

Driven and Involved: Measuring the Impact of Masstige Marketing Drivers on Customer Engagement

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Abstract

The present research attempts to measure the impact of all drivers of masstige marketing on customer engagement in fashion brands. The research design of the current study is descriptive. The study focuses on personal luxury fashion goods i.e. apparel and accessories. The data was collected via questionnaire which was developed with the aid of a literature review. The sample respondents of the study are the shoppers of Mall specifically- "DLF Promenade and Select Citywalk" in New Delhi because these malls have masstige brands. Mall – intercept method has been utilized in order to collect the data from the respondents. Under this method the shoppers who shop from these selected malls were surveyed. The sample size of the research is 500. A purposive sampling method has been used to collect the responses. To analyze the collected data Correlation and Multiple Regression Analysis has been employed. From the findings, it is evident that masstige marketing can significantly impact customer engagement by leveraging aspirational appeal, emotional connections, and community building. Brands that effectively utilize these drivers can enhance brand loyalty, advocacy, and customer lifetime value. The findings recommended that masstige brands should focus on maintaining a balance between perceived luxury and affordability, appealing to consumers' aspirations without alienating them with high prices.

Keywords: Masstige Marketing, Customer Engagement, Fashion Brands, New Delhi, Apparel, Accessories etc

Introduction

The luxury market has grown considerably globally and is predicted to continue growing in the years to come, but there are still a lot of obstacles to overcome. Because consumers are looking for greater value in their luxury purchases, it now requires more resources to fulfill them. Customers want new products and services to change in step with the market, which is always changing. This means that businesses and brands are always under pressure to expand into new markets and give customers the best possible experience. Demand for luxury brands is rising, particularly in the East and in growing economies such as China, Japan, India, and Brazil. Since consumers' disposable income is increasing and their awareness of fashion and brands is growing, India has recently drawn a number of luxury businesses. Furthermore, there exist other elements that enhance India's market attractiveness. These elements include a rising consumer market, an aging population, expanding mall infrastructure, skyrocketing consumption, and rising tendencies in luxury brand buying. Luxury companies are always looking to expand into undiscovered markets, thus the first step in any brand's market search in these areas is to learn the attitudes, values, and preferences of the consumers there.

A new definition of luxury is emerging as a result of shifts in consumer behavior in western culture. The idea behind a new luxury is that it can be more affordable than traditional luxury goods without sacrificing prestige. How customers define the terms "old luxury" and "new luxury" will determine their differences. Modern luxury is more about experiences and emotions than it was about characteristics and aspects in the past. This new luxury is known as "masstige marketing." The term "masstige marketing" refers to marketing methods that attempt to deliver items with an appearance or perception of luxury or prestige while being accessible to a wider audience.

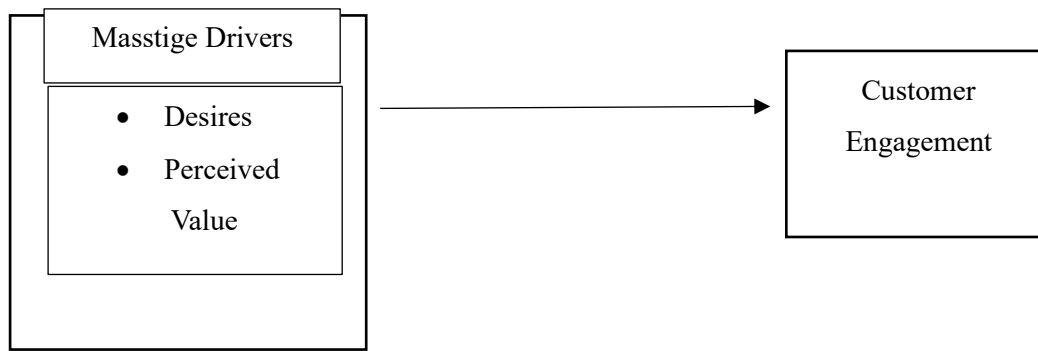
It is a combination of the words "mass" and "prestige". The idea behind this concept is to close the gap between the aspirational appeal of luxury or prestige brands and the affordability of mass-market goods. Among the essential elements of masstige marketing are: A perception of superiority, luxury, or prestige is portrayed in the design and marketing of products, frequently through branding, packaging, and advertising campaigns. Although masstige goods have a premium impression, their prices are lower than those of actual luxury goods. Because of this, a wider range of customers, even middle-class ones who want a taste of luxury, can purchase them. Masstige marketing appeals to customers who, while not always able or ready to pay top-tier luxury costs, are prepared to pay extra for items that are viewed as having greater quality or status. Businesses that use masstige methods typically cater to diverse market segments with differing amounts of disposable income by offering a variety of products, from entry-level to more sophisticated versions. Masstige goods are usually more accessible to customers because they are sold through general retail channels as opposed to upscale boutiques. Businesses that use masstige marketing carefully control the perception of their brand to strike a balance between accessibility and exclusivity in order to draw in affluent customers without offending them with unreasonably high costs. All things considered, masstige marketing enables companies to meet the aspirational needs of customers who are looking for goods that strike a balance between style, quality, and prestige without charging the high prices associated with luxury labels.

Literature Review

Chatterjee et al (2023) In addition to analyzing the moderating impacts of "consumer emotion, status, and pride on buy intention", this study identifies product qualities that influence consumers' intention to acquire "masstige" products. We create a conceptual model following a survey of the literature and theory consideration. Using the PLS-SEM approach, the model was validated by an analysis of survey data from 358 usable respondents. The study demonstrates that while status, pride, and emotion play significant moderating roles in a consumer's purchase of masstige products, "perceived prestige value" is vital. **Gupta (2023)** The current study aims to empirically analyze the factors that either support or impede the intentions of masstige purchases. The study's findings demonstrated the significant influence that social and prominent values have as facilitators. The study also made clear that in order to increase masstige purchasing intention, masstige companies must overcome barriers like identification avoidance and deficit-value avoidance. **Bilro (2021)** This study looks into whether mass prestige (masstige) activities that open up luxury and exclusivity to a larger audience have an impact on the beliefs and perceptions of fashion followers and customers on social media about the brand. The results demonstrated that fashion brands could use social media to promote masstige strategies, uphold a positive brand image, diversify their product offerings, and take a chance on these kinds of campaigns without negatively affecting their customers' and followers' opinions. **Goyal (2020)** The current empirical study, which uses the free association method to examine brand associations between masstige and luxury brands, is exploratory in nature and comes from the perspective of masstige customers. Its goal is to better understand how Indian consumers perceive these brands. 54 responders provided information. It is determined that masstige and luxury brands can be distinguished by means of individual brand values as well as functional, economical, and social factors. The results could help marketers of masstige businesses create marketing plans. **Baber (2020)** According to the results, as compared to Xiaomi and Samsung, Apple, a US brand, earned the greatest masstige score. Regarding brand masstige, brand perception, and willingness to pay premium prices for smartphone brands, the results also showed that gender, wealth, and age had a major impact. The results provide smartphone manufacturers with practical approaches and techniques to boost smartphone sales in India based on how customers perceive mass status. **Paul (2018)** This paper's major aim is to further the masstige marketing theory, which will help to understand the phenomenon of "high value, premium, and moderately expensive (yet reachable) brands and their brand management". Based on survey data from owners of American and Japanese auto brands, this study was conducted. It was discovered that if a brand uses a masstige marketing strategy, it can increase its mass prestige value abroad.

There is a paucity of research on masstige marketing in the Indian context, it has been found after analyzing the body of extant literature. Additionally, the automotive, eyewear, and smartphone categories have been the subject of current research. Research on the topic of masstige marketing in relation to fashion, particularly apparel and accessories, is, nevertheless, lacking. Moreover, most research has concentrated on customer value and perception rather than customer engagement. Thus, an all-new endeavor has been undertaken to bridge all the gaps and further investigate the influence of masstige marketing factors on consumer engagement in the apparel and accessories industry.

Figure 1-Theoretical Framework of the Study



(Source- Researchers own work)

Objectives of the Study

The study's main objective is to measure the impact of all drivers of masstige marketing on customer engagement in fashion brands.

Methods and Database

The research design of the current study is descriptive. The study focuses on personal luxury fashion goods i.e. apparel and accessories. The current research is carried out in Delhi which is also known as “Mini India”. The data was collected via questionnaire which was developed with the aid of a literature review. The sample respondents of the study are the shoppers of mall specifically- “DLF Promenade and Select Citywalk” in New Delhi because these malls have masstige brands, such as “Calvin Klein, Tommy Hilfiger, and Armani Jeans”. Mall – intercept method has been utilized in order to collect the data from the respondents. Under this method the shoppers who shop from these selected malls were surveyed. The sample size of the research is 500. A purposive sampling method has been used to collect the responses. To analyze the collected data Correlation and Multiple Regression Analysis has been employed.

Table1- Constructs and Statements

Constructs	Statements	Sources
Masstige Marketing Drivers	I was upset until my wish to get these stylish clothes and accessories was not fulfilled.	Bilro, (2022); Das etal (2021); Baber etal (2020); Gupta (2021) and Gorgon (2016).
	I was so infatuated that I ran out of money to buy stylish clothes and accessories.	
	Knowing that I will be able to purchase these stylish clothes and accessories made me very happy.	
	I have self-control, so even if I want these trendy brands and things, I won't feel bad about it	
	If, I think that buying them will negatively impact my future finances.	
	Even if my desire for this stylish brand affected my friends and family, I wouldn't feel bad about it.	
	These stylish brands are always of exceptional quality.	
	These stylish brands have affordable prices.	
	These stylish brands give me a positive feeling.	
Customer Engagement	This car gives me societal consent.	Boisvert etal, (2023); Das etal (2021); goyal (2020) and Paul (2018).
	The more I use these fashionable brands, the more I think about them.	
	Using these fashionable brands makes me happy.	
	These fashionable brands are my first preference to wear.	
	I feel very positive when I wear these fashionable products.	

Analysis of Data

To analyze the collected data correlation and multiple regression analysis has been utilized.

Table -2 Correlation

		Masstige Marketing Drivers (MMD)	Customer Engagement (CE)
Pearson Correlation	MMD	1.000	.67
	CE	.67	1.000
Sig. (1-tailed)	MMD	.	.67
	CE	.67	.
N	MMD	500	500
	CE	500	500

(Source- SPSS)

The above table shows the relationship between the drivers of masstige marketing and customer engagement. The table clearly shows the correlation between drivers of masstige marketing and customer engagement is .67 which means there exist a moderate relationship drivers of masstige marketing and customer engagement as the values lies between .50-.70. This means there exists a relationship between drivers of masstige marketing and customer engagement in fashionable brands.

Regression Analysis

In the present study, dependent variable is customer engagement and the independent variable is masstige marketing drivers. All the premises of multiple regression analysis has been met i.e. linear relationship among variables, normality of data and variance of the error term is constant and independent.

Table 3- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.67 ^a	.4489	.4281	.773	.003	.270	1	479	.003

a. Predictors: (Constant), MMD

b. Dependent Variable: CE

(Source- SPSS)

The R value in the table illustrates, while Masstige marketing drivers was utilized as an independent variable, a moderate degree of association .67 amid drivers of masstige marketing and customer engagement was detected. Following column provides the R Square value. For the 1st model, .4489 is the value which means Masstige marketing drivers for 44.89 percent variation in customer engagement.

Table 4 –ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.161	1	.161	.270	.000 ^b
	Residual	46.589	478	.597		
	Total	46.750	479			

a. Dependent Variable: CE

b. Predictors: (Constant), MMD

(Source- SPSS)

Table 4 demonstrates that, the values of F-ratio for the model is .270. (which shows significance. In other words, the independent variable has an impact over dependent variable in the current study i.e. drivers of masstige marketing has an impact over customer engagement.

Table 5- Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.273	.298		7.626	.000
MMD	10.98	.010	.059	.520	.004

a. Dependent Variable: CE

(Source- SPSS)

Table 5 demonstrates Unstandardized value.

A Positive value- “signifies a direct association between the independent and dependent variables.”

Negative value- “signifies an inverse association between the independent and dependent variables”.

Unstandardized value for Model in **Table 5** is 10.98. These value specifies that MMD is increases by 1 unit, CE increases by 10.98.

Table 5 illustrates values of β that explicates “the amount of variation in S.D outcome in response to one S.D variation in the predictor”.

Value of $(\beta) = .059$. These values specify that if MMD increases by 1 Standard Deviation, CE increases by .059.

Table 6- Summary Statistics

Model Dependent Variable: CE	Standardized Coefficients	T	P-value
	B		
(Constant)	-	7.626	.000
MMD	.059	.520	.004
R-squared (R2)	.4489		
Adjusted R-squared (R ²)	.4281		
Std. error of estimate (SEE)	.773		
F-statistic (1, 399,130.239 df)	.270		
p-value (F-statistic)	.000		

(Source- Authors own calculations)

Table 6 illustrates the overall significance of the regression model is confirmed by the result [F = .270, p < 0.05]. This implies the rejection of the null hypothesis at the 5% level, signifying a substantial influence of drivers of masstige marketing drivers on customer engagement in fashionable products of Delhi malls.

Findings and Conclusion

From the findings, it is evident that masstige marketing can significantly impact customer engagement by leveraging aspirational appeal, emotional connections, and community building. Brands that effectively utilize these drivers can enhance brand loyalty, advocacy, and customer lifetime value. The findings recommended that masstige brands should focus on maintaining a balance between perceived luxury and affordability, appealing to consumers' aspirations without alienating them with high prices. Crafting compelling narratives that resonate with customers' values and lifestyle aspirations can foster strong emotional connections and drive engagement. Creating communities where customers can interact, share experiences, and advocate for the brand enhances

loyalty and trust. Tailoring experiences and products to individual preferences, and actively seeking customer feedback, helps in continuously improving and adapting marketing strategies.

In conclusion, measuring the impact of masstige marketing drivers on customer engagement provides valuable insights for brands seeking to differentiate themselves in competitive markets and build long-term relationships with their customers.

Implications of the Study

Studying the impact of masstige marketing drivers on customer engagement can yield several important implications for businesses:

1. **Understanding Customer Aspirations:** Masstige marketing focuses on appealing to customers' aspirations for luxury and prestige while maintaining affordability. By measuring the effectiveness of various marketing drivers (such as branding, storytelling, and community building), businesses can gain insights into what aspects of their masstige strategy resonate most with customers' desires and motivations.
2. **Identifying Effective Engagement Strategies:** Through rigorous measurement and analysis, businesses can identify which specific strategies within masstige marketing are most effective in driving customer engagement. This might include assessing the impact of personalized marketing efforts, community engagement initiatives, or influencer collaborations on customer loyalty and advocacy.
3. **Optimizing Resource Allocation:** Understanding the impact of masstige marketing drivers helps businesses allocate resources more effectively. By focusing on strategies that have proven to enhance customer engagement, companies can optimize their marketing budgets and efforts to achieve better ROI and customer satisfaction.
4. **Enhancing Customer Experience:** Masstige marketing is closely tied to providing a superior customer experience that balances luxury perceptions with accessibility. Measuring the impact of marketing drivers on engagement allows businesses to pinpoint areas where they can improve customer interactions, personalize experiences, and deliver consistent value to customers.
5. **Building Long-Term Customer Loyalty:** Customer engagement driven by masstige marketing can lead to stronger customer loyalty and advocacy. Businesses can use insights from their studies to develop long-term strategies that foster ongoing relationships with customers, encourage repeat purchases, and turn customers into brand ambassadors.
6. **Competitive Advantage:** Masstige marketing often differentiates brands in competitive markets by offering a unique value proposition that appeals to a broad spectrum of consumers. Studying the impact of marketing drivers helps businesses refine their positioning, messaging, and product offerings to maintain a competitive edge and capture market share.
7. **Adapting to Market Dynamics:** Markets and consumer preferences evolve over time. Continuous measurement of masstige marketing impact on customer engagement enables businesses to adapt to changing trends, consumer behaviors, and competitive landscapes effectively. This adaptability ensures that businesses remain relevant and responsive to their target audience.

In conclusion, studying the impact of masstige marketing drivers on customer engagement provides valuable insights that can inform strategic decision-making, enhance customer relationships, optimize resource allocation, and maintain a competitive advantage in dynamic market environments.

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