise a product that promotes a high degree of well-being generally experience feelings of satisfaction, relaxation, and revitalization. The greater the quality of the consuming experience, the greater the likelihood that the consumer will be satisfied. Consistent with the findings of Yoo, Huang, and Kwon (2015), customer loyalty is strongly correlated with increased customer satisfaction and pleasure. Furthermore, the findings demonstrated that lifestyle congruence moderates the relationship between Masstige and consumer well-being. The assertions made by France, Merrilees, and Miller (2016) are consistent with these results; when there is a strong correlation between the brand image and the consumers' lifestyle, there is a greater degree of brand identification. Thus, this study's findings corroborate that consumers whose perception of lifestyle congruence is greater experience positive sentiments, leading to an improvement in their well-being.

### **5.1 Theoretical Implications**

Multiple literary and theoretical contributions are made by the present study. It commenced by attempting to bridge the knowledge divide between masstige and consumer well-being, two crucial yet understudied topics. Brands operating in emerging economies employ prestige strategies to appeal to a substantial middle-class consumer base. These strategies involve offering high-end products that instill a sense of prestige and pride. Nevertheless, the phenomenon of masstige remains largely unexplored, and the current body of research falls short of providing a comprehensive explanation (Kumar et al., 2020). Consequently, the purpose of this research was to determine how MP, BP, and PPP affected CWB and CL among hotel guests. The data utilised in this study was collected from individuals who regularly stay at luxury lodgings. The brand perceptions recorded by the users are genuine opinions that emerged subsequent to their experience with renowned brands. Furthermore, the respondents paid a premium for the prestigious brands in

their capacity as consumers.

Consequently, this illustrates that the state of well-being exhibited by consumers is not contingent upon their future brand loyalty; instead, it is elicited through the consumption of esteemed products. Furthermore, consumer well-being encompasses an array of facets including agriculture, leisure, nutrition, health, and social connections (Norman & Pokorny, 2017). The significance of consumer well-being has grown substantially, especially in the fields of marketing and psychology (Albrecht, Stokburger-Sauer, Sprött, & Lehmann, 2017). Perception of one's own well-being is a critical factor to take into account when buying and selling products and services. As stated by Sirgy et al. (2007). Scholars advocate for further investigation into the ways in which market forces influence the welfare of consumers (Inman, Campbell, Kirmani, & Price, 2018). Conversely, consumer happiness is correlated with the consumption of prestigious products, according to the findings of a recent study (Kumar et al., 2021). By investigating the mechanism through which consumer well-being influences positive consumer behaviours such as brand loyalty (PPP), BP, and MP, the current study contributes to the theory and expands upon the existing body of knowledge.

## **5.2 Practical implications**

In general, our findings position luxury as a new standard of living for the general public, emphasizing intrinsic self-interest and well-being as drivers of a fundamental shift in mass luxury perception. As a consequence, luxury marketers and practitioners are confronted with a number of management implications raised by this article. It is generally accepted that exhibitions of exclusivity, distinction, and prominence are attractive to large audiences. Accessibility is now determined by an individual's capacity for mindfulness rather than monetary considerations. Self-awareness should be a primary concern for managers, particularly when attempting to achieve downward segmentation. The implications of the current study's findings for hotels associated with luxury brands are manifold. Hotel chains can generate revenue by offering travelers an exceptional experience that alleviates their tension, thereby fostering not only positive sentiments but also a sense of loyalty among guests. Using *masstige* techniques, hotel chains should make a concerted effort to enhance the experience of their guests, as this will positively impact their well-being and convert them into loyal customers.

Contemporary marketers encounter a multitude of obstacles when it comes to effectively connecting with and retaining the loyalty of large audiences; consequently, they are compelled to modify their product offerings to consider the welfare of the average consumer. Additionally, practitioners might reassess effective methods of communicating well-being in a tangible manner that inspires clients to adopt a more refined and optimal lifestyle. This objective could be achieved through the implementation of strategies such as incorporating concepts like "internal values," "rewards," and "accomplishment" into their marketing campaigns and developing market offerings that effectively engage consumers. In addition, practitioners could satisfy the fundamental needs of the general public by embracing the notions of brand exclusivity and scarcity, bolstering the credibility of companies' ethical commitments, and establishing brand equity on the basis of these commitments. Managers may additionally enhance the value proposition of their organisations

through the integration of hotel offerings and consumer lifestyle.

In order to gauge awareness of a brand and promote healthy living, it is possible to disclose objective performance statistics or information regarding the quality of the utilized materials, components, or components. In order to optimize the efficacy of their masstige strategy, luxury brands must undertake necessary adjustments and revert back to their origins in order to fortify consumer perceptions of the brand as synonymous with creating significance and alignment. Therefore, marketers may employ this notion to enhance the welfare of consumers in order to cultivate brand loyalty and bolster the success of the organization, given that brand loyalty transcends mere business patronage and entails a profound connection with the brand. The examination of how lifestyle congruence influences the relationship between luxury and consumer well-being provides marketers and academics with significant knowledge. Brands that possess attributes that align with the way of life of their consumers gain a competitive advantage. Marketers must establish congruence when masstige brands are being utilized by consumers. Additionally, in order to enhance the welfare of consumers, they ought to adopt masstige strategies as a widespread phenomenon. They may place emphasis on the product's attributes, including but not limited to scarcity, unique qualities, visually appealing designs, public accessibility at a premium price point, and superior quality. Moreover, the research indicates that distinctiveness is a significant attribute, among others. As a result, marketers ought to prioritize distinctiveness and strive to introduce novel and inventive services that will make patrons feel esteemed as they are among the first to visit these hotels. Furthermore, luxury brands must return to their origins and strengthen brand perceptions through meaning-making for the consumer's well-being in order to fully benefit from a masstige strategy. This will ultimately require a long-term transition to a demand-focused business structure so that the brands can continue to operate in this volatile market environment.

### **5.3 Limitations and future research directions**

In addition to a number of intriguing findings, the present study has a number of limitations that warrant further investigation in subsequent research. Research indicates that developing countries have significantly more opportunities to implement masstige brand strategies. This is because there is a perception that numerous high-end items, including vehicles, smart phones, cosmetics, apparel, and fragrances, are prohibitively expensive despite being within the means of the middle class (Kumar & Paul, 2018). Specifically in emerging markets, in-depth investigations may reveal previously unknown information regarding the rationale behind labelling a brand as "Masstige." Additionally, it would be beneficial for future studies to explore the correlation between Masstige and brand advocacy, affection, and engagement, all of which are pivotal elements in brand management that contribute to a competitive edge. Further research could examine the relationship between organisational attributes such as advertising and brand credibility of Masstige and customer satisfaction, advocacy, love, and evangelism, among other things, in order to unearth valuable insights that can be utilised by marketers to customise their promotional strategies.

The accumulation of data for this study was limited to Pakistan, which restricts its

applicability beyond the country. Subsequent investigations ought to expand the reach of this study by implementing the suggested framework across multiple nations. Regarding the massification of premium services, our investigation is limited to hotels. It is advisable to conduct additional research on alternative service categories, including reflexology and grooming, where the inclusion of physical contact and alternative product characteristics may yield novel insights not observed in our hotel study. Technological advancements were not accounted for in our analysis of masstige marketing for luxury services; therefore, future research may contemplate the significance of technology in the market, including but not limited to online customer engagement, machine learning, social media, and the sharing economy. Such technologies can furnish marketers with valuable insights into customer behaviour, enabling them to strategize for customer consumption and loyalty.

**Naik Muhammad Khan:** Problem Identification and Theoretical Framework, Data Analysis

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Conflict of Interests/Disclosures

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