

**The Role of Promotional Activities Towards Masstige Value
and its Impact on Consumer Motivational Regulations and
Consumer Brand Engagement: An Experimental
Investigation**



By

Aneela Jabbar

BBA hons., Finance , MBA., Marketing

A thesis submitted in partial fulfillment of the requirements for
the degree of Doctor of Philosophy in Marketing

AIR UNIVERSITY

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Publications

Journal Publications

1. Jabbar, A., Sheikh, A. A., & Raza, S. H. (2023). Examining the Role of Masstige Value Between Celebrity Endorsement and Consumer Engagement of Fashion Brands: An Empirical Study. *International Journal of Business and Economic Affairs*, 8(3), 103-111
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Abstract

The concept of masstige has gained popularity as a theoretically critical and practically applicable construct. The masstige strategy guides marketers to position premium products at affordable prices. Despite its importance, the study of masstige is still in its infancy and necessitates further research. Hence, this study examines the impact of celebrity endorsement (CE), message framing (MF), and brand experience (BE) on masstige value (MV). Additionally, the study examined the relationship between masstige value and consumer motivational regulations (CMR) and their subsequent influence on consumer brand engagement (CBE). This study also probes into the role of brand credibility (BC) and fear of missing out (FOMO) as a moderating variable. The study framework is established from the masstige theory and the organismic integration theory of motivation. This research study employed a quasi-experimental approach to examine the causal links. Four distinct research projects were conducted, employing focus groups and expert content assessments to develop fabricated print advertisements. The data was collected from multiple shopping malls in Pakistan's metropolitan cities. Each participant was presented with a distinct print advertising as a stimulus, and their corresponding reaction was gathered via a survey questionnaire. A total of 540 female respondents participated in this study. An SEM technique is applied using AMOS 24.0 to verify the proposed hypotheses. The results of this study confirm that celebrity endorsement and message frame positively influence masstige value but with varied intensity across four experimental groups. The brand experience is found to influence the masstige value positively. Concerning the effects of masstige value, it activates all four types of

consumer motivational regulations. The study further supported the positive association between consumer motivational regulations and brand engagement. The role of brand credibility and fear of missing out as a moderator is established. Notably, the study is the first to investigate the role of celebrity endorsement, message frame, and brand experience towards masstige value and how masstige value influences consumer motivational regulations and consumer brand engagement in the context of fashion and apparel brands for developing effective promotional strategies in emerging markets like Pakistan.

Keywords

Masstige, Consumer Brand Engagement, Celebrity Endorsement, Brand Experience, Consumer Motivational Regulations, Organismic Integration Theory of Motivation

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List of Abbreviation

AVE-----	Average Variance Extracted
ANOVA-----	Analysis of Variance
BC-----	Brand Credibility
BE-----	Brand Experience
CE-----	Celebrity Endorsement
CEN-----	Consumer Brand Engagement
CFA-----	Confirmatory Factor Analysis
CFI-----	Comparative Fit Index
CMV-----	Common Method Variance
CR-----	Composite Reliability
EM-----	External Motivation
FOMO-----	Fear of Missing Out
GFI-----	Goodness-of-Fit-Index
IDM-----	Identified Motivation
IFI-----	Incremental Fit Index
IJM-----	Introjected Motivation
INM-----	Internal Motivation
MF-----	Message Frame
MGCFA-----	Multi Group Confirmatory Factor Analysis
MG-SEM	Multi-Group Structural Equation Model
MI-----	Measurement Invariance
MV-----	Masstige Value
RMSEA-----	Root Mean Square of Error Approximation
SEM-----	Structural Equation Modeling
SRMR-----	Root Mean Square Residual
TLI-----	Tucker-Lewis Index

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This thesis aims to advance the concept of masstige and understand it as a valid approach to creating a pool of engaged customers in the masstige apparel business of Pakistan. This investigation work focuses on the masstige value of brands in the fashion business; it primarily discusses the role of celebrity endorsement, message frame, brand credibility, brand experience, consumer motivational regulations, fear of missing out, and consumer brand engagement.

The introduction chapter comprises the background of the study and a detailed analysis of the fashion industry globally as well as locally. The influence of COVID-19 on the fashion industry parameters is also presented. After that, the theoretical and practical problem statement is discussed in detail, and gap analysis is conducted to identify the literature gaps. Next, the research questions and research objectives are formulated. The study further elaborated on this research work's scope and practical and theoretical significance. This chapter closes after reporting the organization of the complete thesis.

1.1 Background of the Study

In the past, the consumption of luxury brands was predominantly limited to individuals of high socioeconomic status and privileged social standing (Kapferer & Valette-Florence, 2016). The luxury goods business has experienced significant expansion with the development of masstige brands, achieved by extending luxury below (Paul, 2019). The sales volume of the luxury sector has experienced a significant increase during the past two decades (Arpizio, Levato, & Zito, 2016). Recently, there has been a notable shift in customer motivation and beliefs about the consumption of luxury products (Dhaliwal, Singh, & Paul, 2020). The revenue of the luxury market has reached US\$354.80 billion, of which US\$111.50 billion is for the luxury fashion market (Statista, 2023). According to (Sharma, Soni, Borah, & Saboo,

2020), numerous luxury companies have encountered little or no growth in established nations, prompting them to venture into emerging economies as a potential avenue for expansion. Currently, most of the expansion in the luxury sector originates from emerging economies.

The COVID-19 pandemic has caused vicissitude in the world's market of luxury brands. The luxury market has suffered a great setback and has almost reduced its size by 23%, a yield equal to 2015 (Bain & Company, 2021). Plunging buying power has raised enormous doubts about the going back of the luxury market to its pre-COVID level, and consequently, the sudden changes in consumer preferences regarding luxury have shaken the balance of power (BCG,2020), making way for accessible luxury (mass-prestige) to take the lead. At the same time, academicians shifted their focus from traditional luxury to mass luxury (Das, Saha, & Roy, 2021; Kumar, Paul, & Starčević, 2021). Masstige is a portmanteau of mass and prestige that means making luxury available for the masses by reducing its price below the luxury but slightly above the middle-income range consumers so luxury can become affordable and accessible. Masstige depicts the availability of high-quality premium goods for the masses (Kumar, Paul, & Unnithan, 2020).

Besides, masstige products benefit marketers by opening the gates of luxury for the masses and providing an avenue to increase profits (Kumar et al., 2020). In recent years, numerous renowned luxury brands (e.g., Louis Vuitton, Victoria's Secret, Coach, Tiffany & Co) are filling this *masstige luxury space* by bringing in reasonably priced products for the middle-income segment of consumers (Das et al., 2021). The rapid adoption of the masstige strategy was predominantly witnessed through the COVID-19 pandemic because it has shaken the economies of many countries by causing a shortage of resources and making it difficult for the masses to fulfil their necessities which led to significant modifications in consumers' buying decisions (Dubois, Jung, & Ordabayeva, 2021).

At the same time, luxury has undergone significant changes (Mundel, Huddleston, & Vordermeier, 2017) due to the surfacing of middle-income individuals with aspirations, varying preferences, and tastes (Jain & Khan, 2017). Luxury is no longer limited to affluent customers solely (Gupta & Srivastav, 2016), but middle-income

consumers worldwide have become a part of this wagon. Sanyal, Mazumder, Singh, & Sharma (2021) indicated that the number of luxury brand consumers had quadrupled globally during the last few decades. This worldwide upsurge in demand for luxury goods is also due to developing economies in Asia (Shahid & Paul, 2021). A new class of luxury brands has come into being owing to these alterations in the luxury consumer segment, generally identified as “*masstige brands*” (Kumar, Paul, & Unnithan, 2020; Paul, 2015).

Early research focused on how masstige brands vary from luxury brands. Kim, Lloyd, Adebeshin, & Kang, (2019) recognized identity values that are specific to masstige brands (renewal, seduction, seasonality) and those they have in common with luxury brands (authenticity, accomplishment, sophistication, exclusivity, pride). Masstige brands are also differentiated from luxury brands based on 4 brand values: functional, financial, social, and individual (Goyal, 2020). Besides that, Paul, (2015) presented a theoretical framework to execute a masstige marketing strategy grounded on the 4 Ps of marketing.

Paul, (2015) introduced a masstige mean score scale (Henceforth, MMSS) for measuring the masstige value, which was later on suggested by Paul, (2018) to be used as an alternative scale for brand equity measurement. The higher MMSS of brands depicts the effectiveness of marketing strategies which may vary in different geographical regions. Kumar & Paul, (2018) used MMSS to find the masstige value of laptop products in India (Lenovo, HP, Acer, and Dell). Their study reported that American brands (HP and Dell) have higher prestige in the Indian market, but their MMSS is insufficient to be regarded as a masstige brand. In another research, Paul, (2018) conducted an MMSS analysis of automobiles in the US market and found that Japanese cars have beaten domestic American cars in creating masstige, and thus, Japanese cars have more brand equity in the US market. Recently, (Kumar et al., 2021) used MMS to measure the masstige value of smartphones in the Serbian market and revealed that only the iPhone enjoys mass prestige among several smartphone brands such as Samsung, Huawei, and iPhone.

There is another important phenomenon that cannot be ignored. Like several other constructs in the marketing literature, masstige behaves differently in different contexts (Kumar, Paul, & Unnithan, 2019). Consumer perception towards masstige varies according to the context. This variation may lead to different masstige values in different markets. For instance, Ford scores low in masstige value in its domestic market compared to the masstige value of Honda and Toyota in the US market (Paul, 2018). In the same way, American laptop brands enjoy high masstige value in India (Kumar & Paul, 2018). So, exploring masstige constructs in different contexts is essential because developed countries have higher masstige values in emerging markets. The emerging countries' markets are best to examine the masstige value of different brands (Kumar et al., 2019; Paul, 2015).

Furthermore, Wang, Yuan, Luo, & Liu, (2022) investigated the mass prestige in the post-COVID period. Masstige products not only give monetary benefits to consumers but also offer psychological well-being. Therefore they argue that consumers' intrinsic motivation motivates them to consume masstige brands rather than extrinsic motivations. Shan, Lu, & Cui, (2022) explored masstige from the co-branding perspective by explaining how marketers can balance the exclusivity of luxury and affordability for the masses under the umbrella of masstige. According to them, there should be a fit at both the brand-personality and product category levels to implement the masstige co-branding strategy effectively. Masstige co-branding benefits both luxury and masstige brands by creating brand equity; for example, it increases the customer base for luxury brands, whereas masstige brands can gain leverage by utilizing the established image of luxury brands.

Suzuki & Kanno (2022) suggested that co-branding is an ideal method for luxury brands to become masstige brands, and this can be achieved by instigating the idea of brand coolness. They argue that the masstige brand with an element of brand-coolness is a better candidate for luxury brands to co-brand. Park, Back, & Kim, (2022) added to the marketing literature by examining consumption values and how they influence consumer behaviour in the emerging masstige market. Purohit & Radia, (2022) demonstrated the antecedents of purchase intention of masstige brands. They provided empirical evidence that the functional value, vanity value, and achievement signalling

significantly influence the purchase intention of masstige brands which further affects the attitudinal loyalty and perceived brand happiness. Das, Jebarajakirthy, & Sivapalan, (2022) argued that the three consumption values, functional, symbolic, and experiential, motivate consumers to buy masstige brands. As many researchers are dedicated to enhancing the understanding of masstige, the authors state that much room still needs exploration and call for research in this field (Kumar et al., 2020).

The endorsement of masstige brands by celebrities also carries noteworthy importance for both the brands and the celebrities themselves. Celebrity endorsements can bring amplified visibility to masstige brands, mainly among their target demographics. Celebrities often have huge fan bases and wide reach through numerous media platforms, which can aid brands gain exposure to new audiences. Masstige brands inhabit a middle ground between mass-market and prestige brands. Celebrity endorsements can raise the perceived value and status of these brands by connecting them with the glamorous lifestyles and aspirations of celebrities. This link can help masstige brands differentiate themselves from purely mass-market offerings. Research has shown that consumers are influenced by celebrity endorsements, particularly when it comes to lifestyle and fashion choices. Seeing a celebrity they admire endorsing a masstige brand can sway consumer perceptions and purchasing decisions, leading to increased sales and brand loyalty. While authenticity is crucial in celebrity endorsements, when done right, they can lend credibility to masstige brands. If the celebrity's image aligns with the brand's values and target audience, the endorsement can feel genuine and authentic, enhancing the brand's reputation.

Celebrity endorsements often generate media attention and buzz, especially in today's age of social media. When a celebrity is seen using or endorsing a masstige brand, it can spark conversations on social platforms, generate press coverage, and increase brand mentions, further amplifying the brand's reach and exposure. In crowded marketplaces, celebrity endorsements can provide a competitive edge to masstige brands by helping them stand out from competitors. By associating with popular and influential figures, brands can capture consumer attention and create a memorable impression, giving them an edge in the market. Overall, the importance of celebrities endorsing masstige brands lies in their ability to enhance visibility, perceived value,

and consumer trust, and ultimately drive sales and brand growth. However, it's essential for brands to carefully select celebrities whose image aligns with their brand identity and values to ensure authenticity and maximize the effectiveness of the endorsement.

Customer experience plays a crucial role in the success of masstige brands. Positive customer experiences foster loyalty and advocacy. Masstige brands often rely on repeat customers who appreciate the balance between quality and affordability. A seamless and enjoyable customer experience encourages customers to return and recommend the brand to others, contributing to long-term success. In the crowded marketplace of masstige brands, customer experience can serve as a key differentiator. Brands that prioritize exceptional service, convenient purchasing options, and personalized interactions stand out from competitors, attracting and retaining customers in a highly competitive landscape. Customer experiences shape how consumers perceive and talk about masstige brands. Consistently positive experiences build a strong brand reputation, while negative experiences can tarnish it. Brands that prioritize customer satisfaction and go above and beyond expectations create a positive reputation that attracts new customers and retains existing ones.

Investing in customer experience can increase customer lifetime value (CLV). Satisfied customers are more likely to make repeat purchases, spend more over time, and remain loyal to the brand. By focusing on delivering value throughout the customer journey, masstige brands can maximize CLV and drive sustainable growth. Happy customers are powerful brand advocates. They share their positive experiences with friends, family, and online communities, amplifying the brand's reach through word-of-mouth marketing. Positive word-of-mouth endorsements are particularly valuable for masstige brands, as they help expand their customer base without the need for expensive advertising campaigns. Masstige brands that prioritize customer experience are more adaptable and innovative. By listening to customer feedback and staying attuned to changing preferences, these brands can quickly respond to market trends, introduce new products or services, and improve existing offerings to better meet customer needs and expectations. The importance of customer experience in masstige brands cannot be overstated. It influences brand loyalty, differentiation,

reputation, CLV, word-of-mouth marketing, and adaptability, all of which are critical factors for success in today's competitive marketplace. Investing in delivering exceptional customer experiences is essential for masstige brands to thrive and sustain long-term growth.

Masstige brands can effectively lead to consumer engagement through various strategies that capitalize on their unique position between mass-market and prestige brands. Masstige brands can leverage social media platforms to engage with consumers directly. By creating compelling content, sharing behind-the-scenes glimpses, and initiating conversations with followers, brands can build a community around their products and values. Responding to comments, messages, and mentions helps foster a sense of connection and engagement. Masstige brands can create interactive marketing campaigns that encourage consumer participation. Contests, challenges, polls, and user-generated content initiatives can motivate consumers to actively engage with the brand, share their experiences, and connect with other like-minded individuals.

Tailoring experiences to individual preferences can enhance consumer engagement. Masstige brands can utilize customer data and insights to deliver personalized recommendations, offers, and communications. Personalization makes consumers feel valued and understood, increasing their likelihood of engaging with the brand. Offering exclusive events, pop-up shops, product launches, and VIP experiences can generate excitement and engagement among consumers. By providing access to unique opportunities and experiences, masstige brands can create a sense of exclusivity and belonging, motivating consumers to actively participate and share their experiences with others. Collaborating with other brands, influencers, or organizations can expand reach and stimulate consumer engagement. Joint initiatives, co-branded products, and cross-promotional campaigns can attract new audiences and create buzz around the brand, driving engagement both online and offline. Providing valuable and educational content can engage consumers by addressing their interests, needs, and pain points. Masstige brands can create how-to guides, tutorials, blog posts, and videos that offer insights, tips, and inspiration related to their products or

industry. By positioning themselves as trusted sources of information, brands can foster engagement and loyalty among consumers.

Actively soliciting feedback and listening to consumer input demonstrates that the brand values their opinions and wants to improve their experience. Masstige brands can use surveys, feedback forms, and social media listening tools to gather insights, address concerns, and implement changes that resonate with consumers, fostering a sense of ownership and engagement. Masstige brands can lead to consumer engagement by embracing authenticity, creativity, and innovation in their marketing strategies, fostering meaningful connections with consumers, and providing value beyond just products or services. By prioritizing engagement, masstige brands can build loyal followings and drive sustainable growth in today's competitive marketplace.

1.2 FASHION INDUSTRY

Developed countries dominate the global fashion industry. France has emerged at the top of the global fashion market (Hammen, 2018). After France, the European countries succeeded in developing the world's top fashion market (Siddiqui, 2022). Siddiqui (2022) conducted a brand equity trend analysis of fashion brands in the global market. The author reported that the top three brands from France (Louis Vuitton, Chanel, and Hermes) and one Italian brand (Gucci) will enjoy a brand equity of ten billion US dollars in 2021. At the same time, all the other remaining brands had brand equity of less than ten billion US dollars in 2021.

The McKinsey Global Fashion Index reported the change in fashion clothes and footwear sales trends in 2018. It was reported that fashion sales have shifted from Europe and North America to developing economies of Asia Pacific (Ahmed et al. 2018). This changing trend has led to the establishment of fashion hubs in India, China, and Singapore (Lee, Moon, & Tu, 2019). Along with these new fashion hubs, Pakistan has also appeared as an emerging fashion market (Kashif & Mubarik, 2020).

When Pakistan came into being in 1947, there was not even a single market that sold stitched ready-to-wear garments. The fashion market was limited to an unstitched

collection inspired by the traditional culture of the sub-continent. Tailor-made dresses were popular among middle and upper-class consumers (Ismail, 2018). The girls were taught stitching skills at home to craft the dresses for themselves and other family members. It was not until the early fifties that the first organized fashion apparel outlets were established only in the metropolitan cities of Lahore and Karachi (Ahmed et al., 2018). According to the climate of Pakistan, cotton, voile, and lawn fabric were prevalent, but synthetic fibre clothes were also imported (Siddiki, 2018). From 1947 to 1997, retail outlets and fashion boutiques were very limited, and only a small population could reach them. After that, the industry observed the growth in private label fashionable clothing brands, so the rise in the masses' demands could be catered to (Han et al., 2014).

Since 1998, private-label fashion brands have begun expanding their business range and offering high-quality branded stitched, unstitched, and other fashion clothing accessories. Karachi and Lahore are the two major fashion hubs in Pakistan. The fashion industry revenues gradually reached USD 763M (Statista, 2019). According to Sattar (2017), there are 128 fashion designers in Pakistan. Like fashion houses worldwide, in Pakistan, there are well-organized fashion weeks for Haute Couture, modern fashion houses, colleges of fashion design and related training schools, active media presence, and other fashion-related activities.

Pakistan's fashion and apparel industry is now growing at a good pace. The evidence is the increase in the number of fashion houses in Pakistan and intense competition leading to competitive wars and bombardment of promotional activities. There are more than 40 fashion houses in Pakistan, and their number is increasing with time. Every fashion brand is coming up with new collections and promoting them a great deal by using different promotional activities such as celebrity endorsement, offering discounts and sales, giveaway competitions on social media etc. These activities prove that Pakistan's fashion and apparel industry is growing, and the brands are putting much effort into staying ahead of the competition.

The consumption of masstige fashion brands in Pakistan has been steadily increasing. Several factors have contributed to the rise in the consumption of masstige fashion brands in Pakistan:

1: Growing Middle Class: As discussed earlier Pakistan has seen a significant expansion of its middle class in recent years. With rising disposable incomes and changing lifestyles, there's a greater appetite for affordable yet stylish clothing options.

2: Influence of Social Media: The penetration of social media platforms like Instagram and Facebook has played a crucial role in shaping fashion trends and influencing consumer preferences. Pakistani consumers, particularly the youth, are exposed to global fashion trends through social media, leading to increased demand for masstige brands that offer trendy designs.

3. Economic Factors: Economic factors such as inflation and currency devaluation have made luxury fashion items less accessible to the general population. As a result, consumers are turning towards masstige brands that offer a balance between affordability and style.

4. Expansion of Retail Infrastructure: The expansion of retail infrastructure, including malls and shopping centres in urban areas of Pakistan, has made fashion more accessible to consumers. Masstige brands often have a presence in these retail spaces, allowing consumers to explore and purchase their products conveniently.

5. Celebrities and Influencers: Pakistani celebrities and influencers often endorse masstige fashion brands, further popularizing them among their followers. Their endorsements create a sense of aspiration and desirability around these brands, driving consumer demand.

6. Changing Fashion Landscape: The fashion landscape in Pakistan has been evolving rapidly, with a growing emphasis on individuality and self-expression. Masstige brands cater to consumers looking for trendy yet affordable options to express their style.

Overall, the increased consumption of masstige fashion brands in Pakistan reflects shifting consumer preferences towards affordable yet stylish clothing options amidst changing economic and social dynamics. However, it's essential to note that market trends may have evolved since my last update, so consulting more recent sources would provide a clearer picture of the current situation.

The Covid-19 pandemic (2019-2020) resulted in global economic closure and greatly impacted every market. The economies suffered huge losses. The fashion industry also showed a declining growth rate. The brand equity fell from USD 207B in 2019 to USD 202B in 2020 and recovered to USD 229B in 2021 (Siddiqui, 2022). It could be seen that fashion brands were affected due to the recent pandemic but recovered quickly from this global crisis. Relatively the impact of the pandemic on fashion brands was less than on other industries.

Researching masstige brands and their promotional strategies is crucial for businesses for several reasons. Firstly, it offers valuable insights into consumer behaviour, preferences, and motivations, shedding light on why consumers choose masstige products over luxury or mass-market alternatives. This understanding enables companies to tailor their offerings to meet the demands of aspirational consumers effectively. Secondly, such research helps identify market opportunities by uncovering untapped segments and emerging trends, allowing businesses to capitalize on the growing demand for masstige products. Additionally, analyzing the promotional strategies of existing masstige brands provides valuable competitive intelligence, enabling companies to differentiate themselves and develop effective marketing campaigns. By understanding how masstige brands position themselves in the market, businesses can strategically position their own products to appeal to aspirational consumers while maintaining an aura of exclusivity. Evaluating the effectiveness of promotional strategies used by masstige brands also helps optimize marketing efforts, ensuring resources are allocated efficiently for maximum impact. Ultimately, this research informs strategic planning processes, guiding companies in setting realistic goals, developing actionable strategies, and effectively allocating resources to achieve masstige status in their respective markets.

1.3 Contextual Analysis

The problem statement and gap analysis are elucidated from both practical and theoretical perspectives.

1.3.1 Practical Problem Statement and Gap Analysis

According to Wang, Yuan, Luo, & Liu (2022), The integration of luxury into the everyday lives of the general population has become increasingly prevalent. Previously, major fashion brands, including Louis Vuitton, Coach, Tiffany & Co., and Victoria's Secret, only operated as luxury brands. However, there has been a shift in the prevailing patterns. These businesses have engaged in downward expansions, expanding their product offerings to include a range of items that were once deemed prestigious but have lost their exclusivity. The current trend involves extending the aura of status, traditionally reserved for elite and scarce luxury goods, to a wider audience (Das et al., 2021). There exist numerous factors contributing to this shift in pattern.

1- There has been an increase in the number of middle-class consumers in Pakistan. In contemporary Pakistan, there has been a notable surge of 16.2% in the middle-class demographic from 1999 to 2018. The observed growth rate surpasses the overall population growth rate of 2.4%. The middle-income demographic faces financial constraints that prevent them from purchasing luxury goods, yet they desire to consume prestigious products. Hence, to access this substantial customer segment, implementing the masstige strategy is a suitable approach for market penetration.

2- Based on data from the World Bank, there has been an upward trend in women's employment in Pakistan. In the year 2022, governmental authorities in Pakistan have implemented measures aimed at augmenting the level of female workforce participation. The proliferation of women in labour has resulted in a notable effect on consumer behaviour, as individuals now possess the means to consume readily available luxury goods. Additionally, they possess goals to indulge in opulent commodities.

3- The COVID-19 pandemic has also changed consumer perceptions regarding luxury (Z. Wang et al., 2022). The size of the luxury market has shrunk by 23% in 2020 (Bain & Company, 2021). The increase in economic uncertainty and the decrease in consumer purchasing power are the major causes behind this decrease in the luxury market size. When the luxury market condensed, the gateways to the masstige market opened.

As luxury brand marketers face innumerable challenges, practitioners started to rethink to adapt their offerings to support the mass consumers (Z. Wang et al., 2022). Practitioners of many Pakistani fashion brands had foreseen this changing trend, and it became their vision to tap this new consumer market that wants to consume luxury but lacks affordability power. Therefore, the fashion brands started the downward extension of their brand without compromising the quality and by offering prestigious products at reasonable prices. In the international market, Louis Vuitton, a well-known luxury brand, extended downward and offered prestigious goods at prices that the upper-income segment of the middle class could afford.

In Pakistan, the fashion brand Khaadi serves as a notable example of evolving market positioning. Initially renowned for its luxury collection, Khaadi Khaas, the brand later diversified its offerings to include more affordably priced products. Despite this shift, Khaadi maintained its reputation for high-quality fabric, intricate prints, and vibrant colours, garnering widespread popularity and transitioning into a mass-market brand. With such significant shifts in the fashion industry's landscape and the changing demographics of consumer groups in Pakistan, there arises a pressing need for formal research in this domain. Notably, no fashion brand in Pakistan has yet achieved successful positioning as a masstige brand. This underscores the importance of conducting thorough research to explore the dynamics of market positioning and consumer preferences within Pakistan's fashion industry.

In Pakistan, the trend of celebrity endorsement has seen a significant uptick, with brands making substantial investments in hiring top actors and actresses from the country, and in some cases, even internationally renowned celebrities. For instance, in 2021, Turkish actress Esra Bilgic was enlisted to endorse Khaadi, resulting in a highly

positive response from fans. More recently, Ethnic, a prominent brand, partnered with Sajal Aly, one of Pakistan's leading actresses, to launch a luxury collection named after her. These instances highlight the pervasive use of celebrity endorsements in Pakistan's fashion and apparel industry. However, questions arise regarding whether celebrity endorsement serves as an operational strategy for brands to establish masstige value. Given the significant investment required for celebrity endorsements, marketers face the dilemma of whether to continue investing in this strategy. Moreover, there's the question of whether celebrities can effectively transfer their prestige to the brands they endorse. Understanding the types of messages that resonate with consumers and the appropriate message frames for advertisements of masstige brands is also crucial. This entire phenomenon warrants formal research to provide insights into the effectiveness and impact of celebrity endorsements on masstige branding strategies in Pakistan's fashion industry.

When a company decides to enter the masstige market, creating positive brand experiences for customers becomes crucial. For instance, consider the case of Khaadi, which recently promoted its new retail outlet in Lahore with the tagline, "Experiencing the all-new Khaadi experience in Lahore." In an interview with Gloss Etc Shamoos Sultan, the founder of Khaadi, highlighted the evolving nature of retail, noting that it now extends beyond mere clothing. He emphasized that consumers are increasingly seeking immersive experiences, prompting brands to deliver on this front. In response, Khaadi introduced the Khaadi Experience Square, a four-story retail space adorned with intricate weaving patterns, vibrant walls, a captivating mini catwalk, digital imagery, lush greenery, ambient lighting, and sleek glass displays. This immersive environment is poised to resonate deeply with Khaadi's loyal clientele. Despite the apparent importance of brand experiences in the masstige market, no formal studies have explored their impact on masstige value within the realm of fashion brands. Hence, there is a pressing need for research to investigate the role of brand experiences in shaping masstige value.

Furthermore, marketers aim to inspire favourable actions among consumers, yet the specific mechanisms driving such motivations, particularly in the context of masstige branding, remain unclear. Marketers need to comprehend the diverse motivations

underlying consumer behaviour and identify effective strategies for motivation. Therefore, research must be conducted to elucidate the motivational dynamics of fashion and clothing brand customers in Pakistan. Such research endeavours seek to shed light on the motivational factors at play and provide valuable insights for marketers seeking to engage and inspire their target audience effectively.

Organizations are currently grappling with the challenge of maintaining customer engagement amidst fierce competition fueled by a proliferation of brands. In Pakistan, the landscape for masstige fashion and apparel brands mirrors this trend. However, these brands possess a distinct advantage as they are perceived as prestigious by consumers. Given this advantageous positioning, it is worth exploring whether these brands can effectively engage customers by leveraging their successful masstige strategy.

1.3.2 Theoretical Problem Statement and Gap Analysis

This study aims to build a theory and strategy for managing brands, emphasizing masstige. It seeks to address gaps in current knowledge about measuring masstige value and developing theory in the broader field of brand management. The globalization of consumer culture has led to the recognition of brands as a crucial idea for both companies and customers (Samiee, 2019). The prioritization of brand management has emerged as a primary focus for top management, given that brands represent highly valued intangible assets within the corporate realm (Sinclair & Lane Keller, 2014).

Masstige's theory is relatively novel, with several identified research gaps. There is an immense need to add to the masstige theory by adding theoretical contributions by conducting more empirical research (Rodrigues, Sousa, Fetscherin, & Borges, 2022). The dearth of empirical research on masstige brands makes it necessary to conduct more research to unfold consumer behaviours. As Kumar et al. (2020) mentioned, the masstige construct is ignored in the academic literature despite being a recognized strategy. Paul (2015) also insisted the researchers engage in masstige research, an alternative measure of brand equity (Alagarsamy, Mehroliia, & Paul, 2022).

Surprisingly, studies related to the newly introduced measure of masstige are still few and need more investigation. To develop the conceptual knowledge of the new and least researched measure of brand equity i.e. Masstige Mean Score Scale (MMSS), the present research work undertakes this task to explore the construct of “masstige” in Pakistan's fashion and apparel brands market. This quest will give insight to the marketers on whether the marketing activities of fashion and apparel brands are effective enough to generate masstige value in Pakistan.

The next question is how a brand can establish the required masstige value. Can masstige be attained through promotions? Louis Vuitton is a perfect example of a fashion brand that successfully deployed a masstige strategy to attain mass prestige, and one of the techniques they used to enhance mass prestige is advertisement strategies such as celebrity endorsement and sports sponsorships (Paul, 2015). The business enhanced its advertisement budget by 20% in 2003 and used famous supermodels and stars like Eva Herzigova, Gisele Bündchen, Sean Connery, and Sofia Ford Cappola. Celebrity endorsement is undoubtedly a powerful promotional tool (Yang, 2018) for successfully implementing the masstige strategy (Paul, 2015). As masstige is a relatively new area, knowledge gaps exist, such as how masstige can be enhanced through promotional activities. In light of this knowledge gap, we plan to execute formal research on the topic that masstige can be attained through promotional activities such as celebrity endorsement and message frames.

A good understanding of brand experience will help marketers make effective marketing plans for brands (Brakus, Schmitt, & Zarantonello, 2009). As brand experience comprehensively covers the brand's unique experiential features, it is rendered as a main construct in the theory of marketing literature. With time the brand experience became a top priority in branding literature, and managers realized the competitive advantage a firm can gain by building topnotch brand experience (B. Schmitt & Zarantonello, 2013).

Practically, many organizations adopted this line of brand experience belonging to various categories, such as Apple in electronics, mini cooper in automobile, and jet blue air service (B. Schmitt, 2011). Hence, brand experience in consumer research is

vital because brands are a new standard of living for customers (Schmitt, Brakus, and Zarantonello, 2014). Keeping the significance of brand experience in mind, it is one of the main constructs in this study. According to the information I gathered, no formal research is available to investigate the association between brand experience and masstige value. Thus, we intend to explore the role of brand experience towards masstige value and how desired experience can increase the massiveness of a brand.

For a brand, attaining a masstige status is not the end but may lead to several favourable consequences. Here, we seek guidance from the organismic integration theory of motivation and scrutinize the role of the masstige value of brands towards consumer motivational regulations. The influence of masstige as a driving force behind consumer motivational regulations (intrinsic motivation, identified motivation, introjected motivation, and external motivation) can be explained through OIT (Ryan & Deci, 2002).

Many researchers in OB and HRM have scrutinized the outcomes of different factors such as working climate and work design on employees' external, introjected, identified, and intrinsic/integrated motivations (Gagné et al., 2019). To the surprise, none of the research works has investigated customers' intrinsic/integrated, identified, introjected, and external motivations as dependent variables in the field of marketing to comprehend the contribution of marketing actions towards increasing and decreasing customers' motivational regulations (Gul, Paul, Gul, & Gul, 2021). Furthermore, no study has examined characteristics that tend to increase consumer motivation. Based on the analysis of Gul et al. (2021), there is an immense need to fill in the missing information in the marketing realm on how marketing activities influence customer motivation.

Gilal, Paul, Gilal, & Gilal (2020) called for further research to examine what motivational regulations are enhanced by a celebrity's attractiveness, expertise, and trustworthiness. Whereas call for papers in the special issue on masstige marketing by International Journal of Consumer Studies has called to explore the antecedents and consequences of masstige such as motivation. So, under the silver lining of OIT (Gul

et al., 2021) and calling for upcoming research, we argue that masstige can influence consumers' motivational regulations.

In the marketing books, the construct of consumer brand engagement has been investigated, but most of the studies are completely conceptual (Van Doorn et al., 2010). As far as our knowledge, there is a limited investigation on the motivational drivers of consumer brand engagement and even more on how different motivations influence consumer brand engagement (Andonova, 2016). Due to the beneficial properties of consumer brand engagement, academicians are attracted to understanding the motivations that can cause long-lasting relationships between consumers and brands (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020). The organismic integration theory of motivation here guides us that consumer motivational regulations have positive marketing outcomes such as consumer brand engagement (Gul et al., 2021). Thus, this empirical investigation is targeted to overcome this knowledge gap by investigating the association amid masstige, consumer motivational regulations and consumer brand engagement.

Literature is abundant on promotional activities such as celebrity endorsement and message frames. However, it is unclear how promotional activities such as celebrity endorsement and message frames may help brands in creating masstige value. Furthermore, the role of brand experience towards masstige value requires investigation. What are the positive marketing outcomes once the brand has achieved masstige status? It is also unclear how does masstige of a brand motivates consumers to engage with masstige brands. Considering the importance of masstige and its consequences, these relationships demand exploration in marketing research. To solve these major issues, the current research aims to establish an advanced framework that describes the exact mechanism and boundary conditions of celebrity endorsement, message frame, brand experience, masstige value, consumer motivational regulations and consumer brand engagement.

Celebrity endorsement, message frame, and brand experience are extensively reported in the research works. Nonetheless, the mechanism that describes the association amid celebrity endorsement, message frame, and brand experience and their effect on the

masstige value has not been discussed in the literature earlier. Our research work has identified this literature gap that the influence of promotional activities (celebrity endorsement and message frame) and brand experience towards masstige value needs investigation. Various authors have also suggested it. For example, Rodrigues, Sousa, Fetscherin, & Borges, (2022) recommended investigating the constructs that may influence the masstige value of brands, Das et al., (2021) suggested that there is a need to investigate the influence of the brand logo and other visual symbols towards the masstige value of a brand.

In the context of celebrity endorsements and masstige brands, brand credibility can serve as a moderator that influences the effectiveness and impact of the endorsement. Masstige brands typically aim to strike a balance between affordability and quality, positioning themselves as offering products or services that possess higher value than purely mass-market offerings. When a celebrity endorses such a brand, the credibility of the brand can enhance the perceived value of the endorsed product or service. Consumers are more likely to believe in the quality and desirability of the product if they perceive the brand as credible.

Brand credibility is closely linked to trust and authenticity. Consumers are more likely to trust and resonate with celebrity endorsements when they perceive the endorsing brand as credible. If consumers trust the masstige brand's reputation for delivering on promises and providing quality products, they are more likely to view the celebrity endorsement as genuine and authentic, rather than merely a paid promotion. Not all celebrity endorsements are successful. Sometimes, mismatches between the celebrity, the brand, and its audience can lead to negative perceptions and backlash. However, when the endorsing brand is perceived as credible, it can mitigate the risks associated with such mismatches. Consumers are more likely to give the endorsement a chance and view it positively if they trust the credibility of the endorsing brand.

Brand credibility can influence consumers' purchase intentions following a celebrity endorsement. If the endorsing brand is credible, consumers may be more inclined to consider purchasing the endorsed product or service. They may perceive the endorsement as a genuine recommendation from a trusted source, leading to increased

interest and willingness to try the product. Credibility is a crucial component of building long-term brand equity. Masstige brands that consistently demonstrate credibility through their actions, products, and customer experiences are better positioned to leverage celebrity endorsements effectively. The positive associations created by credible endorsements can contribute to strengthening the brand's equity over time, leading to sustained growth and competitive advantage in the marketplace. Brand credibility serves as a moderator between celebrity endorsements and masstige brands by influencing consumer perceptions, trust, purchase intentions, and long-term brand equity. Masstige brands that prioritize building and maintaining credibility can maximize the effectiveness of celebrity endorsements and harness their potential to drive brand visibility, differentiation, and growth.

Singh & Banerjee (2021) discussed that brand credibility is influenced by celebrity endorsement, and brand credibility also influences brand equity. As far as we know, the association between celebrity endorsement and masstige value has not been verified through empirical research. Therefore, our study identified brand credibility as a moderator in the association between celebrity endorsement and masstige value. According to the information gathered by the researcher, it is a pioneering effort to examine brand credibility as a moderator in the association between celebrity endorsement and masstige value, and thus, it is a gap in the existing knowledge. Our research work is focused on filling this literature gap.

Research on HR and organizational behaviours investigated the influence of social and environmental factors like work design and work climate on the consumers' motivational regulations (Gagné et al., 2019). However, no evidence in the literature identified consumers' motivational regulations (intrinsic/integrated, identified, introjected, and external) as the dependent variable in the marketing realm (Gul et al., 2021). The authors further identified that the impact of marketing activities on the consumers' motivational regulations has also not been examined before. They further argued that no work was done to explore the variables that increase customer motivational regulations. Thus, there exists a literature gap. Gul et al. (2021) suggested that the masstige brand positioning positively influences customers' intrinsic/integrated, identified, introjected, and external motivation. Our research work

undertakes this task to fill this literature gap. Thus, we intend to examine the role of masstige value in influencing consumers' motivational regulations.

The construct of motivation is closely related to consumer brand engagement (Żyminkowska, Perek-Białas, & Humenny, 2023). However, the relationship between consumers' motivational regulations and brand engagement remains unexamined. In identifying this literature gap, our research aims to investigate this relationship.

Fear of missing out motivates the individual to take action so he/she may not feel left out either at a personal or social level. Saavedra and Bautista Jr., (2020) studied the influence of fear of missing on masstige brand apparel consumption. Their study reflected that the impact of fear of missing cannot be ignored in the consumer purchasing decision of masstige apparel brands. Fear of missing out sufficiently influences the motivation construct, affecting the motivation to buy the masstige brand clothes. Our study includes how the consumer's motivational regulations impact consumer brand engagement. As this relationship has not been studied before, fear of missing is an excellent candidate to establish and strengthen this relationship. This is also the identified literature gap because the role of fear of missing out has not been studied as a moderator in the relationship between consumer motivational regulations and brand engagement. After identifying these gaps, we posit the following research questions.

1.4 Research Questions

The current research work intends to comprehend the below-mentioned problems:

1. Can masstige value be created by promotional activities such as celebrity endorsement?
2. Can masstige value be created by promotional activities such as message frames?
3. Does brand credibility moderate the relationship between celebrity endorsement and masstige value?
4. Can brand experience influence the masstige value?
5. Does the masstige value of a brand enhance consumer motivational regulations?

6. Do consumer motivational regulations influence consumer brand engagement?
7. Does fear of missing out moderate the relationship between consumer motivational regulations and consumer brand engagement?

1.5 Research Objectives

The specific objectives of this research work are:

1. To examine the relationship of celebrity endorsement (attractiveness, trustworthiness, and expertise) with masstige value.
2. To examine the relationship of message frame with masstige value.
3. To examine the moderating role of brand credibility in the relationship between celebrity endorsement and masstige value.
4. To examine the relationship of brand experience with masstige value.
5. To investigate the relationship of masstige value with consumer motivational regulations.
6. To investigate the relationship of consumer motivational regulations with consumer brand engagement.
7. To investigate the moderating role of fear of missing out in the relationship between consumer motivational regulations and consumer brand engagement.

1.7 Significance of the Study

This research work has practical as well as theoretical significance.

1.7.1 Practical Significance

The significance of masstige marketing lies in its use by industry practitioners to increase market share and profits through brand positioning and marketing strategies, particularly for prestige and premium brands. The current study made a noteworthy impression on Pakistan's fashion and apparel industry. It provides insights to the practitioners working in Pakistan's fashion and apparel business concerning the marketing activities that help brands establish masstige value. Creating a masstige value is undoubtedly an important step for the brands who want to reap the benefits of offering prestigious brands to the masses. The success of organizational marketing

strategies can be analyzed by calculating the MV of brands. Hence, keeping the significance of MV in mind, this research examines the strategies organizations can adopt to attain the status of masstige brands.

The celebrity endorsement strategy has been widely used as a promotional and advertising strategy. However, the significance of this strategy towards creating the masstige value of the brands is unknown. This research would be a significant contribution towards understanding the role of celebrity endorsement as a promotional strategy for creating the masstige value of the brands. In the same way, this research work would also help advertising organizations and brands to understand which advertising appeals are more useful for delivering information regarding masstige brands. Using rational vs. emotional appeals in message framing would help the advertisers select the appropriate message when devising promotional messages for masstige brands, specifically in the fashion and apparel industry. This study would significantly contribute to advertisers and marketers in this regard.

The significance of the brand experience is relevant for marketers who strive hard to work towards creating a brand experience. If the marketers work hard to create a good brand experience, it will help the brand attain a high masstige value. So, the present research work explains the role of positive brand experiences that would help the brand enhance its masstige value. Other than the brand experience, the significance of brand credibility cannot be ignored. This study spotlights the significance of creating a credible brand to reap the benefits of a masstige brand. Brand credibility is a widely researched variable. But its role towards enhancing the masstige value of brands needed to be examined. This research work is very important because it has examined many marketing variables that can help the brands get a high masstige score.

This research work would guide the practitioners and marketers about the marketing and promotional activities they can perform to enhance the masstige value of their brands. So, it would be easier for them to create better promotional strategies for masstige brands. Up till now, the important variables in creating and enhancing masstige value have been discussed. This research work is not limited here but further discusses how a masstige brand can help marketers induce favourable consumer behaviour. A marketer wants a motivated customer. The masstige brand's role in

helping marketers get a motivated customer is unclear. This research work will assist managers in comprehending that the MV of a brand can lead to a motivated customer. The variable of consumer motivational regulation is very important because many factors could motivate an individual. This research work would shed light on those motivation variables that could be invoked by using a brand with high masstige value.

The fear of missing out is also a critical moderating variable in this research. In the current scenario, there is great competition among fashion consumers. Everyone wants to look good and adopt the trendiest and most up-to-date fashion. Individuals fear feeling left out if they do not use the particular brand. So, this research work would also explain the role of FOMO as a moderator.

It is one of the goals of the organization to have customers that are engaged. Consumer brand engagement is a very important variable in this research work as it is the outcome of all the marketers' efforts. The current work will assist managers in comprehending the outcomes of masstige with more clarity. They would come to know whether their investment to get a motivated customer can help them in consumer brand engagement towards masstige brands or not. So overall, all the variables are critical, making this research work very precious for the practitioners. The answers from this research will meaningfully assist managers in their investment decisions regarding promotional activities.

For managers overseeing masstige brands, understanding the practical significance of these variables and the masstige strategy is crucial for developing effective marketing and business strategies. Managers can strategically select celebrities whose image aligns with the brand's values, target audience, and marketing objectives. This involves conducting thorough research to ensure compatibility and authenticity in the endorsement. Leveraging celebrity endorsements can significantly increase brand visibility and reach, especially across diverse consumer segments. Managers need to assess the potential impact of different celebrity partnerships on brand awareness and market penetration. Implementing mechanisms to measure the effectiveness of celebrity endorsements is essential. Managers may track metrics such as brand recall,

purchase intent, and social media engagement to evaluate ROI and adjust strategies accordingly.

Managers should prioritize delivering exceptional brand experiences that resonate with target consumers. This involves understanding consumer preferences, pain points, and expectations at every touchpoint of the customer journey. Ensuring consistency and coherence in brand experiences across various channels and interactions is vital. Managers need to align internal processes, messaging, and customer service efforts to maintain brand integrity and build trust. Implementing feedback loops and performance metrics allows managers to continuously assess and refine brand experiences. By identifying areas for improvement and innovation, managers can enhance customer satisfaction and loyalty over time.

Managers must strike a balance between offering products or services with mass appeal and aspirational qualities. This involves developing pricing strategies, product positioning, and marketing tactics that appeal to discerning consumers seeking value and prestige. Developing a unique value proposition is essential for masstige brands to differentiate themselves in the marketplace. Managers should identify competitive strengths and leverage them effectively to create a compelling brand narrative and attract target consumers. Masstige brands operate in dynamic market environments characterized by evolving consumer preferences and competitive landscapes. Managers need to remain agile and adaptable, responding quickly to market shifts and seizing opportunities for growth and innovation.

In summary, managers of masstige brands must consider the practical implications of celebrity endorsement, message frames, brand experience, and the masstige strategy in crafting effective marketing and business strategies. By leveraging these elements strategically, managers can enhance brand visibility, customer engagement, and long-term competitiveness in the marketplace.

1.7.2 Theoretical Significance

As scientific work on examining the construct of masstige value is comparatively rare (Kumar et al., 2020), exploring the construct of celebrity endorsement, message

frame, and brand experience in enhancing masstige value and subsequent consumer motivational regulations and consumer brand engagement will improve knowledge in the area of masstige marketing and branding. There is a dearth of empirical work on the novel variable masstige value. By empirically examining masstige value, the current would significantly contribute to the masstige marketing literature and masstige theory. This study will also test the organismic integration theory of motivation in marketing. How masstige value connects with the consumers' motivational regulations that further influence consumer brand engagement can be described under the organismic integration theory of motivation. That would be a significant theoretical contribution to literature. Other than that, the role of FOMO as a moderator in the association amid consumers' motivational regulation and consumer brand engagement enhances the theoretical significance of this research work.

1.8 Conceptual Definitions of Constructs

This study includes 9 constructs. The conceptual definitions of the constructs are shown in Table 1 below:

Table 1: Conceptual Definitions of Constructs

Sr No.	Construct	Conceptual Definitions	Operational Definition
1	Masstige	“The term ‘masstige’ stands for mass prestige”. The term refers to increased brand perception and brand equity (Paul, 2018).	Masstige value refers to the perceived blend of prestige and affordability associated with a fashion brand's products among Pakistani consumers. It reflects the brand's ability to offer high-quality, aspirational products at relatively accessible prices, thereby positioning itself as both prestigious and attainable within the mass market segment. Masstige value encompasses elements of perceived quality, desirability, and status, while also considering factors such as pricing, brand image, and consumer

2	Masstige marketing	A phenomenon in which ordinary products with somewhat high prices” are pushed to the widest possible audience by building mass prestige rather than lowering prices or offering discounts (Paul, 2018).	perceptions. Masstige marketing refers to the strategic approach used by brands to position their products as combining elements of both mass-market accessibility and prestige. It involves offering high-quality and aspirational products at relatively affordable prices, targeting a broad consumer base while maintaining an aura of exclusivity and luxury. Masstige marketing strategies typically focus on creating perceptions of value, quality, and status, leveraging marketing tactics that appeal to both mass-market and prestige-seeking consumers.
3	Celebrity endorsement	Using a celebrity in an advertisement to promote or represent an offer/brand/entity (Erdogan, 1999).	The strategic marketing practice in which recognizable public figures, such as celebrities or influencers, are enlisted to promote and associate themselves with clothing lines positioned between mass-market and prestige segments. These endorsements aim to leverage the celebrity's status, style, and influence to enhance brand visibility, credibility, and desirability among consumers seeking accessible yet aspirational fashion choices."
4	Brand Credibility	Believing in the information a brand provides demands that consumers perceive that the brand has the ability and willingness to constantly deliver what has been promised (Tiilin Erdem, 1998; Tülin Erdem, Swait, & Valenzuela, 2006).	The perceived trust and authenticity of the brand among mid-range consumers, based on consistent quality and positive experiences, despite its positioning between mass-market and

5	Message framing	Message framing is defined as a communication tool that uses images, words, and sentences to deliver information on particular issues or events. (Chong & Druckman, 2007)	luxury segments. Strategically presenting brand communications to emphasize the balance between affordability and style, highlighting the aspirational aspects of owning masstige fashion items, and positioning the brand as bridging mass-market accessibility with luxury-inspired aesthetics.
6	Brand Experience	Subjective, internal consumer responses (cognitions, feelings, and sensations), and behavioural responses aroused by brand-related stimuli are part of a brand's identity, packaging, design, communications, and environments (Brakus et al., 2009).	The overall impression consumers have with the brand across touchpoints like stores, online platforms, and product usage. It includes sensory, emotional, and cognitive elements, reflecting the brand's positioning between mass-market affordability and luxury-inspired aesthetics.
7	Fear of missing out	Fear is the perceived emotional threat to one's well-being (Gill & Burrow, 2018). Zhang, Jiménez, & Cicala, (2020) proposed that fear of missing out (FOMO) is activated when one feels a psychological threat to one's self-concept.	Fear of Missing Out (FOMO) in the context of masstige branding refers to the psychological phenomenon where consumers experience anxiety or apprehension about not being part of or missing out on the exclusive or aspirational aspects associated with mid-range fashion brands positioned between mass-market accessibility and luxury status. This fear is often driven by the desire to stay connected with current trends, social status, and the perceived lifestyle represented by masstige fashion brands, leading consumers to make purchase decisions to avoid feeling left out or inferior.
8	Consumer	Organismic integration theory is	The internal factors and

	motivational regulations	a theory of motivation in social contexts that offers a framework for distinguishing different types of extrinsic motivation: integrated, identified, introjected, and external (Gul et al., 2021).	external factors driving individuals to buy mid-range fashion items.
9	Consumer brand engagement	Going beyond purchase and is the level of the customer's (or potential customer's) interactions and connections with the brand or firm's offerings or activities, often involving others in the social network created around the brand/offering/activity" (Vivek, Beatty, Dalela, & Morgan, 2014).	Consumer brand engagement in masstige brands is the level of interaction and connection consumers have with mid-range fashion brands, involving behaviors like following on social media and advocating for the brand.

1.9 Organization of Thesis

The current dissertation is broadly categorized into five units, with many sections and subsections discussed in detail. The first chapter, "Introduction," familiarizes the readers with the research area and the background of the research work. Further, the details regarding the global and local fashion industry are discussed. The problem statement, research gaps, significance, and scope of the research work are presented in detail. The chapter ends with a list of research questions and objectives.

The second unit addresses the literature details, bibliometric analysis, theoretical underpinnings, hypotheses development, and conceptual framework. Chapter number 3 is about Methodology. It covers the details related to the rationale for selecting the research methodology. It details the three studies regarding brand, celebrity, and message selection. Finally, methods and procedures, treatments, and measurements are discussed. This chapter concludes by presenting the research ethics applied while working on this thesis.

In the fourth chapter, research analysis and interpretation of the data are provided. The fifth unit presents the discussions and conclusions related to the research questions presented in Chapter 1. The theoretical and managerial implications of this research work are offered. This unit ends with the research limitations and discusses future research areas. After the last chapter, the bibliography and all the questionnaires used in the studies are provided in Appendix I.

1.10 Summary

This chapter presents detailed information on the luxury brand market and how the rise in the affluent middle class paved the way for introducing a new luxury named “masstige” for the masses. The stats of the global fashion business, the fashion business of Pakistan, and the influence of COVID-19 on the fashion industry are reported in detail. The rise in middle-class, an increase in the percentage of working women, and changes in consumer perception of luxury due to the COVID-19 pandemic are the reason for changes in luxury market trends and led to an increase in research on the masstige brands market. The masstige theory is nascent in marketing literature, so many theoretical gaps are identified. The research questions and objectives are presented based on identified literature gaps. This unit concludes after discussing the scope of the study and the practical and theoretical significance of this research work.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This unit encloses the details of the literature, which discusses the masstige value and the factors such as celebrity endorsement, message frame, brand experience, and brand credibility, which affect the same. The influence of masstige value on consumer motivational regulations and consumer brand engagement is entailed in the literature. The role of fear of missing out has also been discussed in this chapter.

This chapter details the contribution of the literature related to the thesis work. The theoretical underpinnings section discusses the theories which provide the grounds for the working relationships between variables. Bibliometric analysis is highlighted in this chapter, which gives an account of all the existing literature on masstige brands. Finally, the hypotheses are developed and the conceptual framework is presented.

2.1 Literature Review

This section includes literature pertinent to the variables under investigation in this research work: masstige value, celebrity endorsement, message frame, brand experience, brand credibility, consumer's motivational regulations and consumer brand engagement. Each of the variables is discussed in detail separately.

2.1.1 Masstige Value

Earlier studies on "democratized luxury" or "masstige" are classified into 3 categories: (i) conceptualization of masstige; (ii) customer perceived value of masstige brands; and (iii) consumer-brand relationships within masstige (Alić, Činjarević, & Maktouf-Kahriman, 2022). The first category reflects on the meaning of "masstige" where scholars tried to describe "luxury for the masses" (Mundel et al., 2017) and conceptual operationalization of masstige and development of masstige value scale (Alagarsamy et al., 2022; Baber, Upadhyay, Singh Kaurav, & Baber, 2020; Paul, 2018).

The second category investigates why and how consumers derive masstige value and are motivated to purchase masstige brands (Das et al., 2022; Purohit & Radia, 2022a). The third category explores the association of consumers with masstige brands and empirically investigates various consumer behaviour constructs such as brand love (Rodrigues et al., 2022), brand happiness (Kumar, Paul, & Starčević, 2021), brand evangelism (Mansoor & Paul, 2022), brand coolness (Suzuki & Kanno, 2022) and brand loyalty (Rodrigues et al., 2022). A thorough analysis of recent literature available in the area of masstige branding is reported in Table 2.

Table 2: Review of recent research work on masstige

Studies	Data Collected from	Product Category	Main Findings
(Das et al., 2021)	Developing economy	Automobile	The affective desire (discomfort, pleasure, and guilt), but not cognitive (control) and perceived value (functional value, emotional value, and social value), influences consumers' masstige engagement.
(Das et al., 2022)	Developing economy	Fashion	Functional, experiential, and symbolic consumption values inspire masstige fashion purchases, but the zero-moment-of-truth consumption value does not.
(Park et al., 2022)	Developed economy	Fashion	Examining the influence of masstige consumption value on consumers' purchase intention and exploring brand equity as a mediator in the relationship between consumption value and purchase intention.
(Purohit & Radia, 2022b)	Developing economy	Electronics	Functional value and vanity value are drivers of masstige consumption. Experiential value does not significantly predict the intention to purchase a masstige brand.
(Robertson et al., 2022)	Developed economy	Electronics	Impact of brand love and brand loyalty on the brand equity of a masstige brand.
(Suzuki & Kanno, 2022)	Developed economy	Fashion	Co-branding of luxury brands with masstige brands is a lucrative option to target a wide range of markets. Masstige brand coolness influences the perceived fit between luxury and masstige brands, which further influences the attitude toward the co-branded product and its purchase intention.
(Shukla et al., 2022)	Developing economy	Fashion	The role of the democratization of luxury as a moderator in the association between luxury value perceptions and luxury purchase intentions.
(Mansoor & Paul, 2022)	Developing economy	Cosmetic brands Apparels brands	The influence of masstige value on consumer happiness and brand evangelism. The role of self-pleasing experience as a moderator in the association between masstige value and brand happiness. The role of product beliefs as a moderator in the association between brand happiness and brand evangelism.
(Kumar et al., 2021)	Developing economy	Electronics	Masstige brand consumption positive influence on brand happiness. The social ideal self does not moderate the link between masstige brands' usage and brand happiness, while public self-consciousness negatively moderates the relationship between masstige brands' consumption and brand happiness.

(Baber et al., 2020)	Developing economy	Electronics	Measurement of MMSS of smartphone brands. Apple scored the highest among Apple, Samsung, and Xiaomi. Masstige brands can be differentiated from luxury brands along functional, financial, social, as well as individual brand values.
(Goyal, 2020)	Developing economy	NA	
(Kumar & Paul, 2018)	Developing economy	Electronics	Well-known country of origin, best-selling, and first-movers brands have a higher masstige value in terms of the Masstige Mean Index (MMI). The perception a consumer holds toward marketing mix elements of masstige brands is linked to the brand equity of masstige brands.
(Paul, 2015)	Developing economies	Fashion	Presented a pyramid model of "masstige marketing" and Masstige Mean Score Scale (MMSS) for measurement of masstige value.
(Silverstein & Fiske, 2003)	NA	NA	Introduced the term masstige for the affordable luxury which is attainable for the masses at premium prices.

Source: Alić, Činjurević, & Maktouf- Kahrman, (2022)

The goal of every business is to enhance its market share and be successful. This research work investigates the strategic marketing approach called mass prestige. The prime focus of mass prestige is to position a brand that contributes to a brand's mass prestige in a specific society or region. The common term used for mass prestige is "masstige" which indicates a marketing word that emphasizes improved brand perception and brand equity. Masstige brands are between exclusive luxury and middle-range brands concerning price and prestige. Masstige marketing aims to market goods with reasonably high prices to the larger consumer population while creating masstige by decreasing prices or giving any discount.

Masstige is a combination of two terms, mass and prestige (Kumar & Paul, 2018). This term was first coined by Silverstein & Fiske, (2003) in a Harvard Business review article. Before that, authors examined this concept under different names such as bandwagon luxury, mass affluence, mass prestige, the democratization of luxury, masstige, prestige brands, masstige marketing, populace, massification and accessible luxury. This notion has received much global attraction because statistics show that disposable income has increased and the middle class is striving hard to improve their lifestyle (Paul, 2019). The idea of masstige is derived from the notion of luxury that is related to exclusivity, rareness, and status (Kauppinen-Räsänen, Björk, Lönnström, & Jauffret, 2018). As the middle class wanted to raise their standard of living, luxury became democratized (Kapferer & Valette-Florence, 2016), leading to a new segment

of prestigious goods priced between the super-premium and the mass alternatives (Kumar, Paul, & Unnithan, 2020) named as *masstige* brands (Paul et al., 2015).

Masstige brands are distinguished from traditional luxury brands based on their positioning as prestige brands for the up-market, thus commanding a price below the traditional luxury and above the middle-range brands (Hennigs, Wiedmann, Schmidt, Langner, & Wüstefeld, 2013). Paul (2019) also indicated that traditional luxury is related to heritage, country of origin, and family name, whereas *masstige* brands express their self-identity with the help of upmarket feeling (Das *et al.*, 2021). Ajay Kumar, Paul, and Unnithan, (2019) indicated that there is a need to explore *masstige* marketing as a strategy because it is an unconventional way to market premium brands. The traditional luxury brands are downwardly extended to such an extent that the price is affordable for middle-income people, so they can meet their desires without compromising the quality (Hennigs *et al.*, 2013).

The change in luxury consumption trends increased the pace of academic research on *masstige value*. Kumar et al. (2020) presented a systematic literature review on *masstige* and found that reported research articles that have been published since 2003 in academic journals. Moreover, considering the topic's viability, many leading journals (e.g. Journal of Marketing Management, Journal of Business Research, International Journal of Consumer Studies) have considered this area by calling for special issues on *masstige*. But, despite such an immense rise in *masstige* studies, there is a consensus among researchers that *masstige* has not attained the status of the comprehensive theory yet, and therefore it is required to conduct more studies to establish a robust theoretical model on several facets of *masstige* marketing (Das et al., 2021; A Kumar & Paul, 2018).

Kumar *et al.*, (2020) came up with the 4Ps of the marketing mix strategy: the product is purely an outcome of innovation so it can be differentiated from regular products, the prices are set in a manner that the *masstige* products are expensive as compared to the regular market products but inexpensive as compared to traditional luxury products, the product is made available at selected outlets at specific locations to keep control over distribution and to maintain the feeling of little rarity, and products are

packed in a specialized packing and a celebrity is endorsed to communicate the pristineness of products to the masses. Many businesses have made efforts to position brands on the quotient of “mass prestige” and to formulate strategies for creating higher masstige value to enjoy the benefits of high prestige in today’s competitive market, but the empirical investigations related to masstige strategy are few.

For measuring the mass prestige of brands, Paul, (2015) formulated a masstige mean score scale (MMSS). However, there are very few empirical studies to measure masstige value from the developing and the developed nations. This tactic can be applied to many brands, including luxury products (apparel, cosmetics, watches etc.), automobiles, mobile phones, laptops, desktop computers, and star hotels. The studies indicated that some brands have successfully positioned themselves as masstige, whereas others failed. For example, Japanese cars are positioned as masstige brands in the American market because of their high value, whereas American cars are lagging in their domestic market (Paul, 2019). Similarly, there is not a single laptop brand, even those with high sales volume in the Indian market, that is positioned as masstige based on their masstige value score (Kumar & Paul, 2018).

In India's developing economy, Apple got the uppermost masstige score among its competitor smartphones Xiaomi, and Samsung (Baber et al., 2020). The same results were indicated in the Serbian smartphone market, where Apple was found to have a higher masstige value than Huawei and Samsung (Kumar et al., 2021). This previous research work showed that MV causes consumption happiness for consumers who are sensitive about their self-image and consume brands to portray their prestige.

In an extremely competitive market, the efficacy of the 4 Ps of marketing is measured by the relative value concerning the competition (Sudhir, 2001). Masstige's marketing strategies and measures have become gradually more important in understanding marketing success and failure as they emphasize establishing brand prestige, brand love, and brand equity. Recent studies have highlighted brand prestige and brand love's significance in branding and consumer behaviour studies (Paul et al., 2015; Schaefer & Kuehlwein, 2015).

2.1.2 Celebrity Endorsement

Spry, Pappu, Cornwell, Spry, and Pappu (2011) have defined celebrities as accomplished individuals in their relative disciplines who are well-recognized publically by many people. A celebrity may be an actor/actress, model, entertainer, sportsperson, and a famous figure in the community for his/her accomplishments in different fields, which may or may not be similar to the product he/she is hired to endorse (Osei-Frimpong, 2019). The product can be supported by amateur endorsers, celebrities, and experts (Erdogan, 1999), meant to project an image of the brand that relates to the endorsers' personalities (Keller, Parameswaran, & Jacob, 2011). The celebrity endorsement advertising tool greatly influences brand recognition, advertising effectiveness, brand recall, purchase intention, and consumers' buying behaviours (Hollensen & Schimmelpfennig, 2013). This confirms that celebrities influence consumer association with the product's advertisement and help them retain the communicated message, which leads to positive marketing outcomes.

2.1.2.1 Local vs Foreign Celebrity Endorsement

The choice between local and foreign celebrity endorsement for masstige brands depends on various factors, including target market, brand positioning, cultural relevance, and marketing objectives. Here's a comparison of the benefits and considerations for both:

Local Celebrity Endorsement:

Local celebrities are often more familiar with the target market's culture, language, and values. Their endorsement can resonate more deeply with local consumers and enhance the brand's connection to its target audience. Local celebrities may be more accessible and affordable than international celebrities. This can be advantageous for masstige brands operating within limited marketing budgets. Local celebrities are perceived as more authentic and relatable by local consumers. Their endorsement can build trust and credibility for the brand, leading to increased consumer engagement and loyalty. Local celebrity endorsements can have a significant impact on the local

community, fostering a sense of pride and affiliation among consumers. This sense of connection can enhance brand loyalty and support.

Considerations:

Local celebrities may have a smaller reach compared to international celebrities, especially in markets with diverse demographics or global consumer preferences. It's essential to ensure that the values and image of the local celebrity align with those of the masstige brand. Mismatched endorsements can lead to confusion or damage to the brand's reputation. In some cases, the local market may be saturated with celebrity endorsements, making it challenging for brands to stand out or differentiate themselves effectively.

Foreign Celebrity Endorsement:

International celebrities often have a broad and diverse fan base across multiple markets. Their endorsement can help masstige brands gain visibility and credibility on a global scale, expanding their reach beyond local boundaries. Foreign celebrities are often perceived as glamorous, aspirational figures by consumers worldwide. Their endorsement can elevate the brand's image and prestige, enhancing its appeal to consumers seeking status and sophistication. In markets where foreign celebrities are less common, their endorsement can create novelty and differentiation for the brand, capturing consumer attention and interest. Some international celebrities have cross-cultural appeal and resonance, making them suitable endorsers for masstige brands targeting diverse or cosmopolitan audiences.

Considerations:

It's essential to ensure that the chosen international celebrity is culturally sensitive and relevant to the local market. Cultural missteps or misunderstandings can alienate consumers and damage the brand's reputation. Hiring international celebrities for endorsements can be costly, especially for brands operating within limited marketing budgets. Brands must weigh the potential benefits against the associated expenses. Brands may need to invest additional resources in localizing and adapting international celebrity endorsements to resonate effectively with the local audience.

This can involve translating content, cultural adjustments, and localization of marketing campaigns.

Ultimately, whether to choose a local or foreign celebrity endorsement for a masstige brand depends on factors such as target market characteristics, brand positioning, budget constraints, and strategic marketing objectives. Both options offer unique benefits and considerations, and the optimal choice will vary based on the specific context and goals of the brand

2.1.2.2 Models of Celebrity Selection

The term celebrity endorsement is generally explained by using the models of celebrity selection. The literature reveals four significant models of celebrity selection in marketing. The first two models are the source attractiveness model (McGuire, 1989) and the source credibility model (Hovland, Janis, & Kelley, 1953). The primary focus of both models is to consider the celebrity endorser as a source of advertising message communication, and it also asserts that the celebrity source influences message receptivity to a great extent (Erdogan, 1999). Ohanian, (1990) presented a tri-component model of source credibility based on these two models. He merged these two models to examine the effectiveness of celebrity credibility.

2.1.2.3 The Source Credibility Model (SCM)

The SCM claims that communication through advertisement by a credible celebrity endorser influences consumers' attitudes, beliefs, and behaviours (Dholakia and Sternthal, 1977; Hovland, Janis, and Kelley, 1953; Carl I. Hovland and Weiss, 1951; Ohanian, 1990). The review of previous literature confirms the effectiveness of celebrity endorsement in gaining consumers' attention, believing in the advertisement, increasing message recall, generating positive word of mouth, and enhancing market share (Atkin & Block, 1983). The message delivered by a credible source can change opinions, beliefs, attitudes, and behaviour through internalization. Internalization happens when the credible source changes consumers' attitudes and value structures (Erdogan, 1999). Although the source model of credibility is the earliest in the

marketing literature, practitioners and scholars have a consensus on its effectiveness in selecting the right celebrity for endorsement.

Among many categories of endorsers, like specialists and normal consumers, celebrity endorsers enjoy more public recognition by audiences and therefore are more effective in building emotional associations between endorsed products and consumers. In other words, celebrity endorsers help advertisers remove clutter because of other advertisements, leading to desired attitudinal and behavioural outcomes (Doss, 2011).

The SCM has three dimensions: trustworthiness, expertise, and attractiveness. The dimensions of trustworthiness and expertise are derived from the source credibility model, whereas the dimension of celebrity attractiveness is derived from the source attractiveness model. Trustworthiness was first explained by Hovlad, Janis, and Kelly (1953) as “the degree of confidence in a communicator’s intent to communicate the assertions he considers most valid.” Thus, celebrity trustworthiness is the consumers’ confidence level in and acceptance of the celebrity and the information. The word “ethos” used by Aristotle and the concept of “source credibility” given by Hovland et al. (1953) carry the same meanings, which are: the audience’s trust in a speaker (Giffin, 1967). Generally, consumers place more confidence in a highly viewed source as honest and believable (Ohanian, 1990; Shimp 1997).

Expertise is the degree to which an endorser is perceived to have skills, knowledge, or experience, and thus perceived to give correct facts (Ohanian, 1991; Singh and Banerjee, 2018). Just like trustworthiness, the expertise level of a celebrity is perceived (Hovland, Janis, and Kelley, 1953; Ohanian, 1990). The celebrity doesn’t need to be skilful in the endorsed product. If the celebrity is perceived to be an expert or authentic provider of information, the advertising message would be more convincing and produce additional positive outcomes (Aaker and Myers, 1987; Erdogan, 1999; Ohanian, 1990).

Ohanian (1991) defined attractiveness as how likeable and physically attractive an audience perceives a celebrity source. Previous researches propose that consumers are

inclined to form positive stereotypes around good-looking personalities and therefore respond seriously to the messages communicated by the celebrities they perceive attractive (Petroshius & Crocker, 1989). Consumers desire to link with attractive personalities and are more likely to receive marketing messages from attractive celebrity endorsers (Cohen & Golden, 1972). Many researchers have also used these three dimensions of celebrity credibility. For example, (Wang, Kao, & Ngamsiriudom, 2017) examined the endorser credibility using the dimensions of trustworthiness, expertise, and attractiveness in the airline sector.

2.1.2.4 Meaning Transfer Model

McCracken (1989) presented the meaning transfer model (MTM) in marketing. MTM has three stages through which meaning is transferred from celebrities to consumers. In stage one, called culture, the celebrity endorsers accumulate cultural meanings through their on-screen performances, achievements in sports, musical compositions or productions, and so forth. According to (McCracken, 1989), celebrities have inherent meanings, which then move to the brands in stage two through celebrity endorsement. Finally, in stage three, the consumption stage, the brand-related connotations are transmitted to the consumers. Phua, Jin, and Kim, (2020) recently established that followers who identify with a celebrity buy the endorsed product or service to gain cultural meaning from the product-celebrity association.

In stage one of the meaning transfer model, the endorsed celebrity acquires meaning from the culture, such as prestigious status in followers' eyes. In stage two of the MTM, the celebrity endorser transmits the meaning to the endorsed brand, which is the masstige value of a brand. Hence, MTM guides us on how a celebrity endorser enhances the masstige value by transferring their prestige to the masstige brand. Therefore we argue that celebrity endorsement tends to increase the masstige value of brands. In stage 3, the meanings associated with products are transferred to the consumers thus leading to positive customer outcomes such as consumer brand engagement.

The Meaning Transfer Model helps to explain how the association between a celebrity endorser and a masstige brand can influence the perceived value of the brand. This

model suggests that the positive characteristics or attributes of the celebrity endorser can be transferred or associated with the brand, influencing consumer perceptions and attitudes. Here's how this model applies to the influence of celebrity endorsement on masstige value:

Aspirational Association: Masstige brands aim to offer products or services that strike a balance between affordability and prestige. When a celebrity endorses a masstige brand, their aspirational qualities and attributes can transfer to the brand itself. Consumers may perceive the brand as more prestigious or desirable because of its association with the celebrity, thereby enhancing its masstige value.

Credibility and Trust: Celebrity endorsers often possess qualities such as expertise, attractiveness, and trustworthiness. These attributes can positively influence consumer perceptions of the endorsed brand, particularly in terms of credibility and trust. When consumers trust the celebrity endorser, they are more likely to trust and value the masstige brand, elevating its perceived value and desirability.

Emotional Connection: Celebrity endorsements can evoke emotional responses from consumers, leading to a sense of connection or identification with the endorsed brand. Masstige brands can leverage this emotional connection to enhance their perceived value by associating themselves with celebrities who resonate with their target audience. Consumers may perceive the brand as more relatable or aspirational, thereby increasing its appeal and value.

Differentiation and Status: By associating with a celebrity endorser, masstige brands can differentiate themselves from competitors and elevate their status in the marketplace. Celebrity endorsement signals to consumers that the brand is endorsed by someone influential or prestigious, distinguishing it from purely mass-market offerings. This differentiation contributes to the brand's masstige value by positioning it as a desirable choice for consumers seeking both quality and status.

Attention and Recognition: Celebrity endorsements can increase brand visibility and recognition, drawing attention to the masstige brand and its offerings. The

endorsement serves as a form of validation and endorsement, capturing consumer interest and generating buzz around the brand. This heightened attention contributes to the brand's perceived value and relevance in the eyes of consumers, further enhancing its masstige appeal.

Overall, the Meaning Transfer Model explains how the association between a celebrity endorser and a masstige brand can influence consumer perceptions and attitudes, ultimately enhancing the brand's perceived value and desirability. By leveraging the aspirational qualities, credibility, emotional connection, differentiation, and attention generated by celebrity endorsements, masstige brands can strengthen their position in the market and appeal to discerning consumers seeking value and prestige.

High masstige value can indeed lead to increased consumer motivation and brand engagement. Masstige brands offer products or services that are perceived as both affordable and prestigious. When consumers associate a brand with high masstige value, they are motivated to engage with it because it represents a desirable lifestyle or status they aspire to attain. This aspiration acts as a driving force for consumer motivation to purchase and engage with the brand. Masstige brands often convey a sense of quality and value that exceeds mass-market offerings. Consumers are motivated to engage with these brands because they perceive them as offering a balance between affordability and premium quality. The high masstige value reinforces consumers' belief that they are getting a superior product or experience, driving their motivation to choose and interact with the brand.

Masstige brands appeal to consumers' desire for social identity and self-expression. By aligning themselves with brands perceived as having high masstige value, consumers can signal their status, taste, and identity to others. This motivation to express oneself through brand choices leads to increased engagement with masstige brands as consumers seek to reinforce their desired self-image. Brands with high masstige value often evoke strong emotional connections with consumers. These brands represent more than just products; they embody certain values, aspirations, and experiences. Consumers feel emotionally invested in masstige brands that resonate

with their lifestyles and aspirations, leading to increased brand engagement and loyalty over time.

Masstige brands often utilize elements of exclusivity and scarcity to enhance their value proposition. Limited edition releases, exclusive collaborations, and VIP experiences create a sense of urgency and desire among consumers. The motivation to access these exclusive offerings drives consumer engagement with the brand, as they seek to be part of a select group with privileged access. High masstige value fosters brand advocacy and community among consumers. Enthusiastic fans of masstige brands are motivated to engage with the brand by sharing their positive experiences, recommending products to others, and participating in brand-related activities or events. This sense of belonging to a community of like-minded individuals further fuels consumer motivation and brand engagement. In summary, high masstige value serves as a powerful motivator for consumers to engage with brands. Whether driven by aspirations for prestige, perceptions of value and quality, social identity, emotional connections, exclusivity, or community, consumers are motivated to interact with masstige brands that align with their desires, values, and lifestyle aspirations.

In light of the above literature, we argue that brands enjoying higher masstige value also enjoy positive customer outcomes such as consumer motivation and brand engagement. The meaning transfer model is given in the figure below (See Figure 1):

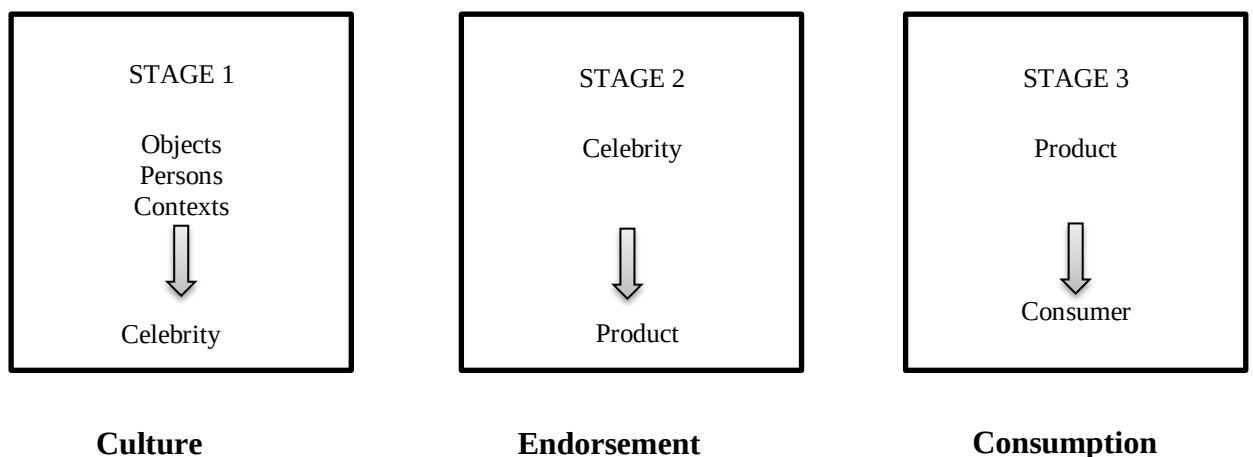


Figure 1: Meaning Transfer Model

2.1.3 Message Framing

The study of marketing includes tactics such as message framing that can shape public opinion, such as framing news items, emphasizing certain values and facts, and endowing them with more applicability to make relevant judgments (Entman, 1993). The word “framing” is used because it is a prevalent approach to influencing advertising messages (Kidd et al., 2019). Message framing recommends that a message's arrangement can change its perception of its content (Entman, 1993).

The Nobel prize-winning prospect theory explains message framing as a tool using which individuals evaluate information concerning the expected gains of using the product/service and expected losses of not using the product/service, which influences decision-making and choice behaviours (Kahneman and Tversky, 1979). Message framing involves using words, images, and sentences to guide consumers with relevant facts about the product/service (Chong & Druckman, 2007) and persuade them to behave in a desired manner (Gerend & Sias, 2009).

In the context of masstige brands, message framing can play a crucial role in enhancing the brand's value by shaping consumer perceptions and attitudes. Emphasizing the positive benefits and advantages of choosing a masstige brand can enhance its perceived value. Highlighting features such as superior quality, unique design, or exclusive offerings can position the brand as aspirational and desirable. Positive framing can focus on the prestige and status associated with using the brand's products or services. Messages that convey a sense of luxury, sophistication, and refinement appeal to consumers seeking elevated experiences without sacrificing affordability.

Message framing can create a perception of value by emphasizing the benefits consumers stand to gain from choosing the masstige brand over alternatives. For example, highlighting cost savings compared to luxury brands while still offering comparable quality can enhance the brand's perceived value proposition. Framing messages to emphasize the premium qualities and attributes of the brand's offerings helps justify the price point, making consumers feel that they are getting a high-value product or experience for their investment.

Message framing can leverage elements of exclusivity and scarcity to enhance masstige value. Emphasizing limited availability, exclusive collections, or time-limited offers creates a sense of urgency and desire among consumers, enhancing the perceived value of the brand's offerings. Messages that highlight the exclusivity of the brand's products or services appeal to consumers seeking status and differentiation. Framing the brand as a preferred choice among discerning individuals reinforces its masstige value and exclusivity.

Social Proof and Endorsements:

Message framing can leverage social proof and endorsements to enhance the brand's credibility and desirability. Highlighting testimonials, reviews, or endorsements from satisfied customers or influential figures reinforces the brand's masstige value and appeals to consumers' desire for validation and prestige. Framing messages to showcase the brand's popularity among a specific demographic or social group can further enhance its appeal and perceived value, fostering a sense of belonging and identification among consumers. Message framing can evoke emotions that resonate with consumers' aspirations, desires, and values. Using storytelling, imagery, and language that evoke feelings of luxury, indulgence, or aspiration can create an emotional connection with consumers, enhancing the brand's masstige value.

Framing messages to appeal to consumers' aspirations for a higher quality of life, self-expression, or social status taps into their emotional motivations and enhances their perception of the brand's value and relevance to their lives. In summary, message framing plays a crucial role in enhancing the masstige value of a brand by shaping consumer perceptions, attitudes, and motivations. By emphasizing positive benefits, creating perceived value, leveraging exclusivity and scarcity, showcasing social proof and endorsements, and evoking emotional appeal, message framing can effectively position a masstige brand as desirable, aspirational, and valuable to consumers.

2.1.4 Experience in the Field of Marketing

The work on experience is widespread and profound in the field of marketing; however, it is shattered and needs to be integrated (Tynan and McKechnie, 2009).

Later in the 2000s, the literature on experience followed the guidelines by Hirschman and Holbrook, introducing sustainable consumer experience as a way of value creation for both consumers and firms (Gentile, Spiller, & Noci, 2007). A new era of experiential marketing began that led to superior personalized products and services offered with the efficiencies of mass customization to bring superior value to consumers and to gain advantages over competitors (Lukina, 2019). Furthermore, marketers utilized experiential marketing to make customers the advocates of the brand (Kumar and Kaushik, 2020) and reap its benefits in the form of strong connections between the organization and consumer (Luo *et al.*, 2019), to build brandscapes that offer better experiences (Stevens, Maclaran, & Brown, 2019), and ultimately enhanced consumer engagement with the brand (Khan, Hollebeek, Fatma, Islam, & Rahman, 2020).

There is a wide range of experiences presented on a continuum from small experiences felt by customers in routine life to specialized firms-created experiences with high involvement, and therefore the role of firms vary throughout the continuum (Carù, Caru, and Cova, 2007; Carù and Cova, 2003). The firm can adopt the traditional experiential marketing approach by offering better products and services or involve customers through co-development, so customers can build their own experiences with the firms. Thus, it is highly possible to upgrade the experience level by creating value-enhancing and uniquely designed experiences (Gentile *et al.*, 2007).

2.1.4.1 Brand Experience

Experiences can be seen differently when observed through the brand's lens. Brand experience is an advanced notion in marketing knowledge (Andreini *et al.*, 2018). The early research on the experience was dedicated to the utilitarian characteristics of market offerings (such as retail, product, service, online etc.); as a result, the notion of brand experience remained ignored (Brakus *et al.*, 2009). It is a significant feature that brand experience is related to both products and services; thus, having a good understanding of brand experience will help marketers to make effective marketing plans for brands (Brakus *et al.*, 2009). Further, knowing the characteristics of brand experience and the point that both consumers and non-consumers have brand experience, it is reasoned that such experiences increase the brand's lifespan by

influencing brand satisfaction, brand personality, and brand loyalty (Nysveen, Pedersen, & Skard, 2013).

As brand experience comprehensively covers the brand's unique experiential features, it is an important construct in the theory of marketing literature. In practice, entirely focusing on the utility of products and services led the market towards increased commoditization of market offerings, which gave rise to price wars and the absence of competitive advantage (Pine and Gilmore, 1999). Later, marketing experts understood the significance of brand experience in the practical world of marketing (Holbrook, 2007). Hereafter, brand experience became a top priority in branding literature, and managers realized the competitive advantage a firm could gain by building top-notch brand experience (B. Schmitt & Zarantonello, 2013).

Practically, many organizations adopted this line of brand experience belonging to various categories, such as Apple in electronics, Mini Cooper in automobiles, and Jet Blue Air Service (B. Schmitt, 2011). Hence, brand experience in consumer research is vital because brands are a new standard of living for customers (Schmitt, Brakus, and Zarantonello, 2014). Keeping the prominence of brand experience in mind, it is one of the main constructs in this study. To analyse brand experience in more detail, the following section is formulated.

2.1.4.2 Conceptualising Brand Experience

Unlike previous research on experiences mainly dedicated to category experience, Brakus et al. (2009) focused on brands and how they shape experiences and formulated the first scale to measure this construct. The underlying idea behind this construct was that certain brand-related stimuli, such as colour, logo, shapes, symbols, and packaging, invoke customers in an intended way. For instance, prior studies established that using certain colours in brands contributes to purchase likelihood (Bellizzi & Hite, 1992). (Brakus *et al.*, 2009) explained the brand experience as “subjective, internal consumer responses (cognitions, sensations, and feelings), and behavioural responses aroused by several stimuli linked to brands such as brands identity, packaging, design, communications, and environments.”

2.1.4.3 Dimensions of Brand Experience

The construct brand experience includes sensory dimensions like visual and tactile stimulations; intellectual dimension, for example, how a brand involves the consumer in logical and creative thinking to a certain extent; affection dimension, which leads to building an emotional bond with the consumers and evokes feelings towards brand; behavioural dimension; that is related to the behavioural experiences and motor actions.

2.1.4.4 Sensory Experience

Sense marketing includes all the actions focused on customers' five sensations (sight, aural, taste, touch, and smell) (Zarantonello & Schmitt, 2010). Marketing aesthetics aims to build an exclusive brand identity that adds value to the brand, motivates consumers, and distinguishes the brand from others by sense marketing strategy (B. Schmitt, 1999). The sensory experience is the main thing that a customer experience at first happenstance, and the rest of the assessments about the products or services follows (Bloch, Brunel, & Arnold, 2003). In most circumstances, consumers prefer to buy brands based on aesthetic value and visual sensory experience (Simonson & Schmitt, 1997). The concept of atmospherics as a marketing tool was first introduced by Kotler, (1973), followed by many pieces of research at various levels. Some of them included stimuli, for example, background melodies and songs played at the store (Areni & Kim, 1993), environmental color (Bellizzi & Hite, 1992), product design (Veryzer Jr & Hutchinson, 1998), and store aroma and odour (Bone & Ellen, 1999). Wang, Minor, and Wei, (2011) took a step further and included online consumers and the e.tail industry to observe how the sense marketing stimuli create an effect there.

2.1.4.5 Affective Experience

Defining emotion, it is a psychological mindset of willingness that rises from cognitive appraisals of actions or opinions; has a phenomenological manner; is complemented by bodily experiences; is often articulated physically (e.g., in signs, position, facial expressions) and may lead to particular activities to affirm or cope with the emotion, based on its nature and meaning for the individual showing it'

(Bagozzi, Gopinath, & Nyer, 1999). Vital to consumers, emotions influence their actions, beliefs, and aspirations (Desmet & Schifferstein, 2008). Emotional experiences are collections of a particular state of mind, including positive and negative mood variations (B. Schmitt, 1999). Emotions play a key role in marketing studies, for instance, the mediating effect of emotions between customer responses and advertisements (Holbrook & Batra, 1987), the connection between consumption emotion and satisfaction response (Phillips & Baumgartner, 2002), and the role of emotions in an online setting (Zembylas, Theodorou, & Pavlakis, 2008).

2.1.4.6 Cognitive Experience

This experience motivates customers to be involved in analytical thought processes regarding market offerings and may change their opinions. Guilford, (1956) demonstrated the structure of intellect and two types of thought processes: convergent. According to convergent thinking, only one solution exists and all the efforts are directed toward finding that solution (Guilford, 1956). Conversely, divergent thinking may have multiple plausible responses, usually called creative problem-solving (Vincent, Decker, & Mumford, 2002). These two thinking styles lead to the cognitive theory of creativity (Davis, Winnemöller, Dontcheva, & Do, 2013).

Creativity means bringing newness and uniqueness that makes a real contribution in terms of technical, specialized, artistic, or academic criteria (Roep & Wiskerke, 2004). Furthermore, creativity is divided into primary creativity (related to unconscious innovation) and secondary creativity (extending the innovations made by primary creative individuals) (Maslow, 1971). Conforming to this connotation, convergent thinking leads to the creation of individuality, while divergent thinking is more towards the creation of variations (Roep & Wiskerke, 2004). Thus, convergent thinking assesses the element of newness and innovation whereas divergent thinking pertains to the effective production of newness and innovation (Razoumnikova, 2000).

In marketing literature, divergent cognitive experiences only happen when marketers add the element of novelty and communicate it to the consumers through brand-related stimuli (Earle, 2007). Divergent cognitive experience can lead to utmost

fiction and fantasizing (Cropley, 2006). Conversely, convergent cognitive experience is considered more pertinent, methodical, expressive, suitable, and real (Earle, 2007). It shows that experiences are directional with the goal that individuals should think in a certain way when exposed to different choices (Schmitt, 1999).

Past studies found that brand-generated experiences lead to positive marketing results such as positive word of mouth, willingness to pay more, and brand loyalty (Safeer, Yuanqiong, Abrar, Shabbir, & Rasheed, 2021), brand satisfaction (Hwang, Choe, Kim, & Kim, 2021), brand love (Joshi & Garg, 2021), and consumer based-brand equity (Jeon & Yoo, 2021a). The brand experience encourages luxury consumption in the emerging economy (Husain, Paul, & Koles, 2022); however, the role of brand experience towards the masstige brands (the accessible luxury) must be investigated.

2.1.4.7 Behavioural Experience

The role of behavioural experience comes into play when the customer has consumed the brand and is bound to take a certain action or feel in a particular way. Thus, behavioural experience refers to motor actions or physiological reactions, including.

2.1.5 Brand Credibility

Brand credibility is explained as believing in the information and facts given by a brand, which demands that customers recognize that the brand has the capability and readiness to constantly provide what has been guaranteed (Tiilin Erdem, 1998; Tülin Erdem et al., 2006). From the perspective of Masstige brands, our research work has operationalized brand credibility as consumers trust information from Masstige brands, which requires consumers to recognize that the Masstige brand has the capability and readiness to provide what it promises constantly. Many authors have studied brand credibility. However, it is not examined in the context of advertising as a function of celebrity endorsement (Wang and Close, 2018). Celebrity endorsement is a promotional tool (Zipporah, 2014), and masstige value is a measure of brand equity (Paul, 2019); the association between these two variables will likely change depending on brand credibility.

Credible brands are better positioned to leverage celebrity endorsements effectively, as they reinforce the brand's reputation and resonate with consumers seeking both affordability and prestige. Brand credibility can act as a moderator by enhancing the perceived value of both the celebrity endorser and the masstige brand. When consumers perceive the brand as credible, they are more likely to view the celebrity endorsement positively and believe that the brand aligns with their values and preferences. This alignment reinforces the masstige value of the brand in the eyes of consumers, as they trust that the endorsed products or services offer a desirable balance between affordability and prestige.

Brand credibility plays a crucial role in mitigating the risks associated with celebrity endorsements. While celebrity endorsements can boost brand visibility and appeal, they also carry the risk of backlash if consumers perceive the endorsement as inauthentic or insincere. However, when the endorsing brand is perceived as credible, it can reassure consumers about the authenticity and legitimacy of the endorsement, thereby reducing the perceived risk and increasing the effectiveness of the endorsement in enhancing masstige value.

Brand credibility fosters trust and loyalty among consumers, which in turn strengthens the relationship between celebrity endorsement and masstige value. When consumers trust the credibility of the endorsing brand, they are more likely to trust the celebrity endorser and the messages conveyed in the endorsement. This trust and credibility enhance the perceived value of the masstige brand, as consumers feel confident in their decision to engage with the brand and its endorsed products or services.

Credible masstige brands stand out from competitors by emphasizing their authenticity, integrity, and commitment to quality. When a celebrity endorses such a brand, the endorsement is perceived as more meaningful and impactful, as it reinforces the brand's credibility and distinctiveness in the marketplace. This association between brand credibility and celebrity endorsement enhances the masstige value of the brand by positioning it as a trusted and desirable choice for consumers seeking both affordability and prestige.

Brand credibility contributes to the long-term equity and sustainability of masstige brands. By consistently delivering on promises, maintaining transparency, and building strong relationships with consumers, credible brands earn the loyalty and advocacy of their target audience. Celebrity endorsements can complement these efforts by amplifying the brand's credibility and reach, thereby strengthening its masstige value and competitive position in the market over time.

For that reason, we anticipated brand credibility as a moderator between celebrity endorsement and masstige value. In easy words, the influence of celebrity endorsement on masstige value is likely to differ depending on the high and low values of brand credibility.

2.1.6 Consumer's Motivational Regulations

Self-determination theory states that individuals' behaviour depends on their motivation (Ryan & Deci, 2017). SDT demonstrates that there are two types of motivation: autonomous motivation and controlled motivation. Autonomous motivation comprises intrinsic motivation and a selected number of extrinsic motivations wherein individuals recognize the worth of action and preferably will have incorporated it into the sense of self (Ryan & Deci, 2002). Considering that individuals do all the activities according to their preferences (Sweeney, Soutar, & Mazzarol, 2014).

On the other hand, in controlled motivation (external motivational regulation and introjected motivational regulation) individual's conduct is controlled by outside forces such as incentives or retributions (Chris Zhao & Zhu, 2014), or there might be some internal human dynamics such as ego, feeling humiliated, and contingent self-esteem (Nagpaul & Pang, 2017). According to SDT, all humans have an innate and usual propensity to establish a more extended and united sense of self (Ryan & Deci, 2002). Therefore, as per the social perspective of social brand engagement activities, either intrinsic or extrinsic motivation or both could play a significant role in manipulating human behaviour (Nagpaul & Pang, 2017). Previously researchers have treated motivation as a single distinct concept, but as the research progressed, the intricate human responses projected that there is more to it (Osei-Frimpong, 2017).

The behaviour of consumers, for instance, getting socially engaged with brands can be demonstrated with the help of two kinds of motivations: a) intrinsic (self-initiated actions) and b) extrinsic (actions are based on outside forces) (Dholakia, 2006). Further, Ferguson, Gutberg, Schattke, Paulin, and Jost (2015) suggested that individuals are motivated to connect with SBE activities because of their innate feelings (intrinsic motivation) free from any outside force. Moreover, this involvement makes them feel joyous, excited and fulfilled (Moller, Deci, & Ryan, 2006). The SDT claims that other than intrinsic factors, some extrinsic sources of motivation could also be involved. Extrinsic motivation is “performing an activity to reach some unique consequence” (Ryan & Deci, 2002).

The authors presented a continuum in which extrinsic motivation lies according to their level of autonomy. There are four extrinsic motivational regulations: external, introjected, identified, and integrated. Identified and integrated motivational regulations are controlled kinds of motivation but have an element of autonomy. The highly controlled kind of motivation is an external motivation that is sensitive to outside pressures, and the individual behaves to achieve the socially desired outcomes and avoid socially unwanted or unliked responses (Zhao and Zhu, 2014).

The individual feels responsible for involving in behaviours that are appreciated by others irrespective of personal liking. Introjected motivational regulation is also a controlled form of motivation but is comparatively less controlled than external motivation. Consumers take outside- pressure and remain anxious to stay in society’s good books even when they do not recognize the importance of these performed activities (Wang and Hou, 2015). Doing so is to stay in the light and be appreciated by peers, family, friends, and colleagues. The other reason is to evade nervousness or guilt, get peer support, and establish confidence (Zhao and Zhu, 2014).

Extrinsic motivation refers to engaging in an activity or behaviour to obtain an external reward or avoid punishment. Self-determination theory (SDT) categorizes extrinsic motivation into four types of regulations, each differing in the degree of

autonomy and internalization. These regulations are external, introjected, identified, and integrated. Let's delve into each one in detail:

External Regulation:

This is the lowest level of internalization and autonomy. Behaviour is driven by external rewards or punishments. Individuals engage in activities solely to obtain a reward or avoid punishment imposed by an external source, such as a boss, teacher, or parent. For example, a student may study for a test only because they fear receiving a failing grade or want to earn a reward from their teacher. External regulation typically leads to shallow engagement and lower satisfaction because the individual's behaviour is not genuinely aligned with their values or interests.

Introjected Regulation:

Introjected regulation involves behaviour driven by internal pressures, such as guilt, shame, or ego enhancement. Individuals engage in activities to avoid feelings of guilt or to enhance their ego by meeting self-imposed standards or expectations. While slightly more autonomous than external regulation, behaviour is still controlled by internal pressures rather than personal values or interests. For example, someone might exercise to avoid feeling guilty about being lazy or to boost their self-esteem by meeting societal standards of beauty. Introjected regulation can lead to increased effort and persistence compared to external regulation, but it may still result in feelings of pressure and decreased satisfaction.

Identified Regulation:

Identified regulation involves behaviour that is aligned with personal values, goals, or interests, but it may not be inherently enjoyable. Individuals engage in activities because they recognize the importance or value of the behaviour, even if they do not find it inherently enjoyable. While still somewhat externally motivated, individuals have consciously chosen to engage in the behaviour because they see it as meaningful or relevant to their goals. For example, someone might study diligently for a certification exam because they understand its importance for advancing their career, even if they don't enjoy studying. Identified regulation leads to higher levels of

engagement and satisfaction compared to external and introjected regulation because individuals have a sense of ownership and autonomy over their behaviour.

Integrated Regulation:

Integrated regulation represents the highest level of internalization and autonomy. Behaviour is fully assimilated with one's sense of self, values, and identity. Individuals engage in activities because they have fully integrated the behaviour into their sense of who they are and what is important to them. For example, someone might exercise regularly because they see it as an essential part of maintaining their overall health and well-being, aligning with their values and identity as a health-conscious individual. Integrated regulation leads to the deepest levels of engagement, persistence, and satisfaction because individuals view the behaviour as an integral part of who they are.

In summary, the four extrinsic motivational regulations represent varying degrees of internalization and autonomy, ranging from external pressure to fully integrated personal values and identity. As individuals progress from external to integrated regulation, their engagement, persistence, and satisfaction with the behaviour tend to increase.

2.1.7 Consumer brand engagement

The notion of consumer brand engagement belongs to the area of relationship marketing and has been widely investigated in the latest literature (Hepola, Leppäniemi, & Karjaluoto, 2020; Hollebeek, Sharma, Pandey, Sanyal, & Clark, 2022) covering multiple aspects such as conceptualization (Pansari & Kumar, 2017), validation (V Kumar & Pansari, 2016), pointing out its antecedents and consequences (Noguti, 2016) because it has created an enormous impact on the individual behaviour (Calder, Isaac, & Malthouse, 2016) as well as business performance (Kumar & Pansari, 2016).

In a highly competitive market environment, consumer brand engagement appeared as a slogan for marketing managers (Brodie, Hollebeek, Jurić, & Ilić, 2011). The main reason is the beneficial properties of this construct in developing relationships

between consumers and the brand, which are more than the purchase and usage of the brand (Van Doorn et al., 2010). The consumers who are engaged with the brand utilize their resources for the benefit of the brand, for example, social media accounts, awareness of the brand, and convincing ability to increase brand equity (Harmeling, Moffett, Arnold, & Carlson, 2017).

Consumer brand engagement is explained as “Going further than buying and is the level of the consumer’s relations and links with the brand or organization’s offerings or doings, frequently linking others in the social network made around the brand/offering/activity” (Vivek et al., 2014). The current study has operationalized consumer brand engagement as “going beyond the buying of masstige brands and making a level of association and collaboration amid consumers and the masstige brand itself, often connecting others in the social network made around the masstige brand.”

Consumer brand engagement is a multidimensional construct having three dimensions; enthused participation, conscious attention, and social connection (Vivek et al., 2014). Conscious attention is the amount of interest a person carries in communicating with the focus of engagement. Enthused participation is the amount of passion and enthusiasm an individual has to participate in activities relevant to the focus of their engagement. Social connection is defined as developing connections and relations based on including other individuals with the focus of engagement.

According to Kumar et al. (2010), one can be engaged with a particular brand without its possession. For example, die-hard fans of sports bikes may not own the bike due to affordability reasons, but their keen interest in sports bikes may gather and read all the information available on them. Such an individual may not be the present customer of the firm, but in the future, they could become a customer and therefore carry a lifetime value for the firm. We can also ascertain the value of a customer as they could spread word of mouth because of the information they possess. In this way, he could influence other people to purchase.

Therefore, in our research work, we take the side of Vivek et al. (2014) that buying is not necessary for customers to be engaged, but it is regarded as one of the engagement behaviours. Some customer behaviours, such as giving product reviews online, liking

the firms' social media posts, applying for loyalty cards etc., are also examples of engagement. Vivek, Beatty, & Morgan (2012) defined consumer brand engagement as the strength of a customer's involvement in and association with the firm's products and services or activities. In our view, this perspective only includes customers' emotional side related to their engagement behaviour. The actual consumption has not been explained in this definition. Hitherto, marketing managers have taken actual consumption as the first step toward consumer brand engagement (Evans, 2010). For that reason, our research work preferred the definition given by (Vivek et al., 2014)

2.1.8 Fear of Missing Out (FOMO)

In the academic literature, the FOMO was first defined by Herman, (2000) as a possible description of the achievement of limited-edition brands. He reasoned that the availability of market offerings in the economies has substantially increased. The customers can't consume or avail all the possible options available in the market, making them fearful of missing much-wanted opportunities. The fear of missing out induces a sense of urgency in consumers to consume all the available products or services, particularly those that are rare or are available for a limited time. Therefore, the fear of missing out could act as an influential construct for customer motivation (Herman, 2019)

Fear is the perceived emotional threat to an individual's welfare (Gill & Burrow, 2018). Zhang, Jiménez, and Cicala (2020) proposed that the FOMO (Henceforward, FOMO) is triggered when a person feels a mental threat to an individual's self-concept. Most of the time, an individual's behaviour aligns with their self-concept. If not, it induces psychological discomfort and threatens the self-concept. In consumer behaviour studies, self-concept is explained regarding consuming certain products and services that consumers believe would uphold or improve their self-concept. And if they miss out on the opportunity to consume that particular product or service, they experience fear of missing out.

The self-concept has been categorized into the following dimensions: the private self and the public self. The private self is an individual's evaluation of personal thoughts,

behaviours, appearance, or feelings. The public self is defined as how an individual thinks people perceive them. Recently, Zhang *et al.* (2020) introduced two dimensions of FOMO. The personal FOMO is associated with the personal self-concept, representing the degree of FOMO on products and services that retain or increase the private self. For instance, a person who finds himself as a diehard fan of Damas's jewellery collection may feel FOMO on a museum exhibition by Damas to be held in her city.

Social FOMO is associated with the public self, representing the degree of FOMO in experiences other people enjoy. For example, to attend a concert of one of the top-rated singers, Rahat Fateh Ali, who is coming for the first time to your city. If all the friends and colleagues attend the concert, the individual will develop FOMO that others would enjoy. Any danger to the private self and public self results in FOMO, which somehow motivates the individual to take action so they may not feel left out at a personal or social level.

Fear of missing out is related to the psychological and social need for belonging (Kang, Cui, & Son, 2019). The need for belongingness is crucial to human nature. Oberst, Wegmann, Stodt, Brand, & Chamarro (2017) argue about a strong association between the fear of missing out and the desire to belong. Therefore, the fear of missing out may impact the customer's motivation toward a certain event (Kang, Cui *et al.*, 2019). The authors further argue that customers who feel a high need to belong work harder on their private and social relationships with others. Kang *et al.* (2019) have divided the fear of missing out into two types based on the human's two psychological traits. The first type is the wish to belong, and the second type is the anxiety of loneliness.

According to Elliott (2010), humans need to belong to others because they desire to express themselves through symbolic meanings of personality essentially present in the basic needs, which the author referred to as prestige sensitivity and social presence. A person who is more sensitive toward his image in the eyes of others carries a high need to relate to others (Oberst *et al.*, 2017). Kang *et al.* (2019) concluded that prestige sensitivity, connectedness, and praise from others are the

dimensions of fear of missing out that explain the psychological trait need to belong. In the context of masstige brands, prestige sensitivity is the appropriate dimension that represents fear of missing out. As masstige brands target consumers who seek prestigious products, prestige sensitivity reflects the fear of missing out on the masstige brands.

The association between fear of missing out (FOMO) and masstige brands can be complex and multifaceted. Masstige brands often cultivate an aspirational image, presenting themselves as offering a balance between affordability and prestige. Consumers may experience FOMO when they perceive others enjoying or owning products from these brands, especially if they view them as status symbols. The fear of missing out on the perceived benefits or social status associated with masstige brands can drive consumer desire and motivation to purchase or engage with these brands.

Masstige brands frequently utilize limited edition releases, exclusive collaborations, or VIP experiences to create a sense of scarcity and exclusivity. Consumers may experience FOMO when they perceive others gaining access to these exclusive offerings, leading them to desire inclusion and participation. The fear of missing out on these unique opportunities can drive consumer engagement with masstige brands, as individuals seek to avoid being left out or left behind.

Masstige brands are often associated with social validation and status, making them particularly susceptible to triggering FOMO through social comparison. Consumers may experience anxiety or envy when they perceive others showcasing their affiliation with masstige brands on social media or in social settings. The fear of missing out on social validation or approval can motivate individuals to seek out and engage with these brands as a means of enhancing their own social standing or sense of belonging.

Masstige brands are frequently endorsed by influencers or celebrities, whose lifestyles and endorsements can contribute to the perception of desirability and exclusivity. Consumers may experience FOMO when they see influencers or celebrities promoting or endorsing products from masstige brands, particularly if they admire or

aspire to emulate these individuals. The fear of missing out on the lifestyle or status associated with these influencers can drive consumer engagement with masstige brands as a way of feeling connected or aligned with their idols.

Overall, the association between fear of missing out and masstige brands is rooted in the desire for social connection, status, and validation. Masstige brands leverage strategies such as aspirational appeal, exclusivity, social comparison, and influencer culture to capitalize on FOMO and drive consumer engagement and desire. By tapping into consumers' anxieties about missing out on desirable experiences or social validation, masstige brands can foster a sense of urgency and desire that motivates individuals to purchase or engage with their offerings.

2.2 Bibliometric Analysis

Bibliometric analysis is a common and efficient technique for finding and doing analysis of vast amounts of academic literature. It allows us to investigate the evolutionary nuances of a particular area and highlight the developing research studies in the field. The ever-continuing development in scientific knowledge in the recent decade and its accumulation in Bibliometric databases has made “bibliometrics” a beneficial instrument to amount scientific actions grounded on the statistical examination of measurable data obtained through academic knowledge (Sánchez, de la Cruz Del Río Rama, & García, 2017).

This statistical tool can be used in any scientific knowledge area. So, it can be used in the field of marketing as well. As masstige is a relatively new concept, the published research work can be easily located and analyzed using Bibliometrics.

2.2.1 Method

This bibliometric inquiry made use of the Scopus database to access article publishings with the words masstige and its synonymous words, which are mass prestige, masstige marketing, populace, the democratization of luxury, bandwagon luxury, mass affluence, massification, and accessible luxury (Kumar et al., 2020). All the synonyms were considered except massification because of their irrelevant

connotations to the subject under inquiry. Scopus is recognized for its wide-ranging peer-reviewed literature containing 23,700 peer-reviewed journals approximately. This database holds more than 195,000 non-serial books, 24,000 titles, 750 book series, 360 trade publications, and 60 million chronicles from many fields of knowledge. Therefore, Scopus is quite useful to give a detailed account of several areas of knowledge under research. The international scientific community also identifies Scopus as one of the best tools for obtaining relevant information.

2.2.2 Results

The outcomes of the Bibliometric analysis are discussed in the subsequent sections:

2.2.2.1 Country-wise Citation Analysis

We did citation analysis using the country as a unit of analysis. We analyzed to find who most frequently cited works published in Masstige. In this part, we presented the most cited countries. The results of the country-wise citation are shown in tabular form (See Table 3, Appendix B). The results showed that most of the citations on masstige published research work are obtained by the USA, followed by France and the UK 24 countries are included in this analysis. France got 15.09% of citations in total, the UK got 9.43%, and the USA got 20.75%.

Figure 2 represents the country-wise citation analysis of the masstige. Figure 2 shows that the US-published research work on Masstige has obtained the maximum citations. Therefore the United States is highlighted the most in the figure. The second country that received the most citations is France. The third country with the most citations is the United Kingdom. It can be observed that the developed economies have received the highest share of citations. Therefore, the authors have also expressed the need for more research in developing economies (Paul, 2018). The present research is therefore held in the developing economy of Pakistan.

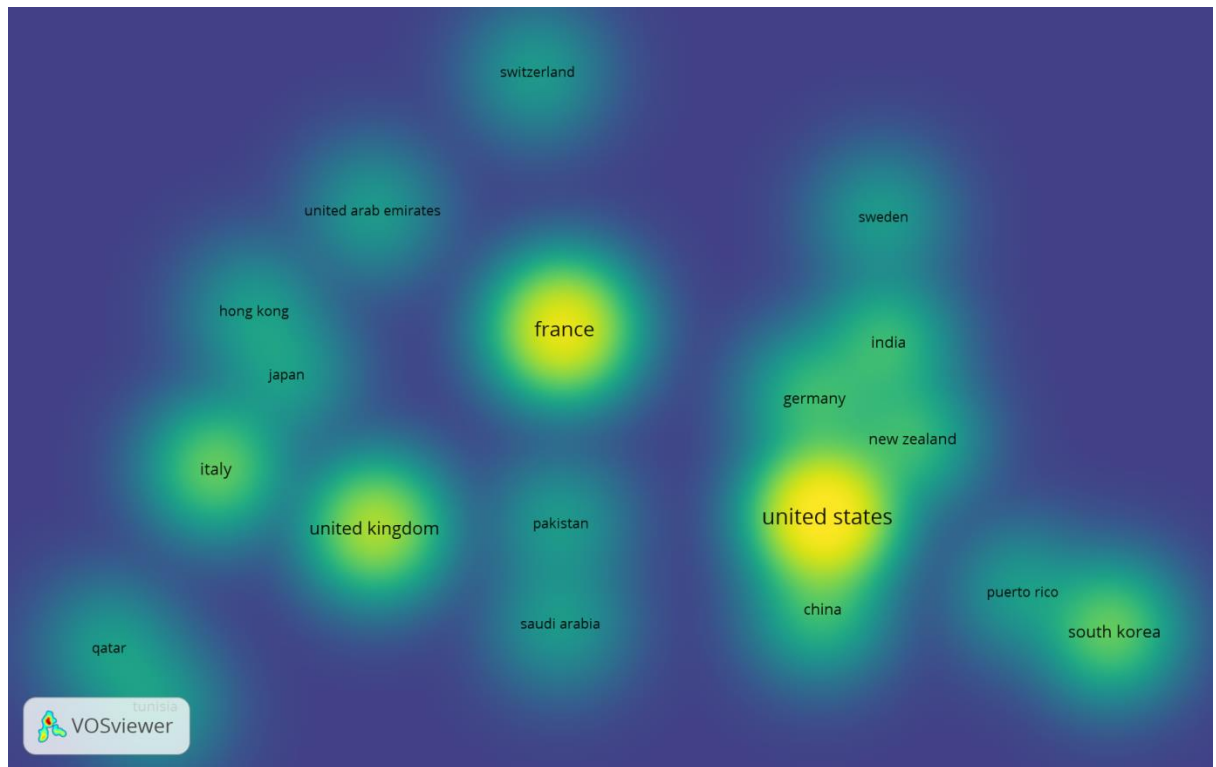


Figure 2: Country-wise Citation Analysis

To extend the bibliometric analysis, Figure 3 offers a graphical presentation of country-wise citation analysis. It was accomplished via VOSviewer software. The VOSviewer software-generated clusters depend on citation links, where various colours represent these clusters. The clusters are formed when the same published research from one country's work gets citations from other countries' published research work. Figure 3 indicates three specific clusters of citation networking. The country shown in the red cluster has the highest network citations received from other countries' published research work. According to this information, we may infer that the masstige has a wider prospect of publication in the USA. The country shown in the blue cluster, France, has the second-highest network citations from other countries' published research work. The country shown in the green cluster, the UK, has the third highest network citations from other countries' published research work.

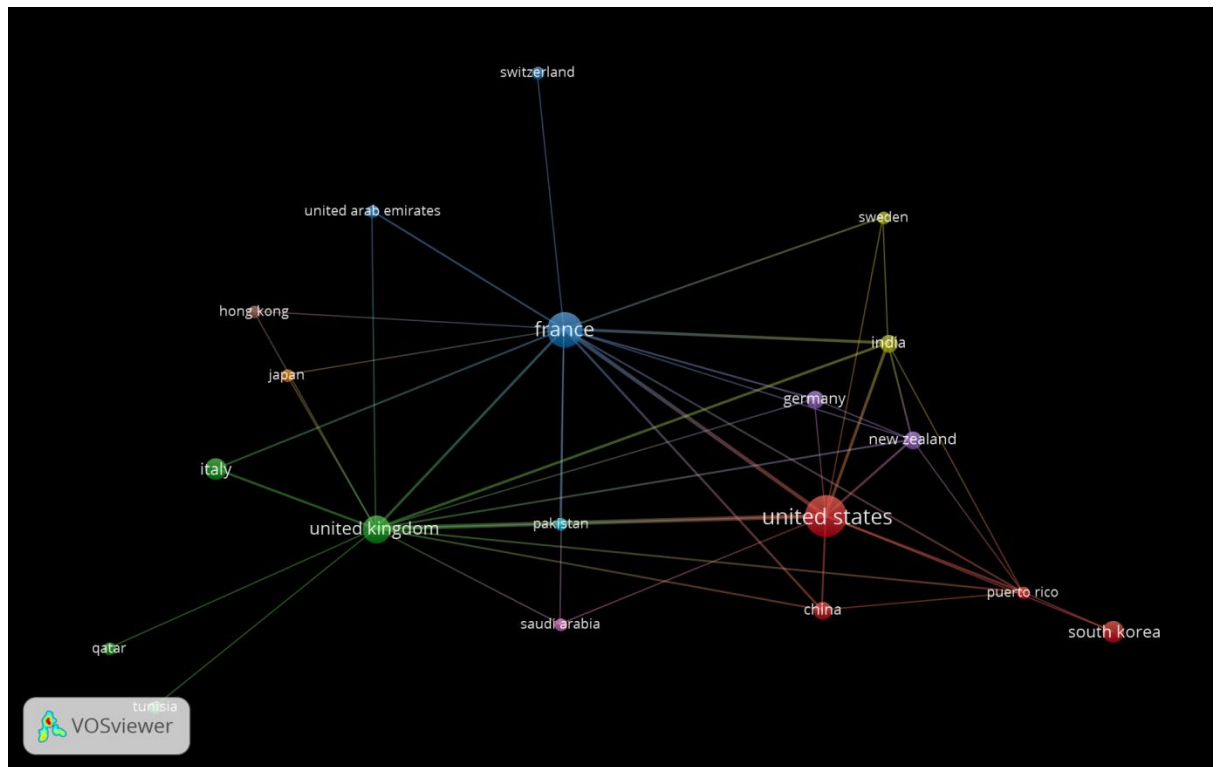


Figure 3: Country-wise Citations Analysis

2.2.2.2 Author-wise Citation Analysis

We did citation analysis using the author as a unit of analysis. We analyzed to find who most frequently published literature in the area of Masstige and which author has got the highest number of citations. In this section, we presented the most research articles published by the author. The results of the author-wise citation are shown in tabular form (See Table 4, Appendix B). The results showed that Kapferer J. – n. had written the most articles about masstige marketing. The same author has received the highest number of citations which is 302. He is followed by Paul J., who has received 74 citations. After that, Hennings N. and Wiedmann K-P. received the same number of citations which is 35.

To extend the bibliometric analysis, Figure 4 offers a graphical presentation of author-wise citation analysis. It was accomplished via VOSviewer software. The VOSviewer software-generated clusters depend on citation links, where various colors signify these clusters. The author shown in the red cluster has the maximum citations obtained by other authors. From this representation, we learned that the author

Kapferer J.-N. has received the maximum number of citations. The author in the blue cluster, Paul J., has the second-highest citations from other authors' published research work.

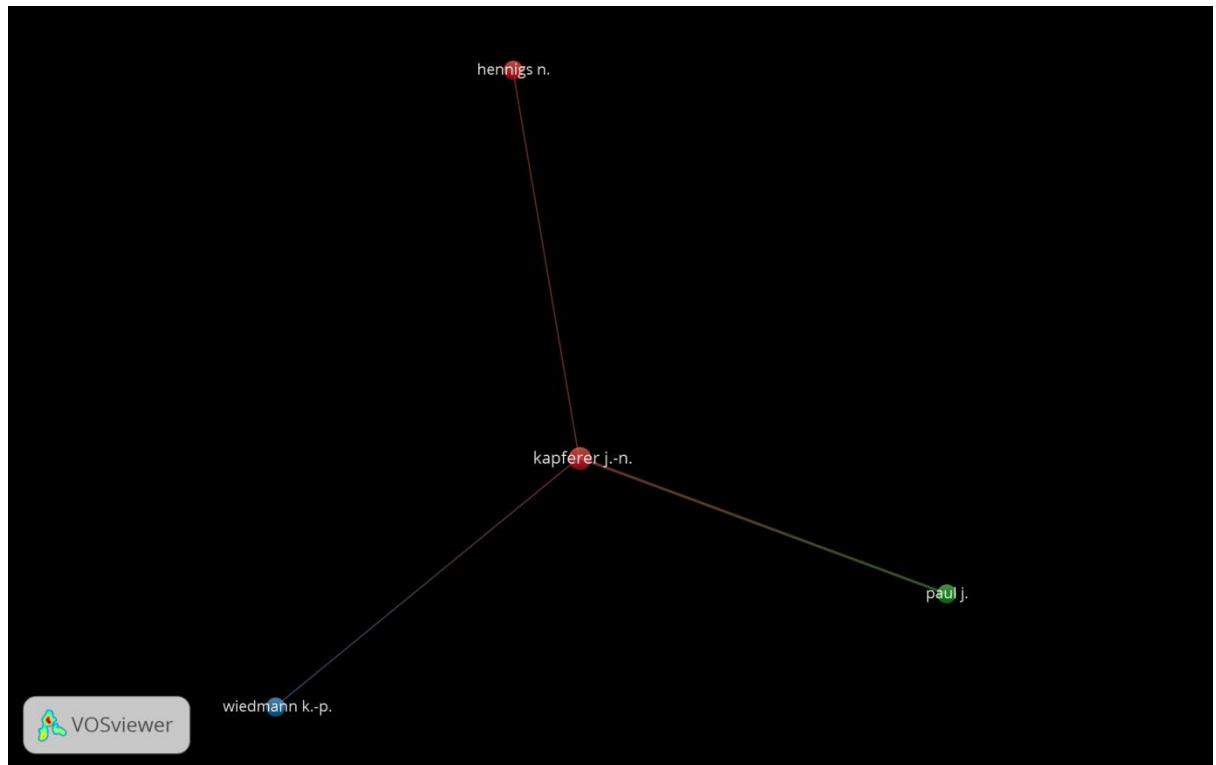


Figure 4: Author-wise Citation Analysis

2.2.2.3 Source-wise Citation Analysis

We did citation analysis using sources as a unit of analysis. It was accomplished through VOSviewer software. The results show the three most prominent journals, the Journal of Brand Management at the top, and the Journal of Business Research and the Journal of Fashion Marketing and Management. The following figure (see Figure 5) shows the source-wise citation analysis.

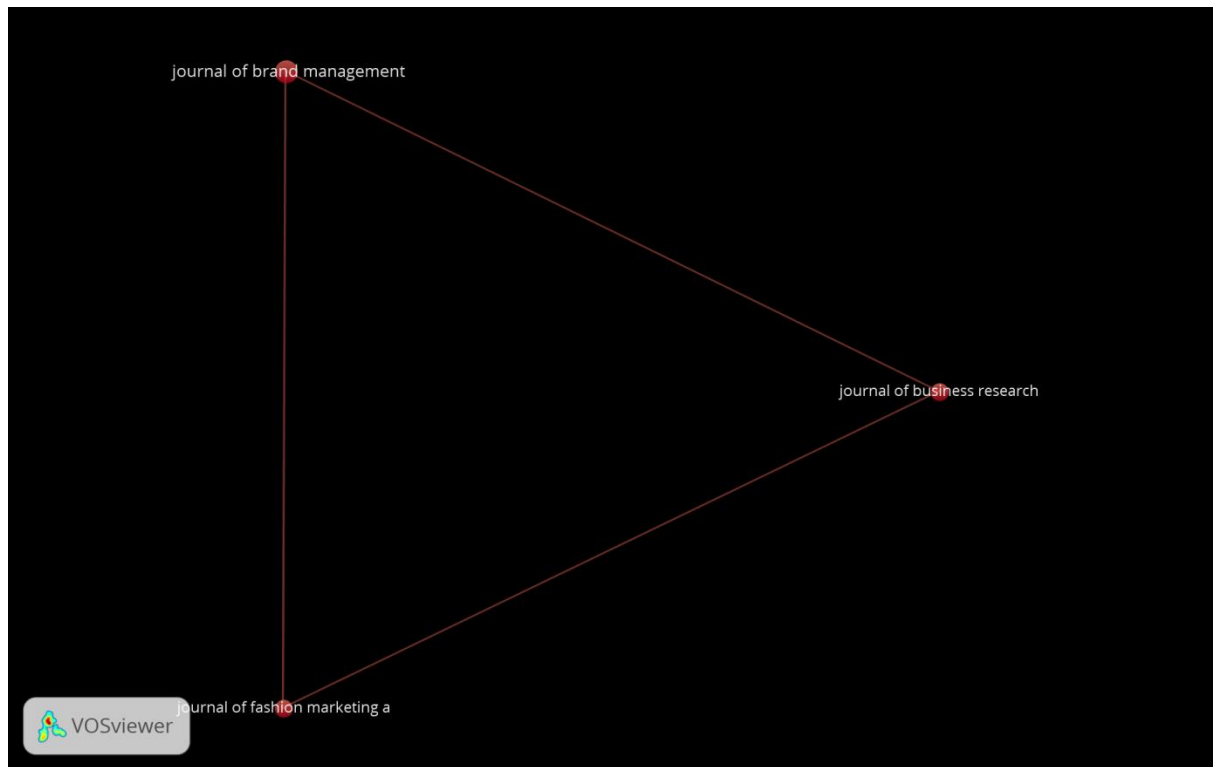


Figure 5: Source-Wise Citation Analysis

2.2.2.4 Document-wise Citation Analysis

Expanding the bibliometric analysis, we did citation analysis using documents as a unit of analysis. Figure 6 offers a graphical presentation of document-wise citation analysis. It was accomplished via VOSviewer software. The VOSviewer software-generated clusters depend on document-wise citation links, where various colors denoted these clusters. The clusters are formed when a research document gets citations from other published research works. Figure 6 indicates three different clusters of citation networking. The document shown in the red cluster has the highest network citations received from other published research work. The results (see Table 5, Appendix B and Figure 6) show that the highest number of citations are received by the published research work of “Kapferer, J.-N., & Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. *Journal of Brand Management*.”

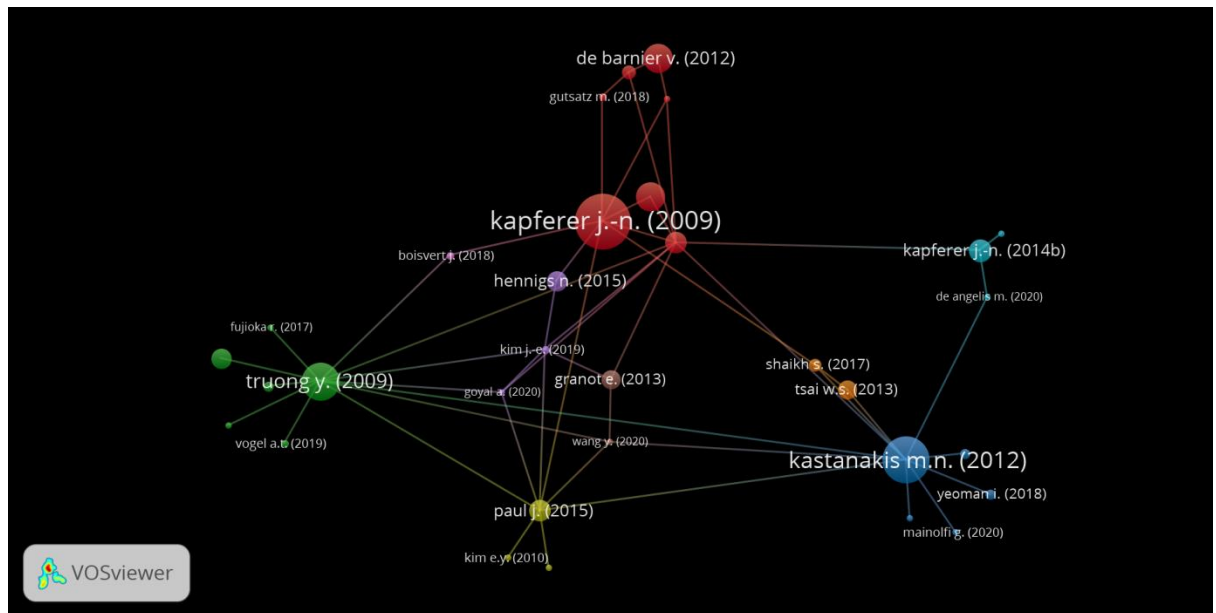


Figure 6: Document-wise Citation Analysis

2.3 Theoretical Underpinnings

The suggested conceptual model of the current empirical investigation is grounded in the following two theories of marketing which are as follows:

1. Masstige Theory
2. Organismic Integration Theory of Motivation

2.3.1 Masstige theory

The Masstige theory stems from the realization that the previously available theories do not effectively explain why some companies acquire brand equity and attain worldwide success in today's global competition. The research model of the present empirical investigation is grounded in the masstige theory propounded by Paul (2015; 2018). The masstige theory focuses on increasing the market share of luxury brands by focusing on the consumers having middle income and not making any compromise in product quality but making them available at an affordable price (Paul, 2018). It is a market penetration strategy for companies, especially those in foreign countries. Silverstein and Fiske (2003) recognized the masstige strategy as vital because of the rising middle-income consumer group and their aspiration for luxury items. In general, masstige products are meant for the masses who demand high-quality

products at affordable prices (Das et al., 2021). Past studies focused on human psychology and cognitive development's role in consumer motivations to buy traditional luxury brands (Bembenuddy, Schunk, & DiBenedetto, 2022). Conversely, the present research work highlighted the impact of masstige value towards consumer motivational regulations, ultimately leading to consumer brand engagement.

The competing theory to the Masstige Theory could be the Veblenian Theory of Conspicuous Consumption proposed by (Cummings, 1899). While Masstige Theory suggests that consumers seek prestige through affordable luxury, Veblen's theory posits that status is gained through the conspicuous display of expensive goods, often as a demonstration of wealth and social standing. Both theories offer different perspectives on consumer behaviour and the pursuit of status, competing in their explanations of how individuals signal their social status through consumption.

Consumers' inclination towards purchasing masstige brands can be illuminated through Veblen's theory of conspicuous consumption (Cummings, 1899). Conspicuous consumption, intertwined with luxury spending, revolves around individuals' desires to acquire and display possessions as a means of attaining social status and prestige. In the pursuit of elevating their social standing, consumers actively conspicuously showcase their acquisitions (Majic & Majic, 2011). Abalkhail, (2015) has noted a shift wherein conspicuous consumption is no longer solely the domain of the affluent; it has become associated with the middle class as well. The theory of planned behaviour, coupled with Veblen's notion of conspicuous consumption, provides insight into how consumers are motivated to express an intention to purchase masstige items. By conspicuously exhibiting such acquisitions within society, they bolster their sense of pride and social cachet.

2.3.2 Organismic Integration Theory of Motivation

The principal theory to understand the concepts of motivation, personality, and emotions in social contexts is the self-determination theory of motivation (Gilal, Zhang, Gilal, & Gilal, 2020). According to self-determination theory, multiple factors push consumers to take action (Deci & Ryan, 2000). For example, a man may select wrist watch for the reason of his candid interest in original and stylish wristwatches,

or he can purchase an extravagant wristwatch to show his fortune and attain high social standing. Self-determination theory has categorized these two kinds of motivation as intrinsic and extrinsic (Ryan & Deci, 2002). Intrinsic motivation leads to behaviours that entail appeal and enjoyment in the behaviours themselves, whereas extrinsic motivation leads to behaviours that contain contentment resulting from attaining an objective that is not related to the behaviour itself.

Ryan and Deci (2002) formulated the organismic integration theory known as OIT within the self-determination theory. The role of masstige as a driver of consumer motivational regulations and subsequent consumer brand engagement can be described through organismic integration theory (Ryan & Deci, 2002). It may be the only theory of self-determination theory that has divided the extrinsic motivations of the consumer into kinds that can be useful in marketing studies to understand various explanations of why consumers execute particular behaviours. Organismic integration theory delineates how individuals regulate their actions through various motivational processes, which vary in terms of autonomy or self-determination. According to this theory, motivation spans a spectrum from intrinsic to extrinsic. Intrinsic motivation drives behaviour stemming from personal enjoyment or fulfilment. For example, someone might purchase a designer dress out of their inherent love for luxury fashion. Identified motivation arises when an individual recognizes the personal significance of a product or service. For instance, a woman might buy luxury designer wear because she values the stylishness and comfort it offers. Introjected motivation emerges when behaviour is driven by the desire to avoid negative emotions or bolster one's ego. For instance, a person might purchase designer wear to evade feelings of shame or to match their peers' choices. External motivation occurs when behaviour is influenced by external factors like rewards or societal expectations. For example, wearing designer clothing to uphold social status or please others exemplifies external motivation.

Through the lens of organismic integration theory, Gul, Paul, Gul, and Gul (2021) proposed that motivational regulations will positively influence marketing outcomes such as consumer brand engagement. Established empirical evidence in social media shows that motivational regulations propel customers to participate in social brand

engagement activities (Osei-Frimpong, 2019). Depending on the above literature, we contend that motivational regulations of consumers will lead to consumer brand engagement towards masstige brands.

2.4 Hypothesis Development

The following section includes the proposed hypothesis for which valid justifications and evidence from the literature are discussed in detail.

2.4.1 Celebrity Endorsement and Masstige Value

Multiple studies show the influence of celebrity endorsement on brand-related outcomes (Kumar and Ramana, 2019; Kusa *et al.*, 2020). However, the role of celebrity endorsement as a promotional activity toward masstige value remains unexamined (Ajay Kumar *et al.*, 2019). As suggested by Gilliam and Voss (2013), we looked for past research linking the constituents of masstige and celebrity endorsement (this is done because studies related to celebrity endorsement and masstige could not be found). To observe the components, we used the definition of masstige formulated by Kumar *et al.* (2019). We identified brand prestige to be the key component of MV. It led us to start finding papers connecting celebrity endorsement and brand prestige. This analysis lead us to only one paper that establishes that celebrity endorsement and brand prestige are related (Ateke *et al.*, 2015). It is because both celebrities and masstige brands are associated with prestige, and this association can be explained with the help of MTM, which suggests that the meaning associated with the celebrities transfers to the brand they endorse. Therefore, we argue that if the endorsed celebrities are perceived to be prestigious, their prestige shifts to the brands they endorse, influencing masstige value.

In celebrity endorsement, the use of local celebrities and foreign celebrities is common in the fashion goods industry (Halder *et al.*, 2021). However, the literature shows inconsistent results on what type of celebrity (local vs. foreign) would be more effective for endorsement, and the results also differ from nation to nation (Roy *et al.*, 2021). As Roy *et al.* (2021) mentioned, using foreign celebrities for brand endorsement is more effective in India than local celebrities. Cui *et al.* (2020) also

reported the positive impact of Korean (foreign) celebrities on the purchase intention of Chinese fashion goods consumers (local).

The present study intends to compare the effectiveness of local vs. foreign celebrity endorsers and argues that the foreign celebrity endorser is more effective than the local celebrity endorser in the fashion industry. There are significant cultural similarities between Asian countries, specifically India and Pakistan (Ul-Haq and Hassan, 2022). As results show that foreign celebrity endorsements are more effective in India (Roy et al., 2021), we believe the same is true for Pakistani fashion brands. The preference for foreign celebrities among Pakistani audiences can be attributed to several factors:

Global Popularity and Exposure: Many foreign celebrities, especially from Western countries like the United States and the United Kingdom, and Turkish celebrities enjoy global popularity and widespread exposure through mainstream media, entertainment platforms, and social media channels. Pakistani audiences are exposed to these celebrities through international films, television shows, music, and social media platforms, which increases their familiarity and appeal.

Perceived Glamour and Aspiration: Foreign celebrities are often associated with glamour, sophistication, and luxury lifestyles, which can be aspirational for Pakistani audiences. The allure of Hollywood stars, international fashion icons, and prominent athletes represents a fantasy world that many aspire to emulate or be associated with, leading to admiration and fascination among Pakistani audiences.

Cultural Influence and Globalization: As Pakistan becomes increasingly interconnected with the global community through advancements in technology, media, and communication channels, there is a growing influence of Western culture and trends. This cultural globalization contributes to the popularity of foreign celebrities among Pakistani audiences, as they are seen as trendsetters and influencers in various fields.

Lack of Local Celebrity Diversity: While Pakistan has its pool of talented celebrities and public figures, the entertainment industry may not offer the same diversity and range of personalities as seen in international entertainment markets. Pakistani audiences may perceive foreign celebrities as more diverse, dynamic, and versatile, leading to greater interest and admiration.

Escapism and Entertainment Value: For some Pakistani audiences, following the lives and careers of foreign celebrities provides a form of escapism and entertainment from everyday realities. The dramas, romances, controversies, and successes of international celebrities offer a source of intrigue, gossip, and entertainment that transcends geographical boundaries and cultural differences.

Social Media Influence: The rise of social media platforms has further amplified the visibility and appeal of foreign celebrities among Pakistani audiences. Platforms like Instagram, Twitter, and YouTube allow fans to directly follow, engage with, and stay updated on the lives of their favourite international celebrities, creating a sense of virtual proximity and connection.

Depending on the given arguments, the following hypothesis has been derived.

H1: Celebrity endorsement from foreign models, compared to local models, has a higher impact on masstige value

2.4.2 Rational vs. emotional message frames

The origin of rational and emotional reasons for consumer choice behaviours can be traced back to Copeland's (1924) theory. Rational appeals are defined as individuals' rational beliefs and attitudes regarding the features and advantages of a product/service (Albers-Miller and Stafford, 1999). On the other hand, emotional appeals are defined as consumers' psychological, social, or symbolic wants that stimulate them to consume the product/service due to the affection it causes (Behboudi, Vazifehdoust, Najafi, & Najafi, 2014).

Past studies have used rational and emotional message frames to observe the desired outcomes, such as creating positive perceptions and purchase intentions towards advertised products/services (Gursoy *et al.*, 2022). However, the effectiveness of rational and emotional appeals varies based on product type, culture, country (Albers-Miller and Stafford, 1999), and personality type of consumers (Ruiz and Sicilia, 2004).

As far as we know, just one research work by Xuhui, Lulin, & Fenglin (2019) reported that message framing influences brand equity. The role of message framing as a promotional activity towards attaining brand masstige value has not been examined. As the masstige strategy is grounded on the 4 P's of marketing, the advertisement must communicate these 4 P's using promotional tools (Paul, 2019). We argue that firms should inform consumers about masstige brands using a rational message frame as compared to an emotional message frame because there is a need to emphasize the masstige product benefits such as mass prestige, superior product quality, and affordable price to the masses (Paul, 2019).

Rational message framing focuses on conveying factual information, features, and benefits of a product or service. Such messages provide clarity to consumers about what the brand offers and how it can fulfil their needs or solve their problems. Clear and informative messages help build trust and credibility for the brand, which are essential components of brand equity. Rational message framing often emphasizes product attributes, performance, and quality. When consumers receive messages highlighting the superior quality, reliability, or functionality of a brand's offerings, they are more likely to perceive the brand as valuable and trustworthy. Positive perceptions of quality and value contribute to higher brand equity.

Rational message framing allows brands to differentiate themselves from competitors based on tangible features and benefits. By highlighting unique selling points, technological innovations, or superior performance, brands can establish a competitive advantage in the market. This differentiation enhances brand equity by positioning the brand as distinctive and desirable to consumers. Rational message framing appeals to consumers' rational decision-making processes by providing

logical arguments and evidence to support the brand's value proposition. When consumers perceive a brand's messages as rational and evidence-based, they are more likely to trust the brand and make informed purchase decisions. This positive association with rationality enhances brand equity.

Rational message framing builds trust and credibility by providing transparent and honest communication with consumers. Brands that deliver on their promises and meet or exceed consumers' expectations reinforce trust and credibility over time. Trustworthy brands are more likely to enjoy higher brand equity due to stronger consumer loyalty, positive word-of-mouth, and repeat purchases. Rational message framing fosters long-term relationships between brands and consumers based on mutual understanding and satisfaction. When brands consistently deliver value and fulfil consumers' needs, they build enduring relationships that contribute to higher brand equity. These relationships are built on trust, reliability, and a shared understanding of the brand's value proposition.

Brands that rely on rational message framing are often more resilient to negative events or crises. When brands have established a reputation for quality, reliability, and trustworthiness through rational messaging, consumers are more likely to give them the benefit of the doubt during challenging times. This resilience helps protect brand equity from potential damage. Therefore we hypothesize that:

H2: Rational, rather than emotional, message framing has a higher impact on masstige value.

2.4.3 Effect of the Interaction Between Celebrity Endorsement and Message Framing on Masstige Value

We further scrutinized the coupled effect of celebrity endorsement and message frame on masstige value. The purpose is to check how this interaction affects the masstige value if a particular celebrity transfers a particular message. This investigation will give us an effective combination of the selection of the celebrity and the message frame. Therefore we hypothesize that:

H3: The interaction between celebrity endorsement and message framing affects masstige value; in particular, the effect is higher under the conditions when individuals are exposed to the advertisement containing the rational message frame with the foreign celebrity in the display

2.4.4 Brand Experience and Masstige Value

The notion of brand experience has emerged as a crucial aspect of brands, requiring attention as consumers seek sensory and intellectual stimulation and fulfilment (Brakus et al., 2009). Scholars have explored the concept of brand experience in response to Kevin Lane Keller (1993) assertion that it engenders brand-related associations. However, despite some academic attention, Andreini, Pedeliento, Zarantonello, and Solerio (2018) noted that the impact of the brand experience concept on theoretical discourse remains relatively limited.

The concept of brand experience is defined as “subjective, internal consumer responses (cognitions, feelings, and sensations), and behavioural responses aroused by brand-related stimuli that are a portion of a brand’s identity, packaging, design, communications, and environment” (Brakus *et al.*, 2009). Past studies establish that brand-generated experiences cause positive marketing outcomes such as brand personality associations, customer satisfaction, and brand loyalty (Brakus *et al.*, 2009), brand trust and brand love (Huang, 2017), positive WOM (Klein, Falk, Esch, & Gloukhovtsev, 2016), and brand equity (Lin, 2015).

Brand experience is a compelling facilitator that encourages luxury consumption in emerging countries (Husain *et al.*, 2022); however, the role of brand experience towards the masstige brands (the accessible luxury) must be investigated. Masstige value is an alternate measure of brand equity (Alagarsamy et al., 2022), an outcome of brand experience (Jeon & Yoo, 2021b; Lin, 2015). Logically, both masstige value and brand experience are related; however, they still need further explanation. Thus making an addition to the previous literature on the brand experience and masstige value, we propose that:

H4: Brand experience positively influences masstige value.

2.4.5 Brand Credibility

As Singh & Banerjee (2021) suggested, combining celebrity endorsement and brand credibility results in stronger brand equity. Brand signalling theory also validates that brand credibility is a vital tool for creating brand equity (Spry et al., 2011), alternatively masstige value in our case. For instance, if a credible celebrity endorses a masstige fashion brand but the credibility of the brand is doubtful, the impact of the advertising strategy of using the celebrity endorsement could be less (Spry et al., 2011). However, if the same credible celebrity endorses a brand known as a highly credible brand among customers, the influence of the celebrity endorsement would amplify. For that reason, we have confidence that the strength of the relationship between celebrity endorsement and masstige value will be more in the presence of brand credibility as compared to the absence of brand credibility. Depending on above discussions, we suggest the following hypothesis.

H5: The effect of celebrity endorsement on masstige brand value will be high for brands with established brand credibility.

2.4.6 Masstige Value and Consumer's Motivational Regulations

Past studies show that consumer motivational regulations (intrinsic, identified, introjected, and extrinsic) are associated with positive marketing results. For example, green consumer behaviour (Chandani et al., 2020), brand passion (Gilal, Zhang, Gilal, & Gilal, 2020), and brand adoption (Gilal, Zhang, Gilal, & Gilal, 2021). However, it has been pointed out by Gul, Paul, Gul, and Gul (2021) that there is limited research to study motivational regulations as dependent variables in the marketing domain. They have expressed the urgency to empirically investigate the influence of marketing activities in enhancing the customers' motivational regulation. Based on this knowledge gap, Gul *et al.* (2021) proposed that "the masstige brand positioning will have a significant positive effect on customers' intrinsic, identified, introjected, and internal motivation."

With the silver lining of organismic integration theory, we scrutinize the role of the masstige value of brands towards consumer motivational regulations. Higher masstige value suggests that the brand has formed a niche and greater brand equity in the marketplace and, thus, greater chances to succeed (Paul, 2018). Masstige brands offer high quality and usability at reasonable prices and feelings of self-fulfilment, pleasure, and self-respect (Anita Goyal, 2020). Kumar, Paul, and Starčević (2021) have also found empirical evidence in the smartphone market of Serbia that the masstige can generate consumer happiness. So with the guidance of OIT, we argue that masstige has the potential to influence the motivational regulations of consumers.

2.3.6.1 Masstige Value and Intrinsic Motivation

Intrinsically motivated behaviour is executed for one's self or self-enjoyment. For instance, a person is motivated to purchase a masstige fashion brand due to an inherent interest in or passion for prestigious branded outfits. The empirical evidence suggests that the masstige brand value adds to consumers' passion (F. G. Gilal, Zhang, et al., 2020) towards a particular brand. Having masstige value helps brands to make their consumers experience a sense of pleasure and feel passionate about it. Therefore, we aim to scrutinize Masstige's role in eliciting consumers' intrinsic motivation towards Masstige's value of fashion brands.

H6a: Masstige value positively influences intrinsic motivation.

2.3.6.2 Masstige Value and Identified Motivation

Identified motivation occurs when a person identifies with the personal significance of the product or service. For instance, wearing an attractive outfit and feeling extremely comfortable in it may be an important product attribute for a customer. Thus, certain factors exist, such as the perceived importance of product attributes in the eyes of the customers for triggering the identified motivation of consumers. As masstige value depicts the popularity of brands because of their unique attributes, we suggest the following hypothesis:

H6b: Masstige value positively influences identified motivation.

2.3.6.3 Masstige Value and Introjected Motivation

The next hypothesis links the masstige value and introjected motivation. According to the organismic integration theory of motivation, introjected motivation is manifested when an individual performs a behaviour to escape anxiety, guilt, or shame or to add to their ego or pride. For instance, wearing a masstige fashion brand evades the feeling of shame or guilt because other colleagues in the office wear it. If a brand establishes a higher masstige value, it depicts its popularity among consumers. An individual may feel pressured to use an immensely popular brand and established masstige value. The link between masstige value and introjected motivation among consumers has not been established before. Therefore, it is necessary to confirm this relationship. Therefore, we suppose that masstige value will be connected to introjected motivation in the following association:

H6c: Masstige value positively influences introjected motivation.

2.3.6.4 Masstige Value and External Motivation

Extrinsic motivation is a type of consumer engagement towards a brand that is not naturally triggered but is sparked by significant others, e.g., friends, colleagues, family members, etc. For example, a consumer may be interested in wearing a masstige fashion brand to uphold prestige in public or to make a significant other pleased. (Gilal et al., 2020) indicated that extrinsic motivation influences brand passion among male customers. Similarly, Truong, Mccoll, & Kitchen (2010) proved that extrinsic motivation positively affects consumers' preference for a luxury brand. Depending on these arguments, we expect to find an association between masstige value and extrinsic motivation. Thus, it is hypothesized that

H6d: Masstige value positively influences external motivation.

2.4.7 Fear of Missing Out as a Moderator

Saavedra and Bautista Jr. (2020) studied the influence of FOMO on masstige brand fashionable clothes consumption. Their research reflected that FOMO's impact cannot

be ignored in the consumer purchasing decision of masstige apparel brands. FOMO sufficiently influences the motivation construct, affecting the motivation to purchase the masstige brand apparel. Thus, the authors recommended formulating FOMO appeals highlighting the advantages one may expect when purchasing masstige apparel brands. Our study includes how the consumer's motivational regulations impact consumer brand engagement.

As this relationship has not been studied before, FOMO is an excellent candidate to establish and strengthen this relationship. For example, if the customer is motivated because of any of the four motivational regulations and fears missing out, they would be extra prepared to engage with the brand. Thus, there is a high need to explore the role of fear of missing out as a moderator in the association between consumer motivational regulations and brand engagement. Our research work serves this purpose.

H7a: Fear of missing out moderates the relationship between intrinsic motivation and consumer brand engagement.

H7b: Fear of missing out moderates the relationship between identified motivation and consumer brand engagement.

H7c: Fear of missing out moderates the relationship between introjected motivation and consumer brand engagement.

H7d: Fear of missing out moderates the relationship between extrinsic motivation and consumer brand engagement.

2.4.8 Consumer motivational regulation and consumer brand engagement

Consumer motivational regulations are closely related to brand engagement (Gul *et al.*, 2021). For example, Banyte and Gadeikiene (2015) confirmed that different kinds of motivation are closely linked to consumer engagement in playing digital games. Similarly, the study of Osei-Frimpong (2019) focused on the impact of controlled and autonomous motivational regulations in driving customer participation in social brand engagement practices. An earlier study (Gul *et al.*, 2021) proposed that integrated,

identified, introjected, and external motivation are significantly connected to positive marketing consequences such as consumer brand engagement. A recent study by Das, Saha, & Balaji (2022) showed that middle-class individuals fulfil their self-presentational needs by engaging with masstige and standing out within their social group. Based on the above literature, we hypothesize that.

H8a: Intrinsic motivation positively influences consumer brand engagement.

H8b: Identified motivation positively influences consumer brand engagement.

H8c: Introjected motivation positively influences consumer brand engagement.

H8d: External motivation positively influences consumer brand engagement.

2.5 Summary of Hypotheses

In this dissertation, we formulated the following hypotheses shown in Table 5:

Table 3: Summary of Hypotheses

No.	Hypothesis
H1	Celebrity endorsement from foreign models, compared to local models, has a higher impact on masstige value
H2	Rational, rather than emotional, message framing has a higher impact on masstige value
H3	The interaction between celebrity endorsement and message framing affects masstige value, in particular, the effect is higher under the conditions when individuals are exposed to the advertisement containing the rational message frame with the foreign celebrity in the display
H4	Brand experience positively influences masstige value.
H5	The effect of celebrity endorsement on masstige brand value will be high for brands with established brand credibility.
H6a	Masstige value positively influences intrinsic motivation.
H6b	Masstige value positively influences identified motivation.
H6c	Masstige value positively influences introjected motivation.
H6d	Masstige value positively influences external motivation.
H7a	Fear of missing out moderates the relationship between masstige value and intrinsic motivation.
H7b	Fear of missing out moderates the relationship between masstige value and identified motivation.
H7c	Fear of missing out moderates the relationship between masstige value and introjected motivation.
H7d	Fear of missing out moderates the relationship between masstige value and extrinsic motivation.
H8a	Intrinsic motivation positively influences consumer brand engagement.
H8b	Identified motivation positively influences consumer brand engagement.

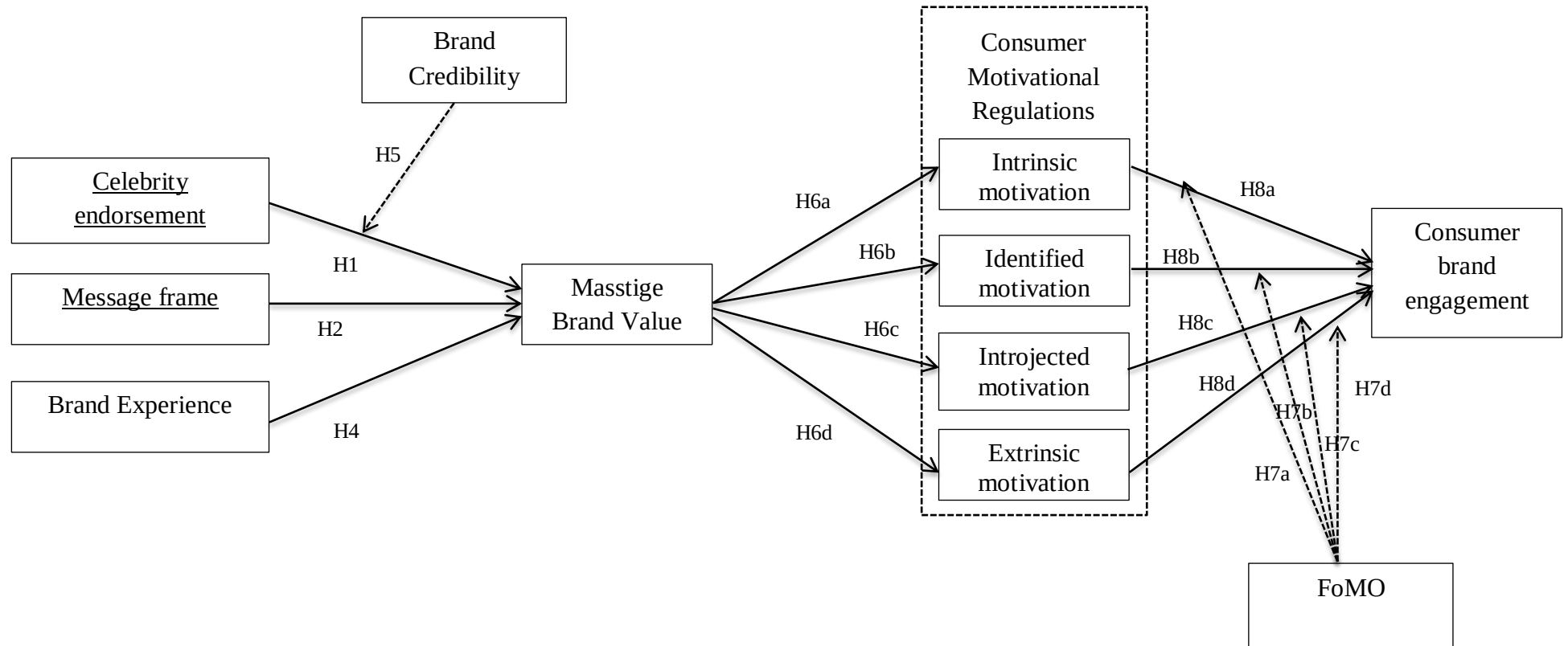
<i>H8c</i>	Introjected motivation positively influences consumer brand engagement.
<i>H8d</i>	External motivation positively influences consumer brand engagement.

2.6 Conceptual Framework

The existing literature has provided suggestions for the hypotheses, and a conceptual framework has been constructed. The primary constructs encompassed within the conceptual framework of this study endeavour include Celebrity Endorsement, Message Framing, Brand Experience, Brand Credibility, Masstige Value, Consumer Motivational Regulations, Fear of Missing Out, and Consumer brand engagement.

The proposed model of this research work conceptualizes the role of celebrity endorsement, message framing, and brand experience towards establishing the masstige value of brands. The masstige theory guides us that by undertaking certain marketing activities, a brand could establish mass prestige also known as masstige value. Brand credibility is a moderator and can strengthen the association between celebrity endorsement and masstige value. The masstige value further influences the consumer motivational regulations that further lead to consumer brand engagement as supported by the organismic integration theory of motivation. Fear of missing out moderates the association between consumer motivational regulations and brand engagement. The conceptual model is presented in the figure 7 below:

Figure 7: The Conceptual Framework of the Current Study



2.7 Summary

This chapter has presented the literature, bibliometric analysis, theoretical underpinnings, hypothesis development, and conceptual framework of the study. First, the concept of masstige value has been defined, and a review of all the recent studies on the topic is stated. A detailed literature review has been done on all the constructs in this research work. Bibliometric analysis is also performed to quickly identify all the published studies on the masstige and the geographical location where the research work has been done.

The current study is grounded on the masstige theory and organismic integration theory of management. The masstige theory focused on increasing the market share of luxury brands by focusing on the consumers having middle income and not making any compromise in product quality but making them available at an affordable price. The organismic integration theory of motivation has categorized the extrinsic motivations of the consumer into categories that can be implemented in marketing research to understand various explanations of why consumers engage in particular behaviours.

These theories helped to understand the relationship between constructs, thus formulating hypotheses. Based on this understanding, the conceptual framework of masstige value has been proposed, offering a range of antecedents, consequences and moderators. Specifically, the antecedents include celebrity endorsement, message frame, brand experience and outcomes, consumer motivational regulations, and consumer brand engagement. Also, brand credibility and fear of missing out played out the role of the moderators. This chapter ends with a summary of the hypotheses and a presentation of the proposed conceptual framework.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter comprises the methods and procedures applied to acquire valid results. This empirical study requires a set of decisions related to the methodology presented in this section. The exact research process and the steps involved in obtaining knowledge in this research work are comprehensively discussed. Each part of the methodology is carefully selected to ensure consistency among the research objectives and the research design, and the rationale is also provided for these choices.

3.1 The Saunders Onion Model

The Saunders Onion Model is a conceptual framework used in research methodology, particularly in the context of dissertations and academic research projects. It consists of layers that progressively delve deeper into the research process, from broad philosophical considerations to specific data analysis techniques. Here's a breakdown of each layer:

3.1.1 Research Philosophy (The Rationale for Selection of Research Methodology)

This is the outermost layer of the onion and represents the broadest conceptual perspective guiding the research. It includes ontological (nature of reality), epistemological (nature of knowledge), and methodological (approach to acquiring knowledge) considerations. Common research philosophies include positivism, interpretivism, and pragmatism.

Scholars emphasize the importance of selecting an appropriate research paradigm as it offers guidelines for understanding the research phenomenon, framing research questions, constructing models and theories, and presenting research findings (Deshpande, 1983). In essence, a marketing paradigm consists of interconnected

assumptions that form the basis for developing a theoretical framework to address the research problem at hand.

Within the realm of philosophical paradigms, three key dimensions are recognized: epistemology, ontology, and methodology (Guba & Lincoln, 1994). Epistemology concerns the theory of knowledge and examines the relationship between the mind and reality. Ontology delves into the nature of the object of inquiry and elucidates the essence of reality. Methodology encompasses the procedures and techniques employed in research to collect and validate empirical evidence.

Moreover, Deshpande, (1983) categorizes philosophical paradigms into two primary schools of thought: positivism and idealism. Idealism pertains to the process of theory development through inductive reasoning, whereas positivism involves the verification or testing of theories through a hypothetico-deductive approach. The author contends that both paradigms are equally valuable as they facilitate theory generation and validation.

According to Deshpande (1983), positivism and idealism contribute to the field of marketing by aiding in the identification of new measurement scales for marketing constructs, thereby enhancing research validity, reliability, and generalizability.

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In marketing research, positivism and idealism can complement each other by providing different perspectives and methodologies for understanding consumer behaviour and market dynamics. Positivism, with its emphasis on empirical evidence and scientific methods, can offer marketers valuable tools for gathering and analyzing quantitative data. Surveys, experiments, and statistical analysis allow marketers to measure consumer preferences, behaviours, and market trends objectively. Positivist approaches help identify patterns, correlations, and causal relationships, providing insights that inform strategic decision-making and marketing tactics.

Idealism, on the other hand, can contribute to marketing research by highlighting the importance of subjective experiences, perceptions, and cultural contexts. Qualitative methods such as in-depth interviews, focus groups, and ethnographic studies allow marketers to explore consumers' beliefs, values, and emotions, uncovering deeper insights into their motivations and preferences. Idealist approaches recognize the complexity of human behaviour and the influence of factors such as social norms, identity, and symbolism on consumer decision-making.

By integrating positivist and idealist perspectives, marketers can gain a more comprehensive understanding of their target audience and market environment. Quantitative data can validate qualitative findings, while qualitative insights can provide context and meaning to quantitative results. This holistic approach enables marketers to develop more effective marketing strategies and campaigns that resonate with consumers on both rational and emotional levels, ultimately driving business success.

This study employs both positivist and idealist paradigms. Initially, it embarks on an idealist approach, prioritizing qualitative methodologies to find which clothing brands are perceived as prestigious by the customers. Furthermore, which local and foreign celebrities are considered appropriate for the advertising campaigns of masstige clothing brands? The present research uses the paradigms of positivism and idealism. First, the research begins with an idealism paradigm, focusing on the qualitative method (i-e., the use of focus groups) to explore which clothing brands are perceived as prestigious and affordable in the customers' minds. Other than that, expert content

ratings are also used to select advertising appeals (rational and emotional) for message frames. The reason behind doing the qualitative research in this research work is to make a suitable fictitious print advertisement to be used as stimuli before collecting the data.

The present research is related to the positivist paradigm (i.e., a quantitative method) to examine the proposed hypotheses and cause-and-effect associations. This marketing paradigm helps the researcher respond to all the research inquiries, build a conceptual model and provide empirical evidence for the study's validity, reliability, and generalizability.

The Saunders Onion Model emphasizes the importance of aligning each layer of the research process with the overarching research philosophy while also ensuring coherence and consistency throughout the research project. It provides a structured framework for researchers to navigate the complexities of research design and methodology.

3.1.2 Research Approach/Methods

This layer of Saunders Onion model involves selecting a specific research approach based on the chosen research philosophy. This could be quantitative, qualitative, or mixed methods. Quantitative research involves numerical data and statistical analysis, while qualitative research focuses on understanding phenomena through textual or narrative data. Mixed methods research combines both quantitative and qualitative approaches.

This study seeks to uncover the role of promotional activities and brand experience in enhancing the masstige value that leads to consumers' motivational regulations. It also investigates the role of consumers' motivational regulation towards consumer brand engagement. Two moderators: brand credibility and fear of missing out, are also a part of this study. This study uses mixed methods to gather the data to investigate these causal relationships. The mixed-method approach is considered very efficient and effective in the management sciences because it enhances the validity and reliability of the construct (Creswell, Plano Clark, Gutmann, & Hanson, 2003).

According to Winship & Morgan (1999), using mixed methods (qualitative and quantitative) increases the strength of research methods if used in the same research work.

A mixed methods approach in research offers a powerful means to explore complex phenomena, combining both qualitative and quantitative methodologies. This approach provides a more comprehensive understanding of the subject matter by harnessing the strengths of both methods while mitigating their limitations. Qualitative methods allow researchers to delve deeply into the nuances, meanings, and contexts surrounding a phenomenon, providing rich, detailed insights that quantitative methods often cannot capture. On the other hand, quantitative methods offer the advantage of numerical data analysis, enabling researchers to generalize findings to larger populations and identify patterns and correlations with greater statistical rigor. By integrating these two approaches, researchers can triangulate findings, corroborate results, and gain a more holistic understanding of the research topic. Moreover, the mixed methods approach fosters methodological diversity, enhancing the credibility, validity, and reliability of research findings. It also allows researchers to address research questions from multiple perspectives, accommodating the complexity inherent in many real-world phenomena. Ultimately, the mixed methods approach enhances the robustness and depth of research inquiries, offering valuable insights that can inform theory, practice, and policy in a variety of fields.

Multiple methods are applied to gather data: focus groups, expert content ratings, making of fictitious print advertisements, experiments (quasi-experiments), questionnaire development, and a main survey proposed by Churchill (1979). In this strand, the research used the quasi-experimental design to validate the cause-effect association between the masstige value and marketing factors (celebrity endorsement, message framing, brand experience) commonly employed by marketers to influence consumer motivational regulations and brand engagement. However, before the main quasi-experimental study, it was necessary to pre-select the fashion and apparel brands, celebrity endorsers, and the message frame to create fictitious ads as stimuli. Therefore, three separate studies were carried out using focus groups and expert

content ratings for stimuli selection so that the selected stimuli were appropriate to achieve the study's objectives.

3.1.3 Research Strategies:

Within the chosen research approach, researchers must decide on appropriate strategies for data collection and analysis. For quantitative research, this may involve experiments, surveys, or archival data analysis. Qualitative research strategies may include interviews, focus groups, observations, or document analysis.

3.1.3.1 Experiment Design

Experiments play a pivotal role in marketing research due to their ability to provide causal insights into consumer behaviour, preferences, and responses to various marketing stimuli. Unlike observational or survey-based methods, experiments allow researchers to control variables systematically, isolating the impact of specific marketing strategies or interventions on consumer outcomes. This control enables researchers to establish causality, determining whether changes in consumer behaviour are directly attributable to the marketing actions being tested. Furthermore, experiments facilitate hypothesis testing and theory development in marketing by offering empirical evidence to support or refute theoretical propositions. Through experiments, marketers can evaluate the effectiveness of different marketing tactics, such as pricing strategies, advertising messages, product features, and promotional campaigns, enabling evidence-based decision-making and optimization of marketing efforts. Additionally, experiments provide valuable insights into consumer psychology, helping marketers understand underlying motivations, cognitive processes, and decision-making mechanisms that drive consumer choices. By leveraging experiments in marketing research, organizations can refine their strategies, enhance customer satisfaction, and ultimately achieve a competitive advantage in the marketplace.

For establishing a causal relationship between a dependent and independent variable, it is imperative to exercise strict control over any other variables that may introduce confounding factors into this association. It is imperative to thoroughly evaluate the potential impacts of independent factors on dependent variables. It is imperative to regulate the impact of all existing variables rigorously. By employing this approach, one can ascertain the true impact of the independent variable on the dependent variable. Furthermore, it is necessary to manipulate the independent variable to ascertain the magnitude of its impact on the dependent variable. The laboratory setting provides an optimal environment for regulating and manipulating variables. These investigations are commonly called laboratory experiments due to their execution within controlled and artificial environments.

3.1.3.2 Control Variable

Consider there are two variables, X and Y. X is an independent variable, and Y is the dependent variable. There is a possibility that some other variable, for instance, A, may affect the dependent variable Y. Considering this situation, it becomes impossible to accurately investigate the influence of an independent variable on the dependent variable. Because the extent of impact caused by X on Y could not be calculated, it is necessary to control the contaminating variable A so the extent of the impact of X could be found on Y.

3.1.3.3 Manipulation of the Independent Variable

Manipulation is to define different levels of independent variables so that their impact on dependent variables can be found. These manipulations are a must in experimental designs to assess causal relationships.

3.1.3.4 Quasi-Experimental Designs

In some experiments, it is required to expose an experimental group to a treatment and then measure the effects of that treatment. Quasi-experimental designs are used when it is impossible to conduct true lab experiments. The following table explains the difference between a true experiment and a quasi-experiment:

Table 4: Difference between True Experiment and Quasi-Experiment

	True experiment	Quasi-experiment
Assignment to treatment	Randomly assigns subjects to control and treatment groups	Non-random assignment of subjects to the groups
Control over treatment	The researcher designs treatments.	The investigator often does not have control over the treatment but, in its place, studies pre-existing groups that received different treatments after the fact.
Use of control groups	Both control and treatment groups are present.	Control groups are not always used.

In marketing, quasi-experiments are extensively used to understand consumers' and firms' behaviour (Goldfarb, Tucker, & Wang, 2022). Quasi-experiment is the type of experiment in which the data-generating procedure is not purposely experimental, but the element that causes variation is outside the specific research settings. The elements that vary in quasi-experiments in the marketing field are usually climate, topographical boundaries, modifications in agreements, changes in work policy, changes in consumer life etc. Whatever the case, the source of the variation is outside the research settings, which the researchers use to develop the causal association between the variable of interest and the variation itself.

It is also evident that many firms use quasi-experiments to study the results of changing business decisions. For instance, Blake, Nosko, & Tadelis (2015) conducted a quasi-experiment in which eBay closed its advertisement agreement with Bing due to a row with Microsoft and lost slight traffic. After that field experiment was conducted, and the outcome of the quasi-experiment and field experiment was a true match.

Quasi-experimental methods are an essential instrument for marketers. First, marketing scholars must notify marketing specialists—managers and policymakers—about the causal effect to let specialists make bigger judgments. Second, the finest quasi-experimental papers do not just prove a causal effect but investigate the original mechanism, which is important to marketing scholarship's aim of generalizability. Third, such methods become more significant as the scope and length of marketing

practice increase, and novel sites and more diverse causes of data permit their application. A quasi-experimental analysis aims to respond to an exciting and vital research question regarding a causal relationship and deliver evidence of the association's mechanism. The selection of techniques hinges on the type of the quasi-experiment.

The described paradigm emphasizes comprehending the role of external variation in revealing causal linkages and elucidating the mechanisms via which specific acts influence behaviour. Marketing scholars often prioritize providing generalizable insights regarding the impact of marketing activities on customer behaviour. In this context, the quasi-experimental paradigm holds significant value. Similarly, organizations that require utilizing these insights can obtain a competitive edge. These methodologies will enable scholars in the marketing field to provide assessments of several scenarios in which a certain marketing action is likely to influence customer behaviour. (Goldfarb et al., 2022).

In marketing research, quasi-experiments are conducted to assess the impact of marketing interventions or strategies in real-world settings where random assignment of participants to experimental conditions is not feasible. Instead, quasi-experiments leverage existing groups or naturally occurring variations to compare outcomes before and after the implementation of a marketing intervention. In the current research, we have also used the quasi-experiment to assess the impact of print advertisement with celebrity endorsement (local vs foreign) and message frame (rational vs emotional appeal) to compare the effectiveness of the advertisement strategy. Quasi-experiment aims to identify the causal relationships among variables when the advertisement shown is different in different groups. It would allow us to evaluate the effectiveness of different print advertisements exposed to different experimental groups. That would provide valuable insights into consumer behaviour and make informed strategic decisions. We ensured the careful design of the quasi-experiment to confirm the validity and reliability of the findings.

3.1.4 Research Choices

At this layer of the Saunders Onion Model, researchers make specific decisions about how to implement their chosen research strategies. This includes considerations such as sample selection, data collection methods, research instruments (e.g., questionnaires, interview guides), and data analysis techniques.

3.1.4.1 Population

The target population for this research work is female consumers who are particularly interested in using Masstige products above 18 because the consumers of this stage are mature and have industrialized a sense of letting themselves experience Masstige brand consumption (Zakria, 2023). The current study includes one masstige brand Khaadi. Therefore, all the female users of the Khaadi brand are considered the population for this study.

3.1.4.2 Sampling

As the total population is unknown, the non-probability convenience sampling technique (easily available respondents) is used (McDaniel & Gates, 2020). This is the most commonly used technique in business and management (Bryman & Bell, 2007). The other reason for using this technique was that the researcher sought consumer permission before conducting the quasi-experiment. As Khaadi outlets are mainly present in the metropolitan cities of Pakistan, our sample includes all the customers living in the metropolitan cities of Pakistan. Khaadi is a popular Pakistani clothing brand which has several outlets in metropolitan cities across Pakistan, catering to a diverse customer base. Here's a brief overview of Khaadi outlets in major metropolitan cities:

Karachi: As the largest city in Pakistan and the commercial hub of the country, Karachi hosts numerous Khaadi outlets across various neighbourhoods and shopping districts. These outlets are strategically located in prominent shopping malls, such as Dolmen Mall, Lucky One Mall, and Ocean Mall, as well as standalone stores in upscale areas like Clifton and Defence.

Lahore: Lahore, the cultural capital of Pakistan, also boasts several Khaadi outlets catering to fashion-conscious consumers. Khaadi outlets in Lahore can be found in popular shopping destinations like Packages Mall, Emporium Mall, and Mall of Lahore, as well as standalone stores in areas like Gulberg and Defence.

Islamabad: As the capital city of Pakistan, Islamabad is home to a growing number of Khaadi outlets serving residents and visitors alike. Khaadi outlets in Islamabad are located in major shopping centres such as Centaurus Mall, Safa Gold Mall, and Giga Mall, as well as standalone stores in areas like F-7 Markaz and F-10 Markaz.

Rawalpindi: Adjacent to Islamabad, Rawalpindi also hosts several Khaadi outlets to cater to the needs of residents. These outlets are typically located in shopping centres like Giga Mall and Rania Mall, as well as standalone stores in areas like Saddar and Commercial Market.

Faisalabad: Known for its textile industry, Faisalabad is another city where Khaadi has a presence. Khaadi outlets in Faisalabad can be found in shopping centres like Lyallpur Galleria Mall and Kohinoor One, as well as standalone stores in areas like Susan Road and Jaranwala Road.

These Khaadi outlets in metropolitan cities offer a wide range of products, including ready-to-wear clothing, unstitched fabrics, accessories, and home textiles. They provide a convenient shopping experience for customers seeking trendy and high-quality fashion items that blend traditional Pakistani aesthetics with modern designs.

3.1.4.3 Data Collection Technique

The researcher approached people in the shopping arcades, plazas and other Khaadi outlets where customers were easily available and enquired if they were regular users of the prestigious fashion clothing brand Khaadi. Those whose response was positive were requested to fill out the survey forms. Participants were briefed about the undertaken research project and also guaranteed to maintain their confidentiality. The survey questionnaire was categorized into two portions. The first half included questions linked to the demographics of the participants. The second half consisted of

73 items measuring the eight constructs, i.e., Celebrity Endorsement, Message Frame, Brand Experience, Brand Credibility, Masstige Value, Consumer Motivational Regulations, Fear of Missing Out, and Consumer Brand Engagement.

To collect data, each respondent was shown a different print advertisement as a stimulus, and their response was gathered through a survey questionnaire. 540 female respondents contributed to this research work and were randomly allocated to four conditions ($n = 135$). The sample of 135 respondents was selected for each condition appropriate to execute the quasi-experiment and far above the threshold of 30 respondents. Group 1 ($n=135$) was exposed to an advertisement containing an emotionally framed message (see Appendix A) and a foreign celebrity. While Group 2 was exposed to the advertisement containing a rational framed message and a local celebrity. Group 3: was exposed to the advertisement containing a rational framed message and foreign celebrity. Lastly, Group 4 was exposed to the advertisement containing a rational framed message and local celebrity.

3.1.4.4 Treatments

This study applied a 2 (Advertisement type: Local endorser vs. foreign endorser) x 2 (Message frame: rational vs emotional) full factorial between-subject design. For treatments, fictitious print advertisements were used as stimuli that the investigators and a graphic artist made to become similar to the actual ads. In this way, four treatments are operationalized. All the advertisements look alike with the brand name, endorsed celebrity, and advertising message. The treatment booklet starts with an introductory brief followed by the focal advertisement. The measures of the rest of the variables followed this. The last page includes questions related to the demographics of respondents.

3.1.4.5 Operationalization of Variables

The measurements related to each variable are discussed below:

Celebrity Endorsement

Celebrity endorsement is a multidimensional scale having three dimensions: attractiveness, trustworthiness, and expertise. Each dimension is comprised of 5 items scale propounded by (Ohanian, 1990; Ohanian & Ohanian, 2013). The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items for attractiveness dimension: “I find the celebrity endorsing this brand is attractive,” “I find the celebrity endorsing this brand is classy,” “I find the celebrity endorsing this brand is beautiful,” “I find the celebrity endorsing this brand is elegant,” and “I find the celebrity endorsing this brand is sexy.” Items for trustworthiness dimension: “I find the celebrity endorsing this brand is dependable,” “I find the celebrity endorsing this brand is honest,” “I find the celebrity endorsing this brand is reliable,” “I find the celebrity endorsing this brand is sincere,” and “I find the celebrity endorsing this brand is trustworthy.” Items for expertise dimension: “I find the celebrity endorsing this brand is expert”, “I find the celebrity endorsing this brand is experienced,” “I find the celebrity endorsing this brand is knowledgeable,” “I find the celebrity endorsing this brand is qualified,” and “I find the celebrity endorsing this brand is skilled.” The following table (see Table 15, Appendix C) shows the items of celebrity endorsement:

Message Frame

Message Framing is measured using three semantic differential scale items after disclosing relevant stimuli. The scale was adapted from (Drew & Weaver, 1990; Yousaf et al., 2022). The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. (Table 16, Appendix C) shows the items for the message frame.

Brand Experience

The brand experience was measured with a 12-item scale adapted from Schmitt & Zarantonello (2009) with 3 items each for sensory, affective, intellectual, and behavioural dimensions, respectively. The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items for sensory dimension: “This brand makes a strong

impression on my visual sense or other senses,” “I find this brand interesting in a sensory way,” and “This brand appeals to my senses.” Items for affective dimension: “This brand induces feelings and sentiments,” “I have strong emotions for this brand,” and “This brand is an emotional brand.” Items for behavioural dimension: “I engage in physical actions and behaviours when I use this brand,” “This brand results in bodily experiences,” and “This brand is action-oriented.” Items for intellectual dimension: “I engage in a lot of thinking when I encounter this brand,” “This brand makes me think,” and “This brand stimulates my curiosity and problem-solving.” The following table (see Table 17, Appendix C) shows the items of brand experience.

Brand Credibility

Brand credibility seven-item scale is adopted from (Erdem and Swait, 1998). The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items: “This brand delivers what it promises,” “This brand’s product claims are believable,” “I believe what the ads say about this brand,” “My experience with this brand makes me trustful of their claims,” “This brand has a name I can trust,” “This brand is at the forefront of using technology to deliver a better product,” and “This brand reminds me of someone who is competent and knows what he/she is doing.” The following table (see Table 18, Appendix C) shows the items of brand credibility.

Masstige Value

Masstige value is operationalized by the only available scale adopted (Paul, 2015). Masstige's mean score scale (MMSS) comprises a ten-item scale. The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items: “I like this brand because of mass-prestige associated with it,” “I feel like buying this brand because of mass-prestige,” “I tend to pay a high price for this brand for status quo,” “I consider this as a top-of-mind brand in my country/state/district,” “I would like to recommend this brand to friends and relatives,” “Nothing is more exciting than this brand,” “I believe this brand is known for high quality,” “I believe this brand is of international standard,” “I love to buy this brand regardless of the price,” “I believe that people in my

country/state/district consider this brand as a synonym for prestige.” The following table (see Table 19, Appendix C) shows the items of masstige value.

Consumer Motivational Regulations

Consumers’ motivational regulation is measured on a four-dimensional scale: external motivation, introjected motivation, identified motivation, and intrinsic motivation, comprising 12 items adapted from the studies of Goudas et al. (1994), Lin et al. (2009), and Standage et al. (2005), and Gul, Paul, Gul, & Gul, (2019). The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items for intrinsic motivation: “Using this brand is very charming,” “Using this brand is fun,” and “Using this brand is full of enjoyment.” Items for identified motivation: “I like using this brand,” “This brand helps me to improve my life experiences,” and “This brand helps me to express my identity.” Items for introjected motivation: “I feel ashamed of people if I don’t use this brand,” “I feel ashamed of myself if you don’t use this brand,” and “This brand helps me to avoid the feeling of shame in front of friends/colleagues.” Items for external motivation: “Using this brand helps me to improve the way others treat me,” “My friends will get upset with me if I don’t use this brand”, “My friends will feel bad about me if I don’t use this brand.” The following table (see Table 20, Appendix C) shows the items of consumer’s motivational regulations.

Fear of Missing Out

Fear of missing out is adapted from the prestige sensitivity scale originally presented by Elliott (2010) and referred to as the dimension of fear of missing out by (Kang, Cui, et al., 2019). The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items: “I tend to consumer masstige brands in the hope that others will find out,” “I tend to consume the masstige brand to express my supremacy to others,” “I feel I am ahead of others when I buy the masstige brand I want,” and “I am willing to pay more money if I can buy the masstige brand I want.” The following table (see Table 21, Appendix C) shows the items of fear of missing out.

Consumer Brand Engagement

Consumer brand engagement was measured by adapting the 10-items scale of Vivek et al. (2014) with 3 items, 4 items, and 3 items for conscious attention, enthused participation, and social connection, respectively. The responses were obtained through a five-point Likert scale where 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, and 5= strongly agree. Items for conscious attention: “Anything related to a masstige fashion brand grabs my attention,” “I like to learn more about a masstige fashion brand,” and “I pay much attention to anything about a masstige fashion brand.” Items for enthused participation: “I spend a lot of my discretionary time with masstige fashion brands,” “I am heavily into masstige fashion brands,” and “I am passionate about masstige fashion brands.” Items for social connection: “I love wearing masstige fashion brands with my friends,” “I enjoy wearing masstige fashion brands when I am with others,” and “Masstige fashion brand is more fun when other people around me wear it too.” The following table (see Table 22, Appendix C) shows the items of consumer brand engagement.

3.1.5 Data Analysis Techniques

The innermost layer of the onion involves the actual analysis of collected data. Depending on the research approach and strategies employed, data analysis techniques may vary widely. For quantitative research, this could involve statistical methods such as regression analysis, ANOVA, or factor analysis. Qualitative data analysis may include techniques such as thematic analysis, content analysis, or grounded theory.

3.1.5.1 Study 1: Brand Selection Through Masstige Mean Index Analysis Using a Focus Group

To begin the research work, there was a need to select the masstige brand in the fashion clothing industry of Pakistan. One way to select the masstige fashion brand is to calculate its mean index value (MMIV). Paul (2015) introduced the measure of MMI that represents the effectiveness of masstige marketing strategies which assist brands to build brand equity in the market (Paul, 2018). Thus, a brand that scores

higher on the MMI is a masstige brand that has established a top-of-mind masstige brand positioning in the customers' minds (Paul, 2015). The higher the MMI score, the higher the brand equity and proof that the brand has effective marketing strategies and performs better than those with a low MMI score.

First of all, a focus group was selected to discuss the selection of the most prestigious but affordable fashion clothing brands in Pakistan. The focus group was selected based on the convenient sampling technique. It consisted of 12 female university student respondents who were regular users of fashion brands. The students belong to the fashion design department of the university because they have a better understanding of fashion and are up-to-date compared to the students from other departments in the university. Initially, focus group participants were briefed about the study's objectives. Furthermore, they were introduced to the concept of the masstige brands.

Once the focus group understood the study's objectives and conceptualized the term masstige, the discussion started. The top five fashion clothing brands of Pakistan were selected through focus group discussion: Khaadi, Junaid Jamshed, Sana Safinaz, Ideas, and Bareeze. After that, the masstige scale (Paul, 2019) was used to determine the masstige mean index value (MMIV). The focus group respondents were requested to fill out the questionnaire, and MMIV was calculated through analysis. Fashion brand Khaadi scored the highest (60.2) MMIV and was thus selected as the masstige fashionable brand for the current study.

3.1.5.2 Study 2: Celebrity Selection through focus group

The subsequent task was choosing a suitable celebrity to endorse Khaadi. This study is not confined to the local celebrities of Pakistan. It includes the comparison of both local and foreign celebrities. This step will give insights into which celebrity endorser (local or foreign) is effective for Pakistan's masstige fashion clothing brand. The pre-test was done to choose the two celebrity endorsers (local and foreign) for study 2. For this purpose, another focus group study including thirty female respondents was conducted. University students represent a diverse and dynamic demographic, often mirroring broader trends and preferences within younger consumer segments. Their

insights offer valuable perspectives on contemporary culture, celebrity influence, and brand perception, making their feedback highly relevant for shaping effective endorsement strategies. Moreover, university students are typically trend-sensitive and culturally aware, often serving as early adopters of new products and trends. Their familiarity with celebrity culture and social media platforms positions them as knowledgeable judges of which celebrities resonate most with their peers, offering valuable insights for brands seeking to align with current trends and influencers. Additionally, university students' digital and social media savvy make them well-equipped to provide feedback on the effectiveness of celebrity endorsements across various channels, including social media platforms where influencer marketing is prevalent. Their opinions can help brands understand the nuances of celebrity influence in the digital age and tailor endorsement strategies accordingly. Lastly, engaging university students in focus group pre-testing can have long-term benefits, as this demographic represents potential lifetime value for brands. By involving university students in the endorsement decision-making process, brands can cultivate lasting relationships with young consumers, fostering brand loyalty and advocacy over time.

The local Pakistani celebrity list was comprised of the top ten most followed female celebrities on Instagram as Instagram is popularly known for connecting celebrities, brands, and fans (see Table 7). The second list comprised foreign celebrities, including Turkish and Indian actresses (see Table 8). The Indian actresses were selected based on the same criteria for selecting local Pakistani actresses i.e., their Instagram fan followings. The Turkish actresses were selected based on their recent endorsements with fashion brands in Pakistan (see Table 9).

Table 5: Pakistani Top Ten Most Followed Celebrities on Instagram

No.	Celebrity	Followers Millions	in
1	Ayeza Khan	10.7	
2	Aiman Khan	9.7	
3	Mahira Khan	8.5	
4	Sarah Khan	8	
5	Sajal Aly	7.7	
6	Iqra Aziz	7.4	

7	Mawra Hocane	7.2
8	Hira Mani	6.6
9	Sana Javed	6.5
10	Maya Ali	6.4

Table 6: Indian Top Five Most Followed Celebrities on Instagram

No.	Celebrity	Followers in Millions
1	Priyanka Chopra	72.4
2	Shraddha Kapoor	68.5
3	Deepika Padukone	63.4
4	Anushka Sharma	60.4
5	Katrina Kaif	55.9

Table 7: Turkish Celebrities Who Endorsed Fashion and Apparel Brands In Pakistan

No.	Celebrity	Brand
1	Burcu Kiratli	Ali Xeeshan
2	Esra Bilgic	Khaadi
3	Didem Balcin	Maria B
4	Gulsim Ali	Maria B

The respondents were requested to rate the selected local and foreign celebrities on the source credibility scale presented by Ohanian & Ohanian (2013). After carefully analyzing collected data through SPSS, the celebrity endorser with the highest score on the three dimensions of celebrity credibility was selected from each category. The selected local celebrity was “Sajal Aly,” and the selected foreign celebrity was “Esra Bilgic.”

The two questionnaires were prepared, one for the selection of local celebrity endorsers and the other for the selection of foreign celebrity endorsers using the three dimensions of celebrity endorsement (Ohanian, 1990; Ohanian & Ohanian, 2013). The participants were handed A closed-ended questionnaire to rate the celebrities on a semantic differential scale. Both of the questionnaires are shown below:

Questionnaire for Foreign Celebrity Selection

The sample questionnaire for the selection of foreign celebrities is given below:

This questionnaire aims to rate Pakistan’s most followed foreign female celebrities on the three dimensions: attractiveness, trustworthiness, and expertise. Depending on

your ratings, the celebrity would be selected as the brand endorser of fashion and apparel brands for fictitious advertisements only for research purposes. Kindly give your opinion so that the results of this study can be valid and fair. Thank you for your time and cooperation.

Table 8: Questionnaire for Selection of Foreign Celebrity

Attractiveness					
Celebrity	Attractive	Classy	Elegant	Sexy	Beautiful
Burcu Kiratli	5	5	5	3	3
Esra Bilgic	5	5	5	5	5
Didem Balcin	2	3	4	2	3
Gulsim Ali	4	2	3	2	5
Priyanka Chopra	2	4	3	5	1
Shraddha Kapoor	3	3	3	4	4
Deepika Padukone	5	5	4	5	3
Anushka Sharma	4	4	3	4	4
Katrina Kaif	5	5	3	5	5
Trustworthiness					
Celebrity	Dependable	Honest	Reliable	Sincere	Trustworthy
Burcu Kiratli	4	5	5	3	3
Esra Bilgic	5	5	5	5	5
Didem Balcin	5	3	4	5	3
Gulsim Ali	4	3	3	5	5
Priyanka Chopra	5	4	3	5	1
Shraddha Kapoor	3	3	4	3	4
Deepika Padukone	5	5	4	3	3
Anushka Sharma	5	4	3	4	4
Katrina Kaif	5	4	3	4	5
Expertise					
Celebrity	Expert	Experienced	Knowledgeable	Qualified	Skilled
Burcu Kiratli	4	4	5	3	3
Esra Bilgic	5	5	5	5	5
Didem Balcin	3	3	5	5	4
Gulsim Ali	5	2	4	4	4
Priyanka Chopra	5	4	3	5	3
Shraddha Kapoor	3	3	3	3	4

Deepika Padukone	5	5	3	3	5
Anushka Sharma	3	4	3	4	4
Katrina Kaif	5	5	3	4	3

Questionnaire for Local Celebrity Selection

The sample questionnaire for the selection of local celebrities is given below:

This questionnaire aims to rate Pakistan's most followed female local celebrities on the three dimensions: attractiveness, trustworthiness, and expertise. Depending on your ratings, the celebrity would be selected as the brand endorser of fashion and apparel brands for the fictitious advertisements only for the research purpose. Kindly give your opinion so that the results of this study can be valid and fair. Thank you for your time and cooperation.

Table 9: Questionnaire for Selection of Local Celebrity

Attractiveness					
Celebrity	Attractive	Classy	Elegant	Sexy	Beautiful
Ayeza Khan	4	4	5	3	3
Aiman Khan	5	5	5	5	5
Mahira Khan	3	3	5	5	4
Sarah Khan	5	2	4	4	4
Sajal Aly	5	5	5	5	5
Iqra Aziz	2	4	3	5	1
Mawra Hocane	3	3	3	4	4
Hira Mani	5	5	4	5	3
Sana Javed	4	4	3	4	4
Maya Ali	5	5	3	5	5
Trustworthiness					
Celebrity	Dependable	Honest	Reliable	Sincere	Trustworthy
Ayeza Khan	5	4	5	5	3
Aiman Khan	5	5	5	5	5
Mahira Khan	3	4	5	5	4
Sarah Khan	5	2	4	4	4
Sajal Aly	5	5	5	5	5
Iqra Aziz	2	4	3	5	1
Mawra Hocane	4	2	5	3	5
Hira Mani	5	4	5	3	5
Sana Javed	4	4	3	4	4
Maya Ali	5	4	3	5	4
Expertise					
Celebrity	Expert	Experienced	Knowledgeable	Qualified	Skilled

Ayeza Khan	5	4	5	5	3
Aiman Khan	2	3	1	4	4
Mahira Khan	5	5	5	4	4
Sarah Khan	5	3	2	5	4
Sajal Aly	5	5	5	5	5
Iqra Aziz	5	3	4	3	4
Mawra	2	2	3	3	5
Hocane					
Hira Mani	2	4	1	1	4
Sana Javed	5	5	3	4	3
Maya Ali	5	3	3	5	5

3.1.5.3 Study 3: Message Frame Selection through Expert Content Ratings

For study 3, four fictitious fashion advertising messages were designed to represent brand masstige using rational and emotional appeals. The face validity was attained by forwarding the functioning definitions of constructs, stimuli, and the survey to the field experts, comprising five practitioners and five academicians, with an appeal to rate the suitability of the stimuli on a 4-point Likert scale. Field experts were moreover invited to give feedback, and this method was carried out again after doing particular amendments to the stimuli (content). The expert rating was calculated to note the content validity rating (CVR); the research recommends that if there are 10 experts, the acceptable threshold is 0.66; that is why both the stimuli and the questionnaire after the second round of revisions attained a satisfactory level. The manipulation stimuli messages resemble brand statements of Khaadi, Ethnic, Beechtree, and Zeen. The following table shows the selected message frame for rational and emotional messages.

Table 10: Message Frame For Rational and Emotional Advertising Messages

Message Frame	Advertising Message
Rational Framed Message 1	We present ourselves as the brand for the masses because our perception revolves around fashion being for all. Each product category offers chic yet practical outfits, topped with trendsetting silhouettes.
Rational Framed Message 2	Since its inception, this brand has been making it possible for women to dress in an inspiring, vibrant, affordable way – whilst celebrating their uniqueness with every style, stitch and weave. We recognize her confidence in her individuality by making it possible

Emotional Framed Message 1	for her to express everything she is. We lead the way for women to embrace the essence of their ethnic beauty and experience the prestige in timelessly chic outfits.
Emotional Framed Message 2	Rediscover and express your prestige, joy, elegance, beauty, and confidence in our luxury outfit collection.

One rational and one emotional advertising message was finally selected as stimuli for this research work. The final selected advertising messages using the rational and emotional message frames are shown in the table below:

Table 11: Selected Advertising Messages

Message Frame		Advertising Message
Rational Framed Message		Wrap yourself in prestigious clothes that depict high-quality fabric and exclusive designs at reasonable prices.
Emotional Message	Framed	Embrace the essence of beauty and feel joyful by experiencing the prestige in our timelessly chic outfits.

3.1.5.4 Fictitious Print Advertisement

Study 1, Study 2, and Study 3 helped select brand, celebrity endorser, and message frame. Now all these three selections are used to make a fictitious print advertisement. Altogether four print advertisements were formulated. All the print advertisements are discussed below:

Fictitious Print Advertisement 1

Fictitious print advertisement 1 includes a rational message frame and a foreign celebrity endorser. This print advertisement is created using the image of a celebrity from the actual print advertisement of the Khaadi. A Turkish foreign celebrity, Esra Bilgic, is displayed in the original Khaadi print advertisement. The original logo of the Khaadi brand is used so respondents can think of the original brand before filling out the questionnaire. The rational message frame is used to communicate the brand's message in text form. The fictitious print advertisement is shown in the figure below (See figure 8, Appendix D)

Fictitious print advertisement 2 includes an emotional message frame and a foreign celebrity endorser. This print advertisement is created using the image of a celebrity from the actual print advertisement of the Khaadi. A Turkish foreign celebrity, Esra

Bilgic, is displayed in the original Khaadi print advertisement. The original logo of the Khaadi brand is used so respondents can think of the original brand before filling out the questionnaire. The emotional message frame is used to communicate the brand's message in text form. The fictitious print advertisement is shown below (See figure 9, Appendix D).

Fictitious Print Advertisement 3

Fictitious print advertisement 3 includes a rational message frame and a local celebrity endorser. This print advertisement is created using the image of a celebrity from the print advertisement of an apparel brand in Pakistan. A local celebrity Sajal Ali is displayed in the print advertisement. The original logo of the Khaadi brand is used so respondents can think of the original brand before filling out the questionnaire. The rational message frame is used to communicate the brand's message in text form. The fictitious print advertisement is shown below (See figure 10, Appendix D).

Fictitious Print Advertisement 4

Fictitious print advertisement 4 includes an emotional message frame and a local celebrity endorser. This print advertisement is created using the image of a celebrity from the print advertisement of an apparel brand in Pakistan. A local celebrity Sajal Ali is displayed in the print advertisement. The original logo of the Khaadi brand is used so respondents can think of the original brand before filling out the questionnaire. The emotional message frame is used to communicate the brand's message in text form. The fictitious print advertisement is shown below (See figure 11, Appendix D).

3.1.5.5 Study 4: Method and Procedure

This study used a quasi-experiment factorial 2 (Celebrity endorsement type: Local endorser vs. foreign endorser) x 2 (Message frame: rational vs emotional) factorial between-subject design to observe the efficacy of the promotion activities in determining the masstige value, consumers' motivational regulations, and consumer brand engagement. This method can provide:

- (1) in contrast, better control than a survey,
- (2) better internal validity than a survey,
- (3) proof of the primary cause, and
- (4) duplication circumstances;

Consequently, it can produce clear and consistent results. Based upon the nature of the study in total, four experimental conditions;

(G1) Message Framing (Emotional) and Celebrity Endorsement (Foreign),
(G2) Message Framing (Emotional) and Celebrity Endorsement (Local)
(G3) Message Framing (Rational) and Celebrity Endorsement (Foreign)
(G4) Message Framing (Rational) and Celebrity Endorsement (Local) were implemented. Participants were exposed to the four stimuli before filling out the questionnaire.

3.2 Research Ethics

Ethical considerations are taken care of before collecting the data. It was communicated to the participants that their decision to participate in this academic project is not mandatory, and they can remove themselves from the experiment at any stage if they find it essential. Furthermore, it was informed that they could decline to respond to questions. It was also made sure that the participants' identities were kept confidential and would not be passed to any outsider. In the focus groups, the participants are communicated about the recordings of the sessions. The session is not supposed to be recorded if any participant disagrees.

3.3 Summary

The present investigation uses the paradigms of positivism and idealism. The research begins with an idealism paradigm, focusing on the qualitative method (i.e., the use of focus groups) to examine which clothing brands are perceived as prestigious and affordable in the customers' minds. Second, a positivist paradigm (i.e., a quantitative method) checks the anticipated hypotheses and their causal relations. A quasi-experiment design is used to conduct the study because such designs are used when it

is impossible to conduct true lab experiments. In total 4 studies are conducted. Study 1 used a focus group discussion for the selection of the brand. Study 2 used a focused group discussion for the selection of a celebrity. Study 3 used the expert content ratings method to select printed advertisement messages. Study 4 used a quasi-experiment factorial 2 (Celebrity endorsement type: Local endorser vs. foreign endorser) x 2 (Message frame: rational vs. emotional) factorial between-subject design to observe the efficacy of the promotion activities in determining the masstige value, consumers' motivational regulations, and consumer brand engagement. After that, the research population, sampling techniques, sampling, and treatments are presented in detail. Next, the details of items for the measurement of constructs are reported. This chapter closes after giving an account of the research ethics observed for conducting this research.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presented a detailed analysis of the data and the interpretation of the results. It includes the demographic analysis followed by the main analysis. A descriptive analysis using AMOS 24.0 performed normality checks, reliability analysis, Pearson correlation, and variance inflation test. For the management and comprehension of statistical analysis, structural equation modeling is used to examine structural associations between variables. Furthermore, the chapter encloses the detailed procedures and application of confirmatory factor analysis, manipulation checks, hypothesis testing and moderation analysis.

4.1 Descriptive and Demographic Analysis

We preferred AMOS over variance-based SEM models like SmartPLS or ADANCO for its robustness in conducting confirmatory factor analysis (CFA) and full structural equation modeling (SEM). With a user-friendly graphical interface, AMOS facilitates the specification and modification of complex models, aiding in hypothesis testing and theory development. Its capabilities for path analysis enable researchers to examine direct and indirect effects, crucial for understanding causal relationships between variables. Additionally, AMOS offers diagnostic tools for assessing model robustness, such as sensitivity analysis and bootstrapping, enhancing the reliability of findings. Overall, AMOS provides comprehensive features suited for researchers seeking to rigorously test and analyze complex structural models in their research.

Before the main analysis, a demographic analysis was carried out (see Table 23). The results suggest diversity in terms of the sample's age, income, marital status and educational level. Before the hypotheses testing, we performed a descriptive analysis that contains (1) normality checks using AMOS 24.0 through exploration of the outliers and deletion (2) reliability analysis (3) Pearson's correlation, and (4) variance inflation test.

Outliers are data points that deviate significantly from the rest of the data set and may distort statistical analyses or conclusions if left unaddressed. One common method for identifying outliers is through statistical measures such as z-scores or standardized residuals. Z-scores indicate how many standard deviations a data point is from the mean of the data set, with values greater than a certain threshold (typically ± 2 or ± 3) considered outliers. Similarly, standardized residuals in regression analysis measure the deviation of each data point from the regression line, with values exceeding a predefined threshold indicating potential outliers. The outliers were identified using z-scores and 43 cases were found. These were necessary to be removed to meet the normality assumptions. Thus, these cases were removed from the data, and N=497 was retained. The study contained data N=540 based on four conditions (each condition n=135).

Table 12: Demographic Characteristics.

Age	Freq.	%	Monthly Income*	Freq.	%
18-25	191	35.4	51000-80000	57	7.3
26-35	115	21.3	81000-100000	191	9.1
36-45	102	18.9	101000-150000	160	14.6
46-55	80	14.8	151000 and above	132	26.6
55 and above	52	9.6	Education	Freq.	%
Marital Status	Freq.	%	Uneducated	19	3.5
Single	304	56.3	Matric	73	13.5
Married	212	39.3	Undergraduate	257	47.6
Divorced	24	4.4	Master	182	33.7
*Pakistani Rupees (1 USD=287 Pkr)			PhD.	09	1.7
			Total	540	100.0

After deletion, each condition retained n=124. Condition four retained a 125 sample size. Furthermore, the scales used satisfactory reliability statistics (see Table 24). Next, variance analysis exhibited no multicollinearity issue as VIF values were explored to be lower than the threshold of 10. Onwards, Pearson Correlation analysis reported in Table 24 revealed the variables were associated significantly with each other only MF and BC were found insignificant, which is not threatening to the assumed conceptual model.

Table 13: Descriptive and Correlation Statistics.

Variables	Mean	SD	A	EM	INM	IJM	IDM	MF	MV	CEN	BC	BE	CE	FOMO
EM	4.13	.79	.89	1										
INM	3.97	.71	.91	.46	1									
IJM	3.69	.81	.86	.39	.40	1								
IDM	4.01	.79	.89	.51	.77	.39	1							
MF	3.84	.78	.84	.32	.42	.35	.38	1						
MV	3.67	.66	.75	.32	.48	.53	.43	.37	1					
CEN	3.66	.64	.94	.39	.57	.43	.53	.36	.62	1				
BC	3.07	.89	.92	-	-.09	-.07	-.18	-	-	-.15	1			
	3.83	.76	.87	.41	.23	.13	.38	.25	.28	.35	.4	1		
BE	4.31	.84	.78	.22	.46	.34	.43	.53	.46	.26	.1	.1	1	
CE	3.24	.64	.88	.12	.38	.16	.16	.09*	.35	.41	.2	.2	.3	1
FOMO		.99	.99								.9	.1	.7	

CEN: Celebrity Endorsement, INM: Intrinsic Motivation, BE= Brand Experience MV: Masstige value, External Motivation, MF: Message Framing IJM: Introjected Motivation IDM: Identified Motivation BC: Brand Credibility.

4.2 Structural Equation Modeling (SEM)

Variance and covariance are commonly employed scientific concepts within statistics and probability theory. The concept of variance pertains to the dispersion of a given data set around its mean value. On the other hand, covariance pertains to the quantification of the directional association between two random variables. The covariance structure model integrates the qualities of other models, specifically the factor analytic model and the structural equation model while overcoming the constraints that come with each model alone. This unified model estimates latent variables from observed variables, which also makes it possible to simultaneously estimate the structural relations between the variables.

The utilization of structural equation modelling enables the examination of structural relationships. The aforementioned is a fusion of regression analysis and factor analysis. The abovementioned techniques examine the correlation between structural elements and unobservable variable constructs. Researchers favour this approach as it integrates multiple processes into a unified analysis. Structural Equation Modeling

(SEM) is a statistical technique utilized to construct complex models by analyzing the relationships between latent variables. A graphical or programmatic interface is necessary to observe and acquire variables, such as using SPSS AMOS software.

The following characteristics that contribute to the efficacy of (SEM) are of significant interest.

1. Structural equation modelling (SEM) facilitates the management and comprehension of statistical analyses.
2. The transparency of different analysis methodologies allows for the examination of underlying assumptions.
3. A sophisticated graphical user interface is employed to facilitate efficient model debugging.
4. In conjunction with the methodology, assessments for the adequacy of the model and the estimation of individual parameters are conducted.
5. Latent variable models are maintained devoid of measurement errors by incorporating the estimation of the relationship between them.
6. Models are adapted to fit by employing diverse databases of autocorrelated error structures.
7. A unified framework can be employed to accommodate multiple linear models.

Several compelling justifications exist for employing structural equation modelling (SEM) to approximate mediation effects in contrast to conventional statistical techniques, such as multiple regression. The advantages of Structural Equation Modeling (SEM) are manifold. Firstly, SEM allows for the simultaneous estimation of all model parameters, resulting in generally lower standard errors than regression techniques' separate application to each dependent variable. Secondly, SEM enables the explicit modelling of measurement errors, which is impossible in regression analysis assuming perfect reliability for all predictors. Thirdly, SEM provides the option to analyze multiple indicators of the same construct in a latent variable model for mediation. Finally, SEM offers the flexibility to add constructs to an existing nomological network that involves moderation. Based on the mentioned attributes,

this research employed the Co-variance-based SEM and proceeded with the CFA to test the model fitness and validates examination.

CB-SEM (Covariance-Based Structural Equation Modeling) and PLS-SEM (Partial Least Squares Structural Equation Modeling) are both statistical techniques used for analyzing structural equation models (SEMs), which are multivariate statistical models that examine complex relationships between latent (unobserved) variables and observed variables. However, they differ in their underlying methodologies and applications.

CB-SEM (Covariance-Based SEM):

CB-SEM is based on the analysis of covariance matrices. It estimates the relationships between variables by minimizing differences between observed and model-predicted covariances.

It assumes that the observed variables have multivariate normal distributions and that the measurement errors are normally distributed.

CB-SEM requires large sample sizes to produce accurate parameter estimates and standard errors.

It is more suitable for confirmatory research, where the researcher has a well-defined theoretical model and wants to test specific hypotheses.

CB-SEM is commonly implemented using software such as AMOS (Analysis of Moment Structures) or LISREL (Linear Structural Relations).

PLS-SEM (Partial Least Squares SEM):

PLS-SEM is a non-parametric approach that focuses on maximizing the explained variance in the dependent variables, rather than minimizing differences in covariances.

It does not assume multivariate normality or require large sample sizes, making it more robust for smaller sample sizes or non-normal data.

PLS-SEM is often used in exploratory research or in situations where theory development is ongoing, as it allows for the testing of complex models with many variables and paths.

It is particularly suitable for analyzing complex models with latent variables and multiple indicators, as it can handle reflective and formative measurement models.

PLS-SEM is commonly implemented using software such as SmartPLS or WarpPLS.

In summary, while both CB-SEM and PLS-SEM are used for analyzing structural equation models, they differ in their underlying assumptions, methodologies, and applications. CB-SEM is more suitable for confirmatory research with large sample sizes and normally distributed data, while PLS-SEM is more flexible and robust, making it suitable for exploratory research with smaller sample sizes or non-normal data.

Assessing the measurement model and the structural model in structural equation modeling (SEM) involves evaluating the reliability and validity of the measurement instruments (indicators) and testing the hypothesized relationships between latent variables, respectively. Here are the key criteria used to assess both models:

Assessing the Measurement Model:

Reliability:

Reliability assesses the consistency and stability of the measurement instruments (indicators). It is typically measured using internal consistency measures such as Cronbach's alpha or composite reliability. Indicators with low reliability may be problematic and may need to be revised or removed from the model.

Validity:

Validity refers to the extent to which the measurement instruments accurately capture the underlying constructs (latent variables). Construct validity can be assessed through convergent validity (the extent to which indicators of the same construct are positively correlated) and discriminant validity (the extent to which indicators of different constructs are not strongly correlated). Other validity tests may include face validity, content validity, and criterion validity.

Measurement Model Fit:

Measurement model fit assesses how well the proposed measurement model fits the observed data. Common fit indices include the chi-square test, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR). A good fit indicates that the proposed measurement model adequately represents the relationships between the latent variables and observed indicators.

Assessing the Structural Model:

Path Coefficients:

Path coefficients represent the strength and direction of the relationships between latent variables in the structural model. Path coefficients are assessed for statistical significance to determine whether the hypothesized relationships are supported by the data.

Model Fit:

Structural model fit assesses how well the overall structural model fits the observed data. Similar fit indices as those used for the measurement model (e.g., CFI, TLI, RMSEA) are used to evaluate the goodness of fit of the structural model. A good fit indicates that the proposed structural model adequately explains the relationships between latent variables.

Explained Variance:

Explained variance measures the amount of variance in the dependent variables that is explained by the independent variables in the structural model.

Higher explained variance indicates stronger predictive power and better model performance. By assessing these criteria, researchers can evaluate the reliability and validity of their measurement instruments and test the hypotheses proposed in the structural model, ensuring the robustness and credibility of their SEM analysis.

4.3 Confirmatory Factor Analysis (CFA)

The research structural equation modelling (henceforward, SEM) procedure to detect (1) measurement invariance, (2) Convergent and divergent validity, (3) model fitness

(i.e., structural and measurement), and (3) hypotheses testing on AMOS 24. For that reason, firstly, multi-group CFA for all four experimental conditions; (G1) Message Framing (Emotional) and Celebrity Endorsement (Foreign), (G2) Message Framing (Emotional) and Celebrity Endorsement (Local), (G3) Message Framing (Rational) and Celebrity Endorsement (Foreign) (G4) Message Framing (Rational) and Celebrity Endorsement (Local) was used to test recommended measurement equivalence (Chen, Sousa, & West, 2005). The measurement invariance (henceforward MI) test ensures the comparability for identical models across the four measured samples. The Multi Group-CFA (henceforward MGCFA) can observe the equivalence in all measurements and structural parameters of the factor model when dealing with several samples (Cheung & Rensvold, 2002; G. Hussain, Ismail, & Javed, 2017). It comprises instantaneous CFA's in two or more samples, which equates to samples in the context measurement model. A series of hierarchically nested models are tested with each pair of models in the sequence nested because a set of parameters is constrained to be equal across groups in the more restricted model but not in the less restricted model (Brown, 2006). To determine whether MI exists, the values of the fit indices (e.g., CFI) in constrained models are equated with those of the unconstrained one. Based on the limitations of indices, Cheung & Rensvold (2002) recommended evaluating the variation in CFI across the models. According to this recommendation, a change larger than (0.01) in the CFI shows an eloquent variation in a model fit while scrutinizing MI.

We employed MGCFA to ascertain the similarity of measurement for all models (i.e., four conditions) based on four sample sets. Therefore, we followed the stepwise procedure Brown (2006) recommended to test MGCFA invariance. First, separate CFA has been carried out for each sample; second, an instantaneous test has been conducted to find the identical factor structure; third, equality of factor loading has been tested; fourthly, equality of the item intercept has been tested and finally, equal constraints have been employed to the factor variances and latent means.

The results of the CFA (n=497) revealed that after deleting seven items: one item of CE, two items of BC, three items of MV, and one item of Introjected motivation. These items exhibited lower loadings (e.g., less than 0.5) than the suggested threshold

(Hair, Anderson, Babin, & Black, 2010) and were deleted to meet the model fitness assumption. The measurement model solution revealed fit statistics. Considering the recommendations of (Brown, 2006), we deleted the same items to achieve the measurement equivalence. The outcomes of the CFA before deleting the said seven items, the initial measurement model revealed a poor fit ($\chi^2/df=7.54$; SRMR=0.98; RMSEA=0.086; GFI= 0.79; CFI=0.83; and TLI=0.84). After deleting the said items with loadings of other items had also improved and we ran the revised measurement model again. This time the model revealed realistic fit indices ($\chi^2= 1863.756$, $df=635$, $\chi^2/df=2.935$; SRMR=0.54; RMSEA=0.046; GFI= 0.94; IFI=0.93, CFI=0.94; and TLI=0.93).

In the next stage, we performed the MI procedure. To do so, we undertook the Multi Group-CFA (MGCFA) for all samples. We drew a whole measurement model by ordering the items on their original latent variables, and four constraints were added; 1) identical factor structure, 2) equality of factor loading, 3) equality of items intercepts, and 4) equality of item residual variance to test a former model for evaluating MI. Subsequently, we also state χ^2/df , TLI, SRMR, and RMSEA values, as Hu & Bentler (1999) recommended. However, following Brown (2006) we also observed a change in the value of CFI. In the first model (unconstrained), the four conditions were distinctly examined, and no equality constraints were imposed at this stage. The finding of this model (unconstrained) revealed fit indices reasonably well ($\chi^2/df=3.04$; SRMR=0.07; RMSEA=0.068; CFI=0.92; and TLI=0.97).

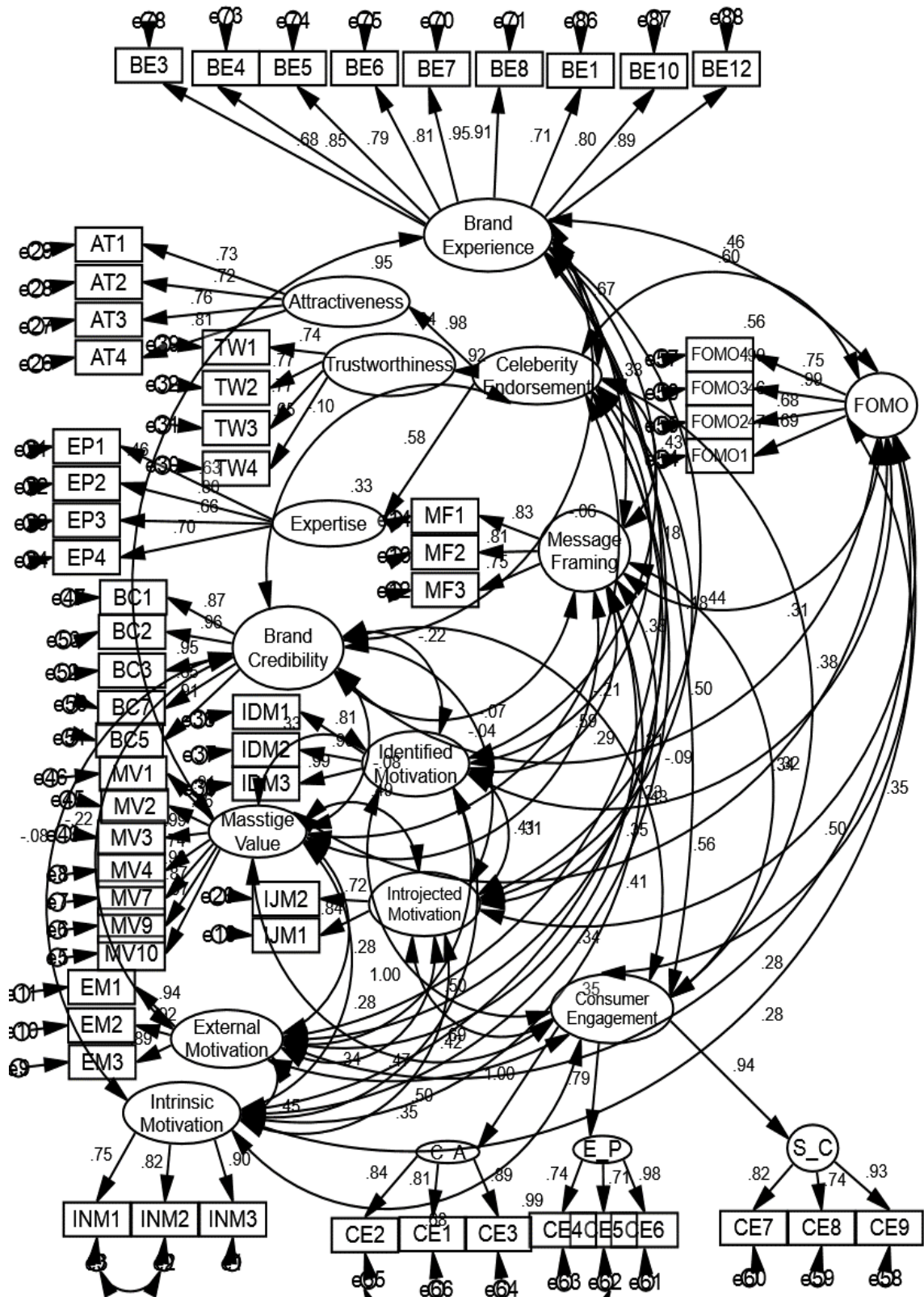


Figure 8: Measurement Model

Onwards, we observed the change in the CFI value of the constrained and unconstrained models. A comparison of CFI values difference of 0.03 (0.92 maximum vs. 0.89 minimum) indicated no considerable differences. Thus, the results of measurement weights and measurement intercepts are invariants across the four groups. Therefore, we conclude that this difference does not specify any threat of MI. In this way, MI supported that the inclusion of equality constraints had not significantly decreased the model's fitness indices. In addition to CFA for model fitness testing, we also examined the uni-dimensionality and convergent validity of the variables by evaluating the average variance extracted (AVE), composite reliability (CR) and Cronbach's Alpha values based on items loadings on the variables as reported in figure 12 (Nunnally & Bernstein, 1994; Raza, Bakar, & Mohamad, 2019).

Table 14: Standardized Regression Weights

Items	Estimate
INM3	.903
INM2	.964
INM1	.993
EM1	.943
EM2	.916
EM3	.991
MF1	.825
MF2	.812
MF3	.747
IJM1	.838
IJM2	.724
EP1	.626
EP2	.796
EP3	.661
EP4	.698
AT4	.808
AT3	.759
AT2	.719
AT1	.729
TW2	.769
TW3	.772
TW4	.648
IDM1	.807
IDM2	.900
IDM3	.995
TW1	.736
MV1	.911
MV2	.864
MV3	.992

Items	Estimate
MV4	.736
MV7	.925
MV9	.873
MV10	.966
BC1	.873
BC2	.961
BC3	.946
BC5	.911
BC7	.854
FOMO1	.687
FOMO2	.682
FOMO3	.994
FOMO4	.751
CE1	.812
CE2	.843
CE3	.892
CE4	.742
CE5	.711
CE6	.975
CE7	.820
CE8	.743
CE9	.931
BE1	.714
BE3	.682
BE4	.851
BE5	.790
BE6	.813
BE7	.954
BE8	.911
BE10	.802
BE12	.894

CE: Celebrity Endorsement, INM: Intrinsic Motivation, BE= Brand Experience MV: Masstige brand value, External Motivation, MF: Massage Framing IJM: Introjected Motivation IDM: Identified Motivation BC: Brand Credibility.

To verify discriminant validity, we used criteria suggested by Fornell and Larcker (1981). We equated the squared correlation values amongst the latent variables with the squared root of the (AVE) values across both samples. To verify the said measures (AVE, CR, and Cronbach's Alpha), the values surpass their recommended cut-off thresholds of 0.6 and 0.70 (Hair et al., 2010) and provide supporting evidence for convergent and discriminant validity (see Table 26). Furthermore, we performed the common method variance (CMV) procedure to avoid the threat of common method variance. Results showed the fit values of indices based on factors loaded on a common factor.

Table 15: Discriminant and Convergent Validity

		AV				EM	MF	IJM	BC	FOM			
		CR	E	CE	INM	MV				IDM	O	CE	BE
CE	0.8												
	7	0.71	0.841										
INM	0.9												
	1	0.91	0.407	0.954									
MV	0.9												
	6	0.81	0.590	0.279	0.899								
EM	0.9												
	6	0.90	0.345	0.450	0.277	0.951							
MF	0.8												
	3	0.63	0.431	0.353	0.306	0.342	0.795						
IJM	0.8												
	5	0.61	0.498	0.350	0.487	0.473	0.425	0.783					
BC	0.9	-	-	-	-	-	-	-					
	4	0.83	0.095	0.083	0.082	0.220	0.044	0.071	0.910				
IDM	0.9									-	0.90		
	3	0.81	0.381	0.685	0.332	0.500	0.294	0.411	0.216	4			
FOM	0.8									-	0.33		
	6	0.62	0.597	0.282	1.006	0.282	0.307	0.496	0.092	9	0.789		
O	0.9									-	1.00	0.91	
	4	0.84	0.384	0.684	0.345	0.500	0.316	0.420	0.212	2	0.352	4	
CE	0.8									-	0.17	0.18	0.71
	9	0.51	0.668	0.232	0.462	0.209	0.327	0.436	0.056	8	0.460	1	0

CE: Celebrity Endorsement, INM: Intrinsic Motivation, BE= Brand Experience MV: Masstige brand value, External Motivation, MF: Message Framing IJM: Introjected Motivation IDM: Identified Motivation BC: Brand Credibility, CR = composite reliability, AVE = average variance extracted.

4.4 Manipulation Checks

Breitsohl (2019) affirmed that the MG approach is also a valuable and superior approach that ANOVA in defining the manipulation effect. These differences can be observed by running a measurement model incorporating manipulated variables and other latent variables in the study (DV) to examine whether the manipulation has functioned. To do so, we calculated the measurement invariance between four postulated conditions (e.g., Message Framing (Emotional) and Celebrity Endorsement (Foreign etc.) to observe whether the manipulations (e.g., advertisements exposed to participants) suggestively influenced the participants. Consequently, we used a difference invariance check to examine the inter-group variances. The results of MG analysis demonstrate that when paths were fully constrained for four measurement models were suggestively different ($\chi^2=2567.89$ and $df=1856$). Similarly, the results in Table 16 demonstrate that when paths were fully constrained for four measurement

models were suggestively different ($\chi^2 = 1863.756$ and $df = 635$). These results verified a difference across all conditions (e.g., Message Framing (Emotional) and Celebrity Endorsement (Foreign etc.) and demonstrated that manipulations functioned commendably as anticipated.

Table 16: Group differences.

Overall Model	Chi-square	df	Invariant?
Unconstrained	1863.756	635	
Fully constrained	2567.89	1856	
Number of groups		4	
Difference	704.134	1221	YES

4.5 Hypothesis Testing

Based on the nature of this research, we used the MG-SEM technique for the inferential statistics. This technique was needed and acclaimed to endorse the existence of MI across the four experimental conditions employed in this research. Hence after the assessment of the MI for the proposed measurement model, we employed MG-SEM for hypotheses testing, in doing so, we used four structural models drawing from the data attained through four conditions manipulated by different stimuli. Thereby, 497 respondents each group containing 124 (excluding group 4, 125) were added to test the proposed hypotheses. In this regard, the research employed a step-wise approach that includes; (1) first, to test the direct hypotheses H1-5 we added the variables about an assumed direct effect, and (2) next, we added the moderating variable by computing standardized values as recommended.

This research postulated 5 hypotheses about the direct impacts of (H1) the message framing, (H2) celebrity endorsement and (H3) brand experience influence the masstige brand value but with varying strengths across the four conditions and stronger under conditions when advertisement containing rational message frame with foreign celebrity in the display (H4) masstige brand value positively influences the intrinsic motivation, (H5) masstige brand value positively influences the identified motivation, (H6) masstige brand value positively influences the introjected motivation

and (H7) masstige brand value influences the external motivation. Consequently, MG-SEM was applied to determine and equate the strength of these anticipated impacts.

Table 17: Standardized Weights and Hypothesis Testing.

Conditions	G1: (Emotional) & CE (Foreign)			MF (Emotional) & CE (Local)			G3: (Rational) & CE (Foreign)			MF (Rational) & CE (Local)			Hypotheses
	B	t	p	B	T	P	β	t	p	β	t	P	
Parameters													
CE→MV	.60	8.48	.001	.52	6.40	.001	.66	5.21	.001	.53	6.56	.001	H1 Supported
MF→MV	.15	2.08	.003	.18	2.24	.025	.27	8.76	.001	.21	2.29	.022	H2 Supported
BE→MV	.24	4.76	.001	.31	3.41	.001	.15	3.41	.001	.38	2.83	.001	H3 Supported
MV→INM	.45	5.63	.001	.53	6.94	.001	.46	5.83	.001	.55	7.39	.001	H4 Supported
MV→IDM	.35	4.23	.001	.52	6.76	.001	.43	4.42	.001	.54	7.06	.001	H5 Supported
MV→IJM	.60	8.29	.001	.44	5.44	.001	.61	8.79	.001	.46	5.71	.001	H6 Supported
MV→EM	.30	3.53	.001	.23	3.43	.001	.35	4.09	.001	.34	4.01	.001	H7Supported
INM→CEN	.32	4.33	.001	.21	3.94	.001	.21	5.83	.001	.29	5.24	.001	H8(a) Supported
IDM→CEN	.29	3.34	.001	.13	2.76	.001	.31	5.16	.001	.25	4.91	.001	H8(b) Supported
IJM→CEN	.47	5.91	.001	.26	3.33	.001	.47	3.52	.001	.14	6.13	.001	H8(c) Supported
EM→CEN	.07	1.23	.001	.13	2.14	.001	.11	2.64	.001	.24	5.24	.001	H8(d) Supported

CE: Celebrity Endorsement, INM: Intrinsic Motivation, MV: Masstige brand value, External Motivation, MF: Message Framing IJM: Introjected Motivation IDM: Identified Motivation and BC: Brand Credibility, and *: $p = \text{significant}$.

The results of MG-SEM verified that the direct influence of the CE positively influences the masstige brand value was substantial across four conditions but with varied intensity, as demonstrated: (1) ($\beta = 0.60$ and $p = 0.001$), (2) G2 ($\beta = 0.52$ and $p = 0.001$), (3) G3 ($\beta = 0.66$ and $p = 0.001$), and (4) G4 ($\beta = 0.53$ and $p = 0.001$). Consequently, (H1) was reinforced in that message framing and CE influence the masstige brand value under the condition that respondents were exposed to advertisements containing the Rational message frame and foreign celebrity in the display (see Table 28 and Figures 13–16).

Group 1: Message Framing (Emotional) and Celebrity Endorsement (Foreign)
 $\chi^2/df=3.49$; CFI=.98, TLI=.99, GFI=.96 and IFI=.97

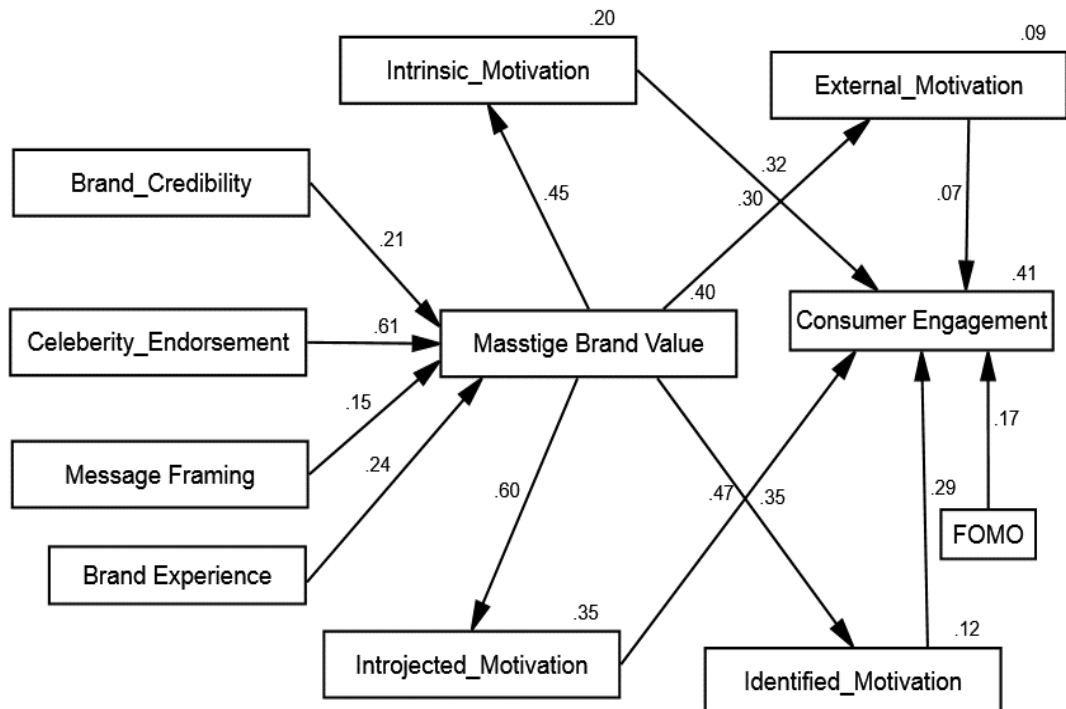
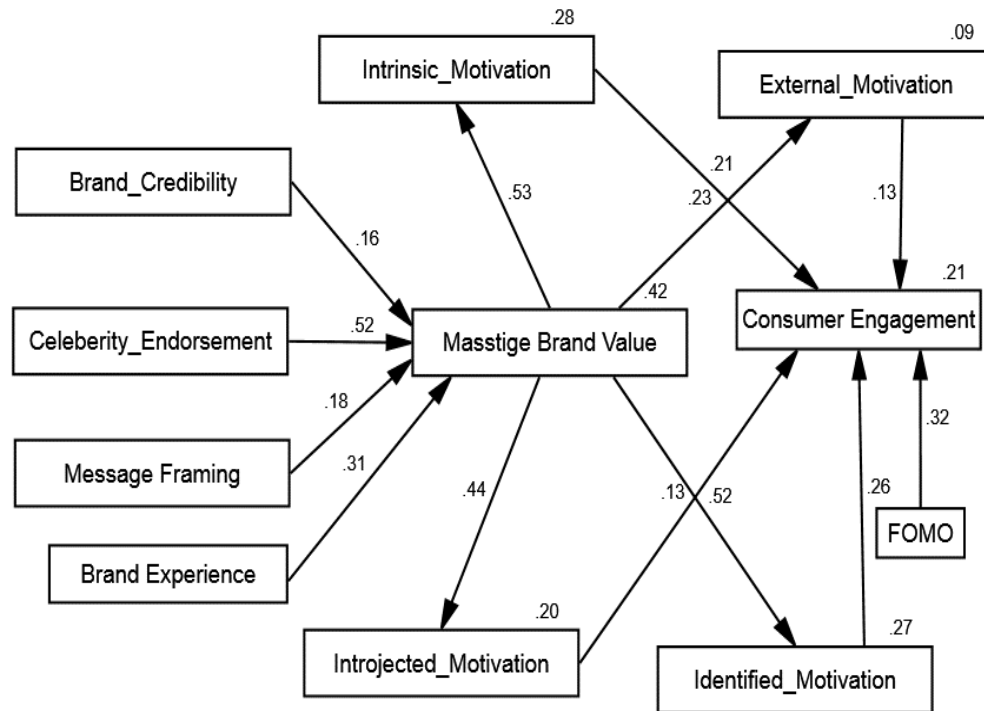


Figure 9: Message Framing (Emotional) and Celebrity Endorsement (Local)

The results also confirmed that the direct influence of the message framing positively influenced the masstige brand value was substantial across four conditions but with varied intensity, as demonstrated: (1) G1 ($\beta = 0.15$ and $p = 0.03$), (2) G2 ($\beta = 0.18$ and $p = 0.025$), (3) G3 ($\beta = 0.27$ and $p = 0.001$), and (4) G4 ($\beta = 0.21$ and $p = 0.022$). Consequently, (H2) was reinforced in that message framing and CE influence the masstige brand value under the condition when respondents were exposed to advertisements containing the Rational message frame along with foreign celebrities in the display.

Group 2: Message Framing (Emotional) and Celebrity Endorsement (Local)
 $\chi^2/df=4.37$; CFI=.96, TLI;.95, GFI;.92 and IFI=.96



Similarly, the results supported H3 postulating that the direct influence of the brand experience positively influences the masstige brand value will be considered across four conditions significant across all the groups, as demonstrated: (1) G1 ($\beta = 0.24$ and $p = 0.001$), (2) G2 ($\beta = 0.31$ and $p = 0.001$), (3) G3 ($\beta = 0.15$ and $p = 0.001$), and (4) G4 ($\beta = 0.38$ and $p = 0.001$).

Similarly, the results supported H4 postulating that the direct influence of the masstige brand value positively influences the intrinsic motivation will be considered across four conditions significant across all the groups, as demonstrated: (1) G1 ($\beta = 0.45$ and $p = 0.001$), (2) G2 ($\beta = 0.53$ and $p = 0.001$), (3) G3 ($\beta = 0.46$ and $p = 0.001$), and (4) G4 ($\beta = 0.55$ and $p = 0.001$). Furthermore, the results supported H5 postulating that the direct influence of the masstige brand value positively influences the identified motivation will be considered across four conditions significant across all the groups, as demonstrated: (1) G1 ($\beta = 0.36$ and $p = 0.001$), (2) G2 ($\beta = 0.52$ and $p = 0.001$), (3) G3 ($\beta = 0.43$ and $p = 0.001$), and (4) G4 ($\beta = 0.54$ and $p = 0.001$).

Group 3: Message Framing (Rationale) and Celebrity Endorsement (Foreign)
 $\chi^2/df=2.91$; CFI=.99, TLI;.99, GFI;.97 and IFI=.98

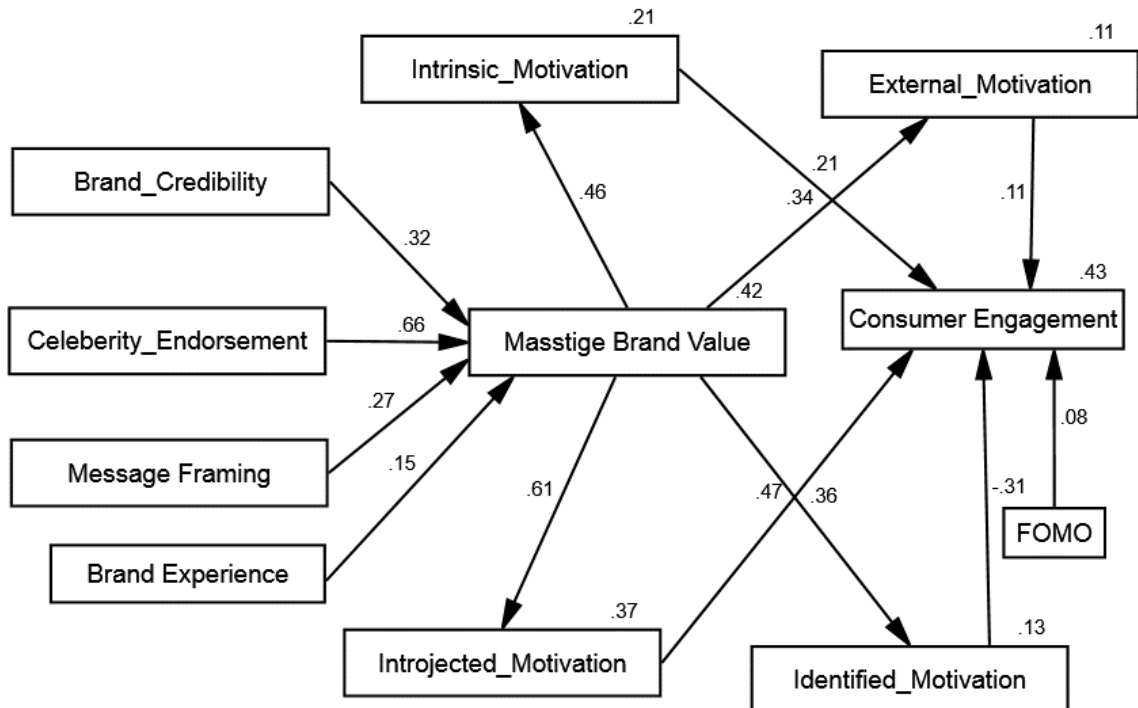


Figure 11: Message Framing (Rational) and Celebrity Endorsement (Foreign)

Correspondingly, the results supported H6 postulating that the direct influence of the masstige brand value positively influences the introjected motivation will be considered across four conditions significant across all the groups, as demonstrated: (1) G1 ($\beta = 0.60$ and $p = 0.001$), (2) G2 ($\beta = 0.44$ and $p = 0.001$), (3) G3 ($\beta = 0.61$ and $p = 0.001$), and (4) G4 ($\beta = 0.46$ and $p = 0.001$). Finally, the results supported H7, postulating that the direct influence of the masstige brand value positively influences the external motivation will be positively significant across four conditions significant across all the groups, as demonstrated: (1) G1 ($\beta = 0.30$ and $p = 0.001$), (2) G2 ($\beta = 0.23$ and $p = 0.001$), (3) G3 ($\beta = 0.35$ and $p = 0.001$), and (4) G4 ($\beta = 0.34$ and $p = 0.001$). Lastly, the results in Table 28 and figures of the structural model validated the H8(a to H8d) that IJM, INM, IDM and EM positively influence consumer engagement.

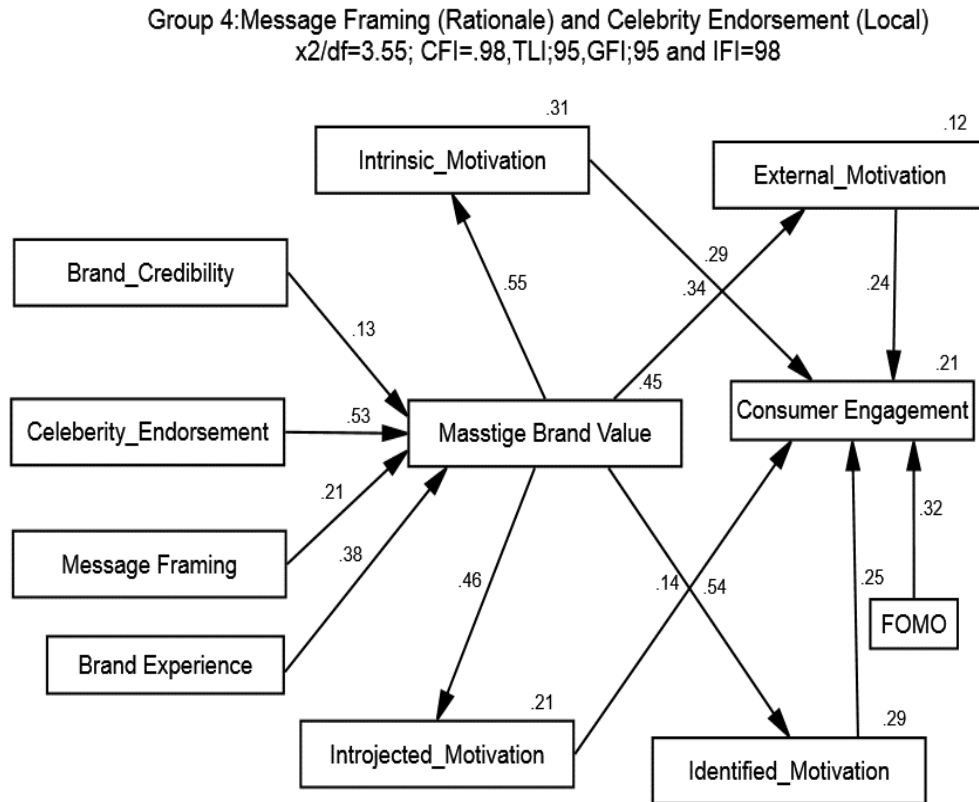


Figure 12: Message Framing (Rational) and Celebrity Endorsement (Local)

4.6 Moderation Analysis

After assessing the direct influence, we ran four more structural models by including the moderating variables to test the (H7). The H7 assumed that brand credibility is the moderating variable in determining the strength of the association among the CE and MV across the four conditions. Based upon the recommendations in the literature (e.g., Hair et al., 2021), we employed a stage-wise approach as mentioned earlier, and we added the interaction term (CE_X_BC). This enables us to check whether the strength and direction of the relationship between CE and MV would change after adding the interaction term (CE_X_BC). Besides, we followed the bootstrapping process using the maximum likelihood approach, performed MGA, compared the strength of (CE_X_BC) across four conditions and thus, computed four models.

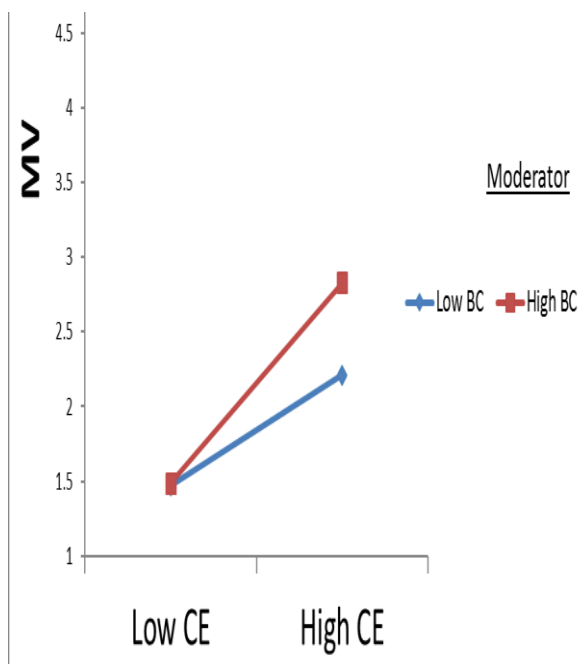
Table 18: Moderation Results.

Stepwise Moderation	Results
Group 1: Message Framing (Emotional) and Celebrity (Foreign), Dependent Variables: MV	

Stepwise Moderation	Results
Group 1: Message Framing (Emotional) and Celebrity (Foreign), Dependent Variables: MV	
Step 1: Independent Variables: CE	0.60* (8.48)
BC	0.21* (7.83)
R ²	0.43
Step 2: Moderator: CE X BC	0.23* (3.56)
R ²	0.47
ΔR^2	0.03
Group 2: Message Framing (Emotional) and Celebrity (Local), Dependent Variables: MV	
Step 1: Independent Variables: CE	0.52* (6.40)
BC	0.16* (10.7)
R ²	0.41
Step 2: Moderator: CE X BC	0.14* (4.56)
R ²	0.46
ΔR^2	0.05
Group 3: Group 3: Message Framing (Rational) and Celebrity (Foreign), Dependent Variables: MV	
Step 1: Independent Variables: CE	0.66* (5.21)
BC	0.32* (11.4)
R ²	0.56
Step 2: Moderator: CE X BC	0.27* (8.91)
R ²	0.68
ΔR^2	0.08
Group 4: Message Framing (Rational) and Celebrity (Local), Dependent Variables: MV	
Step 1: Independent Variables: CE	0.53* (6.56)
BC	0.13* (8.04)
R ²	0.47
Step 2: Moderator: CE X BC	0.23* (5.45)
R ²	0.53
ΔR^2	0.07

Note. The values in parentheses represent t statistics. Entries are random effects with a robust standard error. R^2 = proportion of variance explained by antecedent in both models 1 and 2, *: $p < 0.05$.

The main influences of CE and BC are reported in Table 9 which remained positive across all conations. The interactions influence of the (CE_X_BC) was positive across the groups, as follows: (1) (1) G1 ($\beta = 0.23$, $p = 0.001$ and $\Delta R^2=0.03$), (2) G2 ($\beta = 0.15$, $p = 0.001$ and $\Delta R^2=0.05$), (3) G3 ($\beta = 0.27$, $p = 0.001$ and $\Delta R^2=0.11$), and (4) G4 ($\beta = 0.23$, $p = 0.001$ and $\Delta R^2=0.08$). The results offered in Table 29 illuminated that the strength of CE and MV is a positive function of the BC and supported (H7).



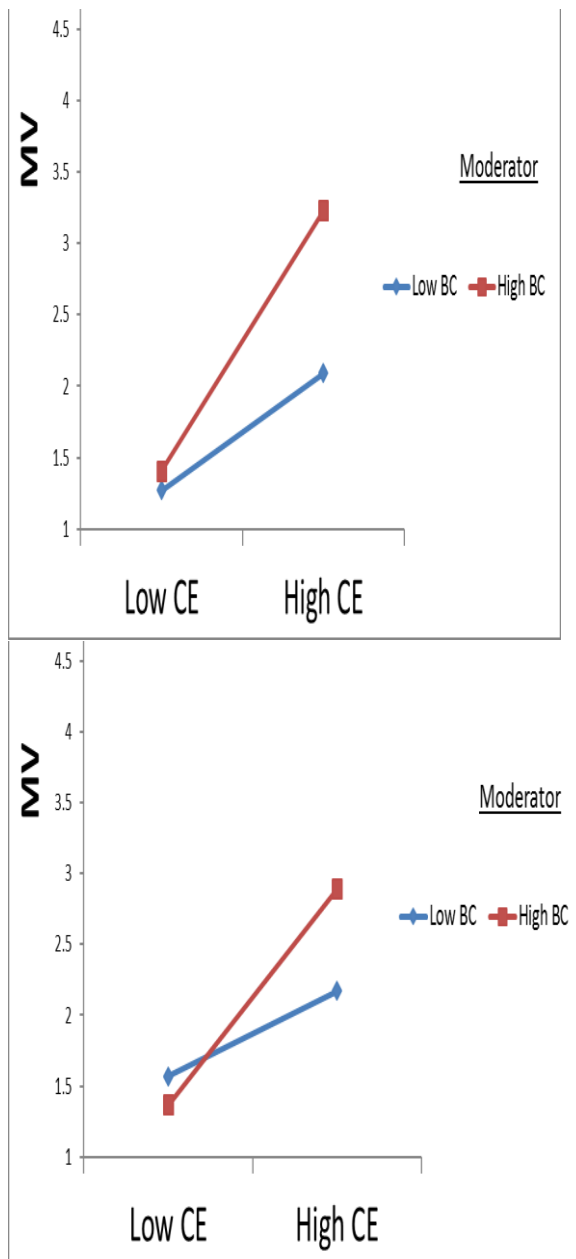


Figure 13: Moderation of the BC in determining the strength of the relationship between CE and MV.

Moreover, the slope test was carried out to graphically represent the moderation pattern attained after running the analysis. Dawson's (2014) slope test results revealed that brand credibility positively moderates the relationship between MV and CE. Figure 17 demonstrates that the BC strengthens the MV and CE relationship. The higher the BC level, the higher the CE's influence on the MV. Therefore, if exposed to the advertisement, individuals evaluate the BC, if the brand is highly known to them and they trust the brand, it is more likely that they would perceive it as more

prestigious, and in turn, MV would be increased. Brand credibility serves as a critical mechanism in strengthening the relationship between celebrity endorsement and masstige value by enhancing consumers' perceptions of both the celebrity endorser and the endorsed brand. When consumers perceive a brand as credible, they are more likely to trust the messages conveyed by the celebrity endorser. This trust can transfer to the endorsement itself, as consumers believe that the celebrity genuinely supports and values the brand. As a result, the association with a credible celebrity endorser lends legitimacy and prestige to the brand, elevating its perceived status and appeal within the masstige market segment. Moreover, brand credibility can mitigate skepticism or doubts that consumers may have regarding the authenticity or sincerity of the celebrity endorsement, reinforcing the positive associations between the celebrity, the brand, and the masstige value proposition. Ultimately, brand credibility acts as a conduit through which the endorsement by a celebrity enhances the perceived prestige and desirability of the brand among consumers seeking attainable luxury, thereby strengthening the relationship between celebrity endorsement and masstige value.

After that, the evaluation of these presumptions study looked at the moderating impact of FOMO. We ran four additional structural models to test the (H9) with the moderating variables included. According to the H9 model, the FOMO acts as a moderating variable to control the intensity of the associations between the CEN and the INM, IJM, EM, and IDM under the four situations. We used the earlier indicated stage-wise technique and included the four interactions term based on recommendations in the literature (e.g., Hair et al., 2021). This enables us to examine if adding interaction terms would change the magnitude and direction of the link between CEN, INM, IJM, EM, and IDM. Additionally, we generated four models after following the bootstrapping procedure using the maximum likelihood approach, performing MGA, and comparing the strength of the moderating role of FOMO across four situations.

Overall scenarios, the major effects of FOMO remained favorable. The following groups all benefited from the (INM_X_FOMO)'s good interactions influence (1) (1) G1 ($\beta = 0.21$), (2) G2 ($\beta = 0.17$), (3) G3 ($\beta = 0.21$), and (4) G4 ($\beta = 0.31$). Whereas,

the interactions influence of the (IDM_X_FOMO) was positive across the groups, as follows: (1) G1 ($\beta = 0.26$), (2) G2 ($\beta = 0.11$), (3) G3 ($\beta = 0.16$), and (4) G4 ($\beta = 0.35$). While, the interactions influence of the (IJM_X_FOMO) was positive across the groups, as follows: (1) G1 ($\beta = 0.13$), (2) G2 ($\beta = 0.09$), (3) G3 ($\beta = 0.28$), and (4) G4 ($\beta = 0.14$). Lastly, the interactions influence of the (EM_X_FOMO) was positive across the groups, as follows: (1) G1 ($\beta = 0.19$), (2) G2 ($\beta = 0.08$), (3) G3 ($\beta = 0.24$), and (4) G4 ($\beta = 0.25$). These findings corroborated (H9) by illuminating the relationship between the strength of CEN, INM, IJM, EM, IDM and the FOMO.

4.7 Summary

This study entails the demographic analysis, which reports the sample population's age, gender, education, and income. 35.4 % of the population belongs to the 18-25 age group, 56.3% is single, 26.6 % of the population's income range is 151000 and above, and 47.6 % is undergraduate. This quasi-experimental study included final data $N=497$ based on four conditions (each condition $n=124$). Variance analysis exhibited no multicollinearity issues, and Pearson correlation results show a significant relationship between variables except message frame and brand credibility. A confirmatory factor analysis and manipulation check results are presented in detail according to the set standards. Hypothesis testing presented that all hypotheses are supported across four experimental groups, but their intensity varies. Moderation analysis verified the role of brand credibility and the fear of missing out as a moderator.

CHAPTER FIVE

DISCUSSION AND CONCLUSIONS

5.0 Introduction

The final chapter of this thesis encloses a detailed section on the arguments and logical explanation of the results and findings of the research work. The results are interpreted, and research questions are answered by giving rationale and relating them to theory and existing literature. After that, the theoretical and managerial implications are presented. Next, the limitations and future research directions are given. Finally, the chapter closes with a no-conflict of interest and data availability statement.

5.1 Discussion

In the preceding chapter, the analysis of the data gathered from the fashion industry of Pakistan using quasi-experiment methods was presented. The data analysis highlighted the promotional strategies used by Masstige brands to create top-of-mind brand positioning in the customers' minds and how Masstige's value impacts consumers' motivational regulations to generate consumer engagement in the fashion industry. The final chapter, "Discussion and Conclusions," aims to understand the findings and achieve current research objectives by answering the research questions.

5.2 RESEARCH QUESTIONS

The next section discusses research questions and how the present study answers them.

5.2.1 RQ1 and RQ2: Masstige Value, Celebrity Endorsement, and Message Frame

Despite an immense increase in the research literature increasing the understanding of masstige marketing (Paul, 2015, 2018, 2019), a robust theoretical framework explaining the role of promotional activities towards masstige brands is still lacking in the academic literature. The present study intends to fill this literature gap by examining how celebrity endorsement and message framing enhance Masstige Value Building on the masstige theory; we specifically investigated how celebrity

endorsement (local vs. foreign) and message framing (rational vs. emotional) lead to masstige value which further influences consumer motivational regulations (intrinsic, identified, introjected, extrinsic). As far as we know, this research work is the first to test the celebrity endorsement and message frame in understanding the role of promotional activities towards masstige value.

This research question is related to the first two research objectives: (a) the association between celebrity endorsement and masstige value, (b) the association between message frame and masstige value. The findings support our arguments that masstige value can be attained through celebrity endorsement and message frame promotional strategies. The outcomes of this research work endorse that the promotional activities of celebrity endorsement and message frame positively influence masstige value but with varied intensity across four experimental groups. The respondents were exposed to four stimuli: a local celebrity with an emotional message frame; a foreign celebrity with an emotional message frame; a local celebrity with a rational message frame; and a foreign celebrity with a rational message frame. The influence of celebrity endorsement and message framing on masstige value is strongest in the group whose respondents were exposed to a condition that contains the rational message frame with a foreign celebrity in the display. In our research, the Turkish actress Esra Bilgic, a lead actress in the famous Drama Serial *Ertugrul*, was displayed in the advertisement. Esra Bilgic has worked with the brand Khaadi in reality with the campaign “Khaadi x Esra: The Symphony” campaign in 2021. This advertising campaign with the special edition collection of clothes was pretty successful and supported our results as well that a foreign celebrity has a marked effect on the masstige value of a brand.

Masstige value depicts the brand's success in the market as it is a measure of brand equity. Furthermore, a rational-framed message is found to create more influence than the emotional-framed message frame on the masstige value of a brand. As the masstige strategy is the market penetration strategy, the prices play a key role. According to the masstige theory, consumers seek prestigious products at prices that are lower than luxury but above the range of the middle-income consumer group. This price consciousness of masstige brands' consumers may be the reason behind

responding more positively towards rational-framed messages as they seek to maximize the utility to gain more benefits from their purchase decisions.

Foreign celebrity endorsement can significantly enhance the masstige value of brands by imbuing them with an aura of glamour, sophistication, and international appeal. When a brand partners with a renowned foreign celebrity, it gains instant credibility and association with the celebrity's perceived status and lifestyle. This association elevates the brand's perceived value among consumers, positioning it as aspirational and exclusive. Moreover, foreign celebrities often possess a global fan base, allowing brands to reach new markets and demographics, thereby increasing their masstige appeal on a broader scale. As consumers aspire to emulate the lifestyles of their favorite celebrities, the endorsement creates an aspirational link between the celebrity's allure and the brand, driving desire and demand among consumers seeking to attain a similar level of prestige and sophistication in their own lives. Thus, foreign celebrity endorsement serves as a potent strategy for enhancing the masstige value of brands, fostering consumer loyalty and driving sales growth in competitive markets.

Foreign celebrities often wield greater influence than local celebrities when endorsing masstige brands due to several factors. Firstly, foreign celebrities often possess a global appeal and are recognized by a wider audience across various cultural and geographical boundaries. Their international recognition lends credibility and aspirational allure to the brands they endorse, appealing to consumers who aspire to emulate the lifestyles and status associated with these celebrities. Additionally, foreign celebrities are often perceived as embodying a sense of novelty, exoticism, and sophistication, which can further enhance the prestige of the brands they endorse. Their association with luxury and glamour transcends local markets, making them particularly effective in reaching affluent consumers who value exclusivity and status symbols. Moreover, the endorsement by a foreign celebrity can differentiate a brand in crowded markets, providing a unique selling proposition that sets it apart from competitors and enhances its masstige appeal. Overall, the global recognition, aspirational appeal, and perceived prestige associated with foreign celebrities make them more influential endorsers for masstige brands compared to local celebrities.

These results validate the findings of Paul et al. (2015), which show that Louis Vuitton successfully attained masstige value by using the promotional strategy of print advertisements, specifically in fashion magazines, and employing the advertising tools of celebrity endorsements and message frames. In Pakistan, Khaadi touched the benchmark for the masstige mean index, which stipulates that Khaadi has successfully created top-of-the-mind brand awareness in the customers' minds. It is also one of the fashion brands in Pakistan that have hired foreign celebrities for promotion, which depicts the positive role of foreign celebrities in attaining masstige value.

These results also revalidate the findings of Roy et al. (2021) that foreign celebrities create more impact in India than local celebrities. As Pakistan and India share a common culture and social values (Ul-Haq & Hassan, 2022), we argued that the endorsement by a foreign celebrity would be more influential as compared to local celebrity in creating the masstige value of fashion brands in Pakistan.

Rational message frames often outperform emotional ones in promoting masstige brands due to the discerning nature of the target audience and the emphasis on perceived value and exclusivity. Masstige brands typically cater to consumers who prioritize substance over superficial appeal and seek tangible benefits from their purchases. Rational message frames, focusing on product features, quality, and unique selling points, resonate strongly with this audience by providing factual information that supports their decision-making process. Moreover, emphasizing rational attributes such as craftsmanship, innovation, and heritage reinforces the brand's prestige and justifies its premium pricing, appealing to consumers who seek value and authenticity in their purchases. In contrast, emotional message frames may be perceived as manipulative or insincere by masstige consumers who value authenticity and substance. While emotions can play a role in brand perception, relying solely on emotional appeals may undermine the brand's credibility and authenticity, ultimately detracting from its masstige image. Therefore, rational message frames are preferred in masstige brands promotion as they align with the discerning preferences of the target audience and reinforce the brand's perceived value and exclusivity.

Thus, the first research question has been answered by promotional activities such as

celebrity endorsement and message frame influences the masstige value of a brand. Hence the H1, H2, and H3 have been supported.

5.2.2 RQ3: Brand Credibility as a Moderator

The present study answered the third research question and supported H5 which states that the impact of celebrity endorsement on masstige value will be high for brands with established brand credibility. The results of the present study depicted the positive role of brand credibility as a moderator in the association between celebrity endorsement and masstige value. The association between celebrity endorsement and masstige value strengthens when brand credibility is present. The moderation analysis thus indicates that the impact of celebrity endorsement on masstige value is high in the presence of brand credibility as compared to the absence of brand credibility.

Celebrity endorsement becomes particularly potent in enhancing the masstige value of brands when coupled with existing brand credibility. While the brand credibility establishes a foundation of trust and authenticity among consumers, celebrity endorsement injects an additional layer of prestige and aspirational allure. When a credible brand collaborates with a reputable celebrity, it creates a synergistic effect, amplifying the brand's perceived value and exclusivity. The celebrity's association with the brand reinforces its credibility and authenticity, lending it a sense of endorsement from an esteemed figure. This endorsement not only validates the brand's status but also elevates its appeal, attracting consumers who aspire to emulate the lifestyle and status symbolized by the celebrity. Furthermore, the alignment between the celebrity's image and the brand's values enhances the resonance of the endorsement, fostering a deeper connection with consumers and solidifying the brand's masstige positioning in the market. Therefore, in the presence of brand credibility, celebrity endorsement serves as a powerful tool for augmenting the masstige value of brands, driving consumer engagement.

Many past pieces of research support the association between celebrity endorsement and brand credibility. For instance, S. W. Wang & Scheinbaum (2018) provided evidence that the use of attractive and trustworthy celebrity endorsers can significantly increase brand credibility; Hussain, Melewar, Priporas, Foroudi, &

Dennis (2020) also provided support for the positive influence of celebrity trust on brand credibility; Vidyanata, Sunaryo, & Hadiwidjojo (2022) investigated advertising strategies and provided evidence related to the positive influence of celebrity endorsement on brand credibility.

Our study proved that for masstige brands to achieve top-of-the-mind-brand awareness, brand credibility should also be achieved by endorsing a credible celebrity. A credible brand, when hires a credible celebrity endorser, it amplifies the masstige value. Evidence is also available that brand credibility influences brand equity (Spry, Pappu, Cornwell, et al., 2011), an alternative to masstige value (Alagarsamy et al., 2022). Our study confirms the strengthening effect of brand credibility in the association between celebrity endorsement and masstige value.

Thus, the third research question has been answered by providing evidence that the relationship ship between celebrity endorsement and masstige value strengthens with established brand credibility. Hence H5 is supported.

5.2.3 RQ4: Brand Experience and Masstige Value

This section answers research question four about the influence of brand experience towards masstige value. The results depicted a positive association between brand experience and masstige. As shown by the present research, the positive impact of brand experience on masstige can be related to consumers' emotional bonding with prestigious brands (Oerlemans & Bakker, 2014). The consumers are emotionally attached to the prestigious brand and the positive experiences created by brands thus enhance the masstige value.

Brand experience plays a pivotal role in enhancing the masstige value of brands by creating memorable interactions that resonate with consumers on an emotional and sensory level. In the realm of masstige brands, where consumers seek not only quality products but also aspirational lifestyles and exclusive experiences, crafting immersive brand experiences becomes imperative. By curating luxurious and personalized encounters, brands can elevate their perceived value and differentiate themselves in a competitive market landscape. These experiences extend beyond product transactions

to encompass every touchpoint of the consumer journey, from retail environments and customer service interactions to digital platforms and events. Each interaction serves to reinforce the brand's identity, values, and promise of prestige, fostering a deeper emotional connection with consumers. Moreover, positive brand experiences evoke a sense of exclusivity and belonging, strengthening consumer loyalty and advocacy. As consumers immerse themselves in the brand's world, they internalize its aspirational narrative and become ambassadors, further enhancing its masstige appeal. Thus, brand experience emerges as a powerful driver of masstige value, shaping perceptions, influencing behaviors, and fostering enduring relationships between brands and consumers.

These findings support the prior research results that a better brand experience is a source of strong brand equity (Beig & Nika, 2019). According to Alagarsamy et al. (2022), brand equity is alternative to masstige, so it can be stated that better brand experience leads to strong masstige value. Similar to the findings of Jeon & Yoo (2021a), this study recommends that marketers should create better brand experiences for customers to obtain masstige brand positioning. Customers who are satisfied with the overall brand experience tend to perceive that the brand is prestigious. In addition, the positive association of brand experience and masstige value reflects that the firm should invest resources to create better and positive brand experiences for the customers to obtain top-of-the-mind brand positioning that is masstige in the customers' minds.

The findings depict that the brand that creates a better customer experience is considered more prestigious and achieves a competitive edge over other brands by creating a Masstige value. Scholars also demonstrate that marketers should create pleasant customer experiences surrounding the masstige brands because it makes consumers happy (Mansoor & Paul, 2022) and is the best way to enhance the status of a brand by imparting prestige (Choi & Hyun, 2017).

Thus, the fourth research question has been answered positive brand experience influences masstige value. Hence hypothesis 4 is supported.

5.2.4 RQ5: Masstige Value and Consumer Motivational Regulations

Research question five relates to objective five of this study, which examines the influence of masstige value towards consumer motivational regulations. Therefore the present study examined the effect of masstige value on consumer motivational regulations (intrinsic, identified, introjected, and extrinsic). Concerning the effects of masstige value, the findings indicate that it activates all four consumer motivations: intrinsic, identified, introjected, and extrinsic. This means that the consumer motivational regulations (intrinsic, identified, introjected, and extrinsic) in the organismic integration theory of motivation are triggered by the masstige value of fashion brands.

These findings align with the research proposition of Gul et al. (2021) which states that the marketing environment (i.e. masstige brand positioning) will significantly positively affect customers' intrinsic, integrated, identified, introjected, and external motivation. Thus, we argue that the masstige value of fashion brands motivates consumers through intrinsic, identified, introjected, and extrinsic motivation.

Intrinsic motivation is executed by customers when they do the shopping for their happiness. They are excited about the masstige brands and there are no external forces like social pressure that force them to make a purchase. In other words, they are passionate about the brand. Consumers are intrinsically motivated by the masstige value of a brand due to the psychological rewards associated with status, identity, and self-expression. Masstige brands offer more than just products; they symbolize a lifestyle, an aspiration for prestige, and exclusivity. For consumers, aligning themselves with such brands fulfills innate desires for social recognition and belongingness. The allure of masstige brands lies in their ability to elevate one's perceived status and identity, reflecting a sense of accomplishment and sophistication. By associating with these brands, consumers signal their discerning taste, affluence, and cultural capital, thereby enhancing their self-esteem and social standing. Moreover, the intrinsic motivation stems from the emotional gratification derived from owning and engaging with products that embody craftsmanship, quality, and luxury. This emotional connection transcends utilitarian value, providing a sense of pleasure, fulfillment, and pride. Ultimately, the masstige value of a brand serves as a

catalyst for intrinsic motivation, driving consumers to seek out and engage with brands that fulfill their aspirations for prestige, identity, and self-expression. The empirical evidence suggests that the masstige brand value adds to consumers' passion (F. G. Gilal, Zhang, et al., 2020) towards a particular brand. Having masstige value helps brands to make their consumers experience a sense of pleasure and feel passionate about it.

The brands which have established masstige value can thus motivate the consumers intrinsically to take action. The intrinsically motivated consumer has internal desires for masstige brands, which are important for marketers. Thus, we argue that the brands that have successfully established masstige value can reap its benefits through intrinsically motivated consumers. Hence, hypothesis 6a is supported.

Identified motivation happens when a person identifies with the personal significance of the product or service. For instance, wearing an attractive outfit and feeling extremely comfortable in it may be an important product attribute for a customer. Masstige brands are perceived to be prestigious because of their high-quality attribute. They are built so that no compromise is made on the quality. They are the downward extension of luxury and share many attributes with luxury brands (J.-E. Kim et al., 2019). Thus masstige brands, because of their popularity and unique attributes, could trigger the identified motivation in consumers. The masstige value of brands enhances the identified motivation of consumers by fulfilling their need for self-expression, affiliation, and status attainment. Masstige brands, positioned at the intersection of mass-market accessibility and prestige allure, offer consumers a platform to articulate their unique identities and aspirations. By associating with these brands, individuals signal their discerning tastes and align themselves with a community of like-minded individuals who share similar values and aspirations. This sense of affiliation fosters a sense of belonging and social connection, satisfying the need for affiliation and recognition. Moreover, the prestige associated with masstige brands fulfills consumers' desire for status attainment, providing a tangible symbol of success, sophistication, and achievement. The allure of masstige brands lies not only in the products themselves but also in the aspirational lifestyle and identity they represent. As consumers engage with these brands, they derive intrinsic satisfaction from

embodying the brand's values and narrative, further reinforcing their identified motivation. Ultimately, the masstige value of brands serves as a powerful motivator for consumers, driving them to seek out products and experiences that align with their aspirations for self-expression, affiliation, and status. Hence H6b is supported.

According to the organismic integration theory of motivation, introjected motivation is manifested when an individual performs a behaviour to evade anxiety, guilt, or shame or to add to their ego or pride. For instance, wearing a masstige fashion brand evades the feeling of shame or guilt because other colleagues in the office wear it. If a brand establishes a higher masstige value, it depicts its popularity among consumers. An individual may feel pressured to use an immensely popular brand and established masstige value. The masstige value of brands enhances the introjected motivation of consumers by tapping into their internalized sense of self-worth and social validation. Masstige brands, with their blend of exclusivity and accessibility, appeal to consumers' desire to conform to societal norms and expectations while maintaining a sense of individuality. When individuals associate themselves with masstige brands, they internalize the brand's values and image as part of their self-concept. This internalization is driven by the desire to gain approval and acceptance from others, as well as to avoid feelings of guilt or shame associated with not meeting societal standards. As a result, consumers may feel a sense of pride and validation when they align themselves with masstige brands, as it reinforces their perceived social status and affirms their identity. The introjected motivation stems from the internal pressure to uphold the perceived prestige associated with the brand, driving consumers to engage with the brand in order to maintain a positive self-image and garner social approval. In essence, the masstige value of brands serves as a catalyst for introjected motivation, compelling consumers to integrate the brand into their self-concept as a means of seeking validation and acceptance from both themselves and others.

This research provides evidence that the masstige value of brands makes them popular to the extent that the individual may feel pressured to consume them. Thus, masstige value triggers the introjected motivation in consumers. Consumers not interested in

consuming the Masstige brand can be motivated to consume by building strong Masstige values. Hence, H6c is supported.

Extrinsic motivation is a type of consumer engagement towards a brand that is not naturally triggered but is sparked by significant others e.g., friends, colleagues, family members, etc. For instance, a consumer is interested in wearing a masstige fashion brand to uphold prestige in public or to make a significant other happy. The current study provided evidence that the masstige value influences extrinsic motivation in consumers. Consumers who are not inclined to consume masstige brands can still be motivated. A brand with strong masstige value is popular to the extent that it becomes a symbol of prestige in society. So, strong masstige value may spark an individual to consume masstige brands because society considers the brand prestigious.

The masstige value of brands enhances the extrinsic motivation of consumers by leveraging external rewards and incentives associated with status, recognition, and social approval. Masstige brands, positioned at the intersection of luxury and accessibility, offer consumers a tangible symbol of social status and prestige that can be displayed and recognized by others. By owning or engaging with masstige brands, individuals seek to signal their wealth, taste, and social standing to their peers and society at large. The allure of these brands lies in the external validation and admiration they garner from others, motivating consumers to acquire and showcase products as a means of enhancing their perceived social status and gaining admiration from their social circles. Furthermore, masstige brands often employ marketing strategies that highlight the exclusivity and desirability of their products, creating a sense of scarcity and competition that further fuels consumers' extrinsic motivation to acquire and display these items. Ultimately, the masstige value of brands serves as a powerful motivator for consumers driven by external rewards and recognition, compelling them to engage with the brand in pursuit of social validation and status enhancement.

Past research has shown similar results. In this context, Gilal et al. (2018a) showed that extrinsic motivation influences brand passion among male customers. Similarly, Truong et al. (2010) proved that extrinsic motivation positively influences consumers'

preference for a luxury brand. These findings are in line with the findings of our study. Hence, hypothesis 6d is supported.

5.2.5 RQ6: Consumer Motivational Regulations and Consumer brand engagement

Research question six concerns the association between consumer motivational regulations and consumer brand engagement. Therefore, the present research work examined the relationship between consumer motivational regulations and consumer brand engagement among the customers of fashion apparel brands. The present study supported the positive association between consumer motivational regulations and brand engagement.

As the customer responses have been gathered by the actual users of masstige fashion clothing brands, it represents consumers' perceptions of masstige brands. Since the respondents were consumers, they had paid the premium prices for the masstige brands. Therefore, the findings that customers engage with the Masstige brands are not based on customers' imagination, but they have engaged after using and experiencing the Masstige brands.

The concept of consumer brand engagement towards masstige brands is investigated because it reflects great customer satisfaction and loyalty (Karahasanovic & Hollebeek, 2019). Since 2010, Marketing Science Institute (MSI) has included consumer brand engagement as a high-priority research construct because of its high influence on an organization's performance and positive word-of-mouth, service innovation, and product development (Chen et al., 2018; Leclercq et al., 2017). However, Das et al. (2021) recently reflected that affective desire and perceived value influence masstige (cars) luxury buyers' consumer brand engagement. Therefore, the present research contributes to the existing knowledge and theoretically contributes by investigating the mechanism of consumer motivational regulations to transmit Masstige in positive behaviour like consumer brand engagement.

Intrinsic motivation, driven by internal desires such as enjoyment, curiosity, and personal fulfillment, fosters deep and meaningful brand engagement. When consumers are intrinsically motivated, they engage with brands out of genuine interest and enjoyment rather than external rewards. They may actively seek out brand-related content, participate in brand communities, and share positive experiences with others, leading to sustained and passionate engagement with the brand.

Identified motivation occurs when individuals recognize the personal relevance and importance of engaging with a brand. Consumers who are identified motivated may perceive the brand as aligned with their values, aspirations, or goals. As a result, they are more likely to actively seek out information about the brand, engage in brand-related activities, and advocate for the brand within their social circles. Their engagement stems from a sense of purpose and alignment with the brand's mission or values.

Introjected motivation involves engaging with a brand to avoid negative feelings or gain approval from others, reflecting partially internalized pressures or standards. Consumers may feel a sense of obligation, guilt, or social pressure to engage with certain brands or conform to societal expectations. While introjected motivation may lead to engagement in the short term, it may also result in less authentic or sustainable interactions with the brand, driven more by external validation than genuine interest.

Extrinsic motivation arises from external incentives such as rewards, social approval, or avoidance of punishment. Consumers driven by extrinsic motivation may engage with brands to attain tangible benefits or status symbols, such as discounts, social recognition, or perceived prestige. While extrinsic motivators can initially attract consumers to engage with a brand, sustainable brand engagement relies more on intrinsic and identified motivations, as extrinsic rewards may lose their effectiveness over time.

Thus, the results of the present study prove that consumer motivational regulations derive engagement in customers, and marketing managers should invest to build masstige value so consumers could be motivated via intrinsic, identified, introjected

and external motivation to engage with masstige brands. Hence Hypothesis 8a, 8b, 8c, and 8d are supported.

5.2.6 RQ7: Fear Of Missing Out As Moderator

Research question seven concerns the moderating role of fear of missing out on the relationship between consumer motivational regulations and consumer brand engagement. Our study proved that the relationship between consumer motivational regulations and fear of missing out is weaker in the absence of fear of missing out and stronger in the presence of fear of missing out. Hence the role of fear of missing out as a moderator is established in the relationship between consumer motivational regulations and consumer brand engagement.

The previous research findings also support our research findings. According to Saavedra & Bautista Jr., (2020), fear of missing out positively influences consumer motivation. Bui, Krishen, Anlamlier, & Berezan (2022) contributed to consumer brand engagement and “fear of missing out” literature by providing evidence that fear of missing out positively influences consumer brand engagement towards advertisement. Fear of missing out also increases the sense of self-concept (Xi, Huo, Zhao, Jiang, & Yang, 2022) and buying intention of social media-endorsed products (Dinh & Lee, 2022). Fear of missing out also played a significant role in explaining positive consumer attributes in the acceptance of brands (Kang, Son, & Koo, 2019). Fear of missing out also acted as an extrinsic consumer motive towards the consumer’s behavioural intention (J. Kim, Lee, & Kim, 2020).

Based on our findings we argue that the consumer motivational regulations are more effective in inducing consumer brand engagement when there is fear of missing out. According to the organismic integration theory of motivation, a consumer is motivated in four ways; the internal desire of consumers (intrinsic motivation), the importance of product attributes for the consumers (identified motivation), avoiding feelings of anxiety, shame, and guilt or ego enhancement (introjected motivation) and finally, to make others happy (external motivation).

When an intrinsically motivated consumer experience fear of missing out, he/she may fear the chance to fulfill his/her desires and finally feel sad about it. To feel joyous and happy, the intrinsically motivated consumer may pursue personal desire and engage with the masstige brand. If the consumer is not fearful of missing the opportunity to fulfil his desire of consuming a masstige brand, the engagement would be less as compared to the presence of fear of missing out. Hence, H7a is supported.

The consumer who experiences identified motivation may have a fear of missing out on important product attributes which he/she may want to enjoy. For example, a consumer who prefers a smartwatch with new exciting features may experience the fear of missing out on not buying the product. This fear of missing out enhances motivation, leading to a more engaged consumer. So, the presence of fear of missing out strengthens the relationship between identified motivation and consumer brand engagement. The moderation effect is verified. Hence, H7b is supported.

The consumer with introjected motivation may fear that his peers, colleagues, and friends may shame him for not consuming the brand. He may develop feelings of guilt for not using the brand. This may make the consumer anxious. So, to avoid these feelings, the introjected motivated consumer will be inclined to engage with the brand. If the consumer is not fearful, the introjected motivation would have less effect on brand engagement. Thus fear of missing out strengthens the relationship between introjected motivation and consumer brand engagement. The moderation effect is verified. Hence, H7c is supported.

The consumer with extrinsic motivation consumes the product to maintain prestige in society or to make others happy. His motivation depends on what others think of him. Such a customer fears that others may think bad or odd of him and therefore engages with the brand. Thus fear of missing out strengthens the relationship between extrinsic motivation and consumer brand engagement. The moderation effect is verified. Hence, H7d is supported.

5.3 Implications

The results obtained through this study have theoretical and practical implications. The theoretical implications present a framework to understand the role of promotional activities towards masstige and consumer motivational regulations leading to consumer brand engagement. On the other hand, the practical implications facilitate brand managers to use foreign celebrity endorsers with rational framed messages to attain the mass-prestige value for masstige brands. The markets should invest to create better brand experiences and can reap the benefits of masstige value, motivated consumers and consumer brand engagement.

5.3.1 Theoretical Implications and Contributions

Recent growth is witnessed in several areas of masstige brands but there are many identified literature gaps specifically the limited empirical research and theoretical development (Rodrigues et al., 2022). Despite an immense increase in the research literature increasing the understanding of masstige marketing (Paul, 2015, 2018, 2019), a robust theoretical framework explaining the role of promotional activities towards masstige brands and consumers' motivational regulations is still lacking in the academic literature.

The current research findings imparted much knowledge to the prevailing literature and theory. First, it attempted to investigate the least explored but important construct, Masstige. Even though luxury brands are making downward extensions and new masstige brands target middle-class consumers in emerging economies, the available research on Masstige cannot explain this construct (Kumar et al., 2019).

The present study intends to fill this literature gap by examining how celebrity endorsement, message framing and brand experience enhance masstige value, which affects the consumer motivational regulations that could lead to consumer brand engagement. Building on the masstige theory and organismic integration theory of motivation, we specifically investigated how celebrity endorsement (local vs. foreign), message framing (rational vs. emotional), and brand experience lead to masstige value which further influences consumer motivational regulations (intrinsic,

identified, introjected, extrinsic) and consumer brand engagement besides examining the role of brand credibility and fear of missing out as moderators.

The theoretical implications of celebrity endorsement for masstige brand value are deeply rooted in the Source Credibility Theory and the Meaning Transfer Model. According to the Source Credibility Theory, proposed by Hovland, Janis, and Kelley, the perceived credibility of a communicator influences the effectiveness of persuasive communication. In the context of celebrity endorsement, celebrities serve as communicators whose credibility and expertise are transferred to the endorsed brand. Masstige brands strategically leverage the perceived credibility and status of celebrities to enhance their own credibility and prestige in the eyes of consumers. By associating with reputable celebrities, masstige brands signal to consumers that the brand is endorsed by someone trustworthy and knowledgeable, thereby increasing the likelihood of consumer acceptance and persuasion.

Furthermore, the Meaning Transfer Model posits that the positive attributes and meanings associated with a celebrity are transferred to the endorsed brand through the endorsement process. This model suggests that consumers perceive the endorsed brand in a more favorable light due to its association with the celebrity endorser. Masstige brands capitalize on this transfer of meaning by selecting celebrities who embody the desired qualities and characteristics that align with the brand's positioning and values. For example, a luxury fashion brand may partner with a renowned actress known for her elegance and sophistication, thereby transferring these qualities to the brand and enhancing its perceived value among consumers.

In essence, the Source Credibility Theory and the Meaning Transfer Model provide theoretical frameworks for understanding how celebrity endorsement enhances masstige brand value. By leveraging the credibility and status of celebrities, masstige brands can effectively communicate their value proposition to consumers and transfer desirable meanings and associations to the brand, ultimately influencing consumer perceptions, attitudes, and purchase intentions.

To the best of our knowledge, this study is the first to test the masstige theory and organismic integration theory in understanding the role of promotional activities towards masstige value that leads to consumer motivational regulations and consumer brand engagement. The results of our study indicate that fashion brands that use foreign celebrity endorsers with a rational message frame are more influential towards creating masstige value. Brand experience also plays a positive role in enhancing the masstige value of fashion brands.

Extending the contribution further, we argue that the masstige value of fashion brands can help in motivating consumers through intrinsic, identified, introjected, and extrinsic motivation. In other words, consumers are motivated towards the masstige brand Khaadi because of different reasons based on their motivational regulations. For instance,: (i) the consumer may enjoy wearing a Khaadi dress; (ii) the consumer identifies with the personal importance of wearing a Khaadi dress because its fabric is comfortable on the skin and designs are trendy; (iii) to avoid feeling shameful because other people in personal social circle wear dresses of this brand; (iv) consumer wants to enjoy a prestigious status in society by wearing Khaadi dresses by making others' happy.

The theoretical implications of masstige value towards consumer motivational regulations can be elucidated through the lens of Organismic Integration Theory (OIT) of motivation. OIT, a sub-theory within Self-Determination Theory, proposes a continuum of regulatory styles ranging from intrinsic motivation to extrinsic motivation, each reflecting varying degrees of internalization and autonomy. Masstige brands, positioned at the intersection of mass accessibility and prestige allure, offer consumers a unique context within which to examine motivational regulations. At the intrinsic end of the continuum, consumers may be intrinsically motivated to engage with masstige brands due to the enjoyment, curiosity, and personal fulfillment derived from aligning with brands that symbolize exclusivity and aspiration. Identified regulation occurs when consumers recognize the personal relevance and importance of engaging with masstige brands, perceiving them as aligned with their values and aspirations. This identification reflects a higher level of internalization, where consumers engage with masstige brands out of a sense of choice and alignment with

their self-concept. Introjected regulation involves engaging with masstige brands to avoid negative feelings or gain approval from others, reflecting partially internalized pressures or standards. Consumers may feel a sense of obligation, guilt, or social pressure to engage with masstige brands to maintain their perceived social status or avoid feelings of inadequacy. Finally, extrinsic regulation occurs when consumers engage with masstige brands primarily for external rewards or tangible benefits, such as social recognition, status symbols, or materialistic gains. While extrinsic motivators can initially attract consumers to engage with masstige brands, sustained engagement and loyalty are more likely to stem from intrinsic and identified motivations, where consumers feel a sense of autonomy, competence, and relatedness in their interactions with the brand. In summary, Organismic Integration Theory provides a comprehensive framework for understanding how masstige value influences consumer motivational regulations, shedding light on the internalized and autonomous reasons underlying consumer engagement with these brands.

Our study is a pioneering attempt in determining consumer motivational regulations in a mass-prestige context. Accordingly, we validated the masstige theory and organismic integration theory in the context of the Masstige value of fashion brands. In addition, using a source credibility theory and meaning transfer model, we postulated that brand credibility strengthens the relationship between celebrity endorsement and masstige value. We got evidential support for our postulation that in the presence of high brand credibility, the celebrity endorser would more effectively impact the Masstige value as compared to when brand credibility is absent. Hence, we have expanded the applicability of the source credibility and meaning transfer model in the context of masstige brands.

This research examined the association between consumer motivational regulations and consumer brand engagement among the customers of fashion apparel brands. The customer responses have been gathered by the users of masstige fashion clothing brands; therefore, it represents the actual perceptions of consumers towards masstige brands. Since the respondents were consumers, they had paid the premium prices for the masstige brands. Therefore, the findings that customers engage with the masstige brands are not based on customers' imagination but because they have engaged after

using and experiencing the masstige brands. In addition, consumer brand engagement towards masstige brands is investigated because it reflects great customer satisfaction and loyalty (Karahasanovic & Hollebeek, 2019).

Since 2010, Marketing Science Institute (MSI) has included consumer brand engagement as a high-priority research construct because of its high influence on an organization's performance and positive word-of-mouth, service innovation, and product development (Chen et al., 2018; Leclercq et al., 2017). However, Das et al. (2021) recently reflected that affective desire and perceived value influence masstige (cars) luxury buyers' consumer brand engagement. Therefore, the present research contributes to the existing knowledge and theoretically investigates the mechanism of consumer motivational regulations in producing positive behaviour like consumer brand engagement.

We postulated that the fear of missing out strengthens the relationship between consumer motivational regulations and consumer brand engagement. We got evidential support for our postulation that in the presence of fear of missing out, the consumer motivational regulations would more effectively impact consumer brand engagement as compared to when fear of missing out is absent. Hence, we have expanded the applicability of the fear of missing out in the context of masstige brands.

5.3.2 Managerial Implications and Contributions

This research findings provide masstige brand managers with valuable insights into improving consumer brand engagement. The results could be set as a benchmark criterion to look for improved methods to establish deep ties with the consumers. The results of the present study will have major implications for the brand managers dealing with masstige brands.

The findings indicate that celebrity endorsement using a rational message frame with foreign celebrities in display significantly increases masstige value. Accordingly, marketers should include foreign celebrities to promote the masstige fashion brand through celebrity endorsement. For example, Khaadi endorsed Turkish actress Esra Bilgic and Gulsim Ali and Didemn Balcin endorsed Maria B. It is preferable to

channel communication using a rational message frame, specifically in print advertisements because the findings show that the intensity of the effect on masstige value is greater when a rational message frame is used than an emotional one. The rational message frame presents logical and factual information about the masstige brand's quality, designs, price, etc., which creates a deeper impact on masstige branding.

The managerial implications of celebrity endorsement, specifically foreign celebrity endorsement, for enhancing masstige brand value are profound and multifaceted. Firstly, selecting the right foreign celebrity aligns with the Halo Effect, where positive perceptions of the celebrity transfer to the endorsed brand, enhancing its perceived value and prestige. Managers need to carefully choose celebrities whose image, values, and appeal resonate with the target audience of the masstige brand, ensuring a seamless fit that enhances brand credibility and attractiveness.

Furthermore, leveraging foreign celebrity endorsement offers opportunities for global expansion and market penetration. Foreign celebrities often have a broad international fan base, allowing masstige brands to reach new markets and demographics that may be inaccessible through traditional marketing channels. By associating with foreign celebrities, masstige brands can tap into the aspirational desires of consumers worldwide, positioning themselves as desirable and prestigious lifestyle choices across diverse cultural contexts.

Moreover, foreign celebrity endorsement enables masstige brands to differentiate themselves in crowded markets and stand out from competitors. By aligning with renowned foreign celebrities who possess unique qualities or associations, masstige brands can carve out a distinct identity and narrative that resonates with consumers seeking exclusivity and sophistication. This differentiation enhances the brand's perceived value and desirability, driving consumer engagement and loyalty.

Additionally, foreign celebrity endorsement offers opportunities for strategic partnerships and collaborations, such as co-branded product lines or exclusive events. These collaborations capitalize on the celebrity's appeal and influence to create buzz

and excitement around the masstige brand, generating heightened interest and demand among consumers. Managers can leverage these partnerships to create memorable brand experiences that reinforce the brand's prestige and exclusivity, further enhancing its masstige value.

Overall, foreign celebrity endorsement presents managers of masstige brands with a powerful tool for enhancing brand value and driving growth. By strategically selecting and leveraging foreign celebrities, managers can elevate the brand's perceived value, expand its global reach, differentiate it from competitors, and create compelling brand experiences that resonate with consumers worldwide.

The managerial implications of using a rational message frame for enhancing masstige brand value are significant and can be approached from several strategic angles. Firstly, leveraging a rational message frame allows managers to highlight the unique features, attributes, and benefits of the masstige brand in a clear and compelling manner. By focusing on tangible qualities such as craftsmanship, quality materials, innovative design, and superior performance, managers can effectively communicate the brand's value proposition to consumers who prioritize substance and authenticity in their purchasing decisions. This emphasis on product excellence reinforces the brand's prestige and justifies its premium pricing, enhancing its perceived value and desirability among discerning consumers.

Furthermore, a rational message frame enables managers to establish credibility and trust with consumers by providing factual information and evidence to support their brand claims. By presenting transparent and verifiable data about the brand's heritage, manufacturing processes, sustainability initiatives, and quality standards, managers can build confidence and reassurance among consumers, enhancing their perceptions of the brand's authenticity and reliability. This credibility not only strengthens the brand-consumer relationship but also fosters long-term loyalty and advocacy, as consumers feel confident in their decision to invest in the masstige brand.

Moreover, leveraging a rational message frame allows managers to differentiate the masstige brand from competitors and position it as a leader in its category. By

emphasizing unique selling points and competitive advantages, such as exclusive partnerships, proprietary technologies, or industry accolades, managers can create a compelling narrative that sets the brand apart and reinforces its status as a symbol of prestige and sophistication. This differentiation not only attracts new consumers to the brand but also solidifies its standing within the market, making it more resilient to competitive threats and market fluctuations.

Additionally, a rational message frame facilitates effective communication and engagement with consumers across various marketing channels and touchpoints. By delivering consistent and coherent messaging that highlights the brand's rational benefits and value proposition, managers can reinforce brand awareness, shape consumer perceptions, and drive purchase intent. This alignment between messaging and consumer expectations enhances brand salience and relevance, ensuring that the masstige brand remains top-of-mind among its target audience.

In summary, leveraging a rational message frame offers managers of masstige brands a strategic approach for enhancing brand value and driving growth. By emphasizing the brand's unique features, establishing credibility and trust, differentiating it from competitors, and facilitating effective communication with consumers, managers can strengthen the brand's position in the market, cultivate enduring relationships with consumers, and ultimately elevate its perceived value and desirability as a symbol of prestige and sophistication.

Creating immersive and memorable brand experiences allows managers to engage consumers on an emotional and sensory level, fostering a deeper connection with the brand. By designing experiences that evoke positive emotions, such as excitement, joy, and admiration, managers can create lasting impressions that resonate with consumers and reinforce the brand's prestige and desirability.

Moreover, brand experiences offer managers the opportunity to showcase the unique features, attributes, and benefits of the masstige brand in a tangible and experiential way. Whether through immersive retail environments, interactive digital platforms, or exclusive events, managers can provide consumers with firsthand experiences that

highlight the brand's craftsmanship, quality materials, innovative design, and superior performance. These experiences not only educate consumers about the brand's value proposition but also create a sense of exclusivity and aspiration, enhancing its perceived value and desirability.

Furthermore, leveraging brand experience enables managers to differentiate the masstige brand from competitors and position it as a leader in its category. By designing experiences that reflect the brand's personality, values, and aesthetic, managers can create a distinct identity that sets the brand apart and reinforces its status as a symbol of prestige and sophistication. Whether through curated product demonstrations, personalized consultations, or VIP experiences, managers can create memorable interactions that leave a lasting impression on consumers and solidify the brand's standing within the market.

Additionally, brand experiences offer managers the opportunity to foster brand loyalty and advocacy among consumers. By providing exceptional experiences that exceed consumer expectations, managers can cultivate a sense of loyalty and commitment towards the brand. Consumers who have positive brand experiences are more likely to become brand advocates, sharing their experiences with others and recommending the brand to their social circles. This word-of-mouth marketing can be a powerful tool for enhancing brand awareness, credibility, and desirability, ultimately driving growth and success for the masstige brand.

In summary, leveraging brand experience offers managers of masstige brands a strategic approach for enhancing brand value and driving growth. By creating immersive and memorable experiences that engage consumers on an emotional and sensory level, showcase the brand's unique attributes, differentiate it from competitors, and foster brand loyalty and advocacy, managers can strengthen the brand's position in the market and elevate its perceived value and desirability as a symbol of prestige and sophistication.

Masstige brand managers should implement masstige strategies to enhance masstige value because it can enhance consumers' motivation. Interestingly, consumers are

motivated in all forms (intrinsic, identified, introjected, and extrinsic) by the enhanced masstige value of the brand. Marketers can have insights through the present study that how they can trigger consumers to stay motivated in the presence of intense competition in the fashion industry. Those masstige brands that successfully establish the masstige value are more likely to trigger consumers' motivational regulations. To this end, masstige brands must maintain high-quality and premium prices of the brands because consumers are motivated by these attributes.

Our findings further guide masstige brand producers that they need to work on the brand credibility of their masstige brands when investing in celebrity endorsers. Celebrity endorsement is an effective promotional strategy under the condition that masstige brands have brand credibility. Alić, Činjurević, & Maktouf- Kahrman, (2022) reported that consumers' quality consciousness significantly influences the purchase intention of masstige brands. A credible brand with high investment in quality should be of primary concern for managers to enhance the masstige value. A successful promotional strategy for masstige fashion brands could be endorsing a foreign celebrity and communicating the promotional content through a rational message frame that highlights quality, design, and price. Such a promotional strategy should pave the way for success in the market and keep consumers motivated.

Marketers must understand the immense importance of the constructs investigated in this study to enhance a firm's market share. The findings depict that the brand that creates a better experience for the customers is considered more prestigious and achieves a competitive edge over other brands by creating masstige value. Rodrigues et al., (2022) also recommended masstige marketing managers must prioritize enhancing consumers' positive experiences with the brand.

The positive interaction of consumers that is brand experience with masstige brands gives countless opportunities to masstige brand managers to engage the consumers with the brand (Rodrigues et al., 2022). Consumers are willing to pay a premium price and engage positively with the brands. Middle-class consumers fulfill their self-presentational needs by engaging with masstige and standing out within their social group (Das, Saha, et al., 2022). Therefore, marketers must embrace the Masstige

strategy and create positive brand experiences, ultimately enhancing consumers' engagement with Masstige brands. For example, many firms run their social media pages where consumers actively contribute and build a brand-centered community. Consumers share exclusive brand-related information on such forums that are beneficial for the masstige brands.

Recent research has also supported that masstige value leads to electronic word of mouth (Rodrigues et al., 2022). Electronic word of mouth can enhance consumer brand engagement (Srivastava & Sivaramakrishnan, 2021). As consumers can engage through electronic word of mouth thus the present research verifies and enhances the existing literature.

Our research suggests that fear of missing out is an effective technique to engage consumers positively with the masstige brands. Marketers should invest in “fear of missing out” appeals to get a handsome share of engaged customers. Overall, brands can motivate consumers and develop a pool of engaged consumers through enhanced masstige value which can be achieved by endorsing a foreign celebrity who communicated a message using a rational message frame and by creating positive brand experiences. This is how the masstige managers could build a healthy brand by having engaged consumers (e.g. investing in a foreign celebrity endorser as a brand ambassador).

The other strategy is to build better brand experiences (such as storytelling, 3D anamorphic billboards, personalized communication platforms etc.) that would consequently lead towards consumer brand engagement. Masstige brand managers could further leverage brand credibility to strengthen the influence of celebrity-endorsed advertisements on masstige value. The goal should be to invest in celebrity endorsement, brand credibility, and brand experiences to establish high masstige value to motivate consumers and engage with the brand. Managers must think of ways to develop a fear of missing out on strategies as they can strengthen the relationship of brands with consumers. Concluding the discussion, these strategies must be carefully crafted and monitored to obtain benefits.

5.4 Limitations and Future Research

Irrespective of significant research implications, a few limitations need to be addressed in the future. Firstly, the findings of this study are based on the data gathered from consumers in Pakistan. Even though Pakistan is a developing economy with an attractive market for masstige brands and a significant middle-income population, the generalization of these results is doubtful due to variations in the perceived prestige across countries (Paul, 2015). This research work can be replicated in other emerging and developed economies for better generalizability of the findings.

Secondly, the data set only considered one well-known local masstige brand in the fashion industry of Pakistan - Khaadi. Even though the results and findings could be theoretically applied to other brands, care should be taken before generalizing the results. So, future research can include more brands from fashion and other industries and further compare local vs. foreign masstige brands to enhance the generalizability.

Thirdly, the results indicated that brand credibility plays a significant role as a moderator in the relationship between celebrity credibility and masstige value. Future research could explore the role of various other moderators (e.g., brand awareness, brand image) in influencing masstige value and consumer motivational regulations.

Fourthly, this research work involves fashion brands to find the masstige value. The past research on masstige brands is done in the context of automobiles (Paul, 2018), durable electronics (Kumar & Paul, 2018; Kumar et al., 2021), and the fashion industry (Paul, 2019). Including a service sector (hospitality, banking, airlines, etc.) to investigate the mass-prestige brand value would greatly contribute to empiricism involving the concept of masstige marketing. Fifthly, consumers' motivational regulations lead to favourable marketing outcomes (Gul et al., 2021), future research can include constructs such as brand resurrection movements, brand passion, and purchase intentions to examine the marketing outcomes.

Sixthly, the studies depict that emerging economies are ideal to explore the masstige marketing strategies of brands. The reason is that the aspirant and flourishing middle class wants to obtain a prestigious product (laptop, car, smartphone, cosmetics,

apparel etc.) that is expensive yet affordable (Kumar & Paul, 2018). Accordingly, detailed studies should be designed in emerging economies to explore the reasons behind perceiving the brand as Masstige. Moreover, future research can explore the relationship between Masstige and other marketing constructs such as advertisement and brand love to help marketing managers devise effective promotional activities.

Future studies could delve deeper into identifying specific factors within celebrity endorsement that contribute most significantly to enhancing masstige value and consumer engagement. Understanding whether it's the celebrity's image, values, or relevance to the brand that drives these effects could offer valuable insights for marketers. Exploring how different consumer segments perceive celebrity endorsements and how these perceptions influence their engagement levels could provide a nuanced understanding. Factors such as demographics, psychographics, and cultural backgrounds might play crucial roles in shaping consumer responses. Investigating how the effectiveness of celebrity endorsements varies across different cultural contexts could yield valuable insights. Cultural nuances might influence how consumers perceive celebrities and their endorsements, impacting masstige value and engagement differently across regions. Research could focus on the long-term effects of celebrity endorsements on brand equity and consumer loyalty. Understanding whether celebrity endorsements have sustained impacts or if their effectiveness diminishes over time could help marketers make more informed decisions regarding endorsement strategies. With the rise of social media influencers as a prominent form of endorsement, future studies could compare the effects of traditional celebrity endorsements with those of social media influencers. Exploring how these different forms of endorsements affect masstige value and consumer engagement in the digital age could be particularly insightful.

Employing neuroscientific methods such as fMRI scans or EEG recordings could provide deeper insights into the neural mechanisms underlying consumer responses to celebrity endorsements. This could offer objective measures of engagement and help validate findings from traditional research methods. Investigating the ethical dimensions of celebrity endorsements, including issues such as authenticity, transparency, and the potential for manipulation, could be crucial. Understanding how

consumers perceive and react to ethical concerns related to endorsements could shape future endorsement practices. By addressing these questions and areas of inquiry, future studies can build upon the foundation laid by existing research and contribute to a more comprehensive understanding of the role of celebrity endorsement in enhancing masstige value and engaging consumers.

5.5 Conclusion

As the concept of Masstige is still in the infancy stage (Paul, 2018) and considering the significance of increasing middle-class consumers in emerging economies, Mansoor & Paul (2022b) suggested future researchers explore Masstige in association with other organizational variables. Consequently, the present research work investigated the relationship between celebrity endorsement, message frame, brand experience, masstige, consumer motivational regulations, and consumer brand engagement. Furthermore, the role of brand credibility is examined as a moderator in the relationship between celebrity endorsement and masstige value and the role of fear of missing out in the relationship between consumer motivational regulations and consumer brand engagement.

A quasi-experimental study was designed targeting the users of masstige fashion clothing brands to accomplish the research goals. The focus group and content expert rating methods prepared a fictitious advertisement as a stimulus. The data is gathered from the main cities of Pakistan where masstige fashion brands outlets are common.

The results concluded that a foreign celebrity with a rational message frame is the most effective tool in establishing the masstige value of brands. The effect of celebrity endorsement on masstige value amplifies in the presence of brand credibility. Brand experience also significantly influences the masstige value of brands. The findings indicate the positive influence of masstige value on consumer motivational regulations which further leads to customer brand engagement. Our research verifies that fear of missing out strengthens the relationship between consumer motivational regulations and consumer brand engagement. Hence, its moderating role is proven.

5.6 Conflict of Interest

This research work is free from conflict of interest

5.7 Data Availability Statement

The relevant data can be obtained by submitting a formal request from the corresponding author.

5.8 Summary

The final chapter, “Discussion and Conclusions” aims to interpret the findings and to fulfil the objectives of current research by answering the research questions. The results of this study confirm that the promotional activities, celebrity endorsement and message frame, positively influence masstige value but with varied intensity across four experimental groups. The influence of celebrity endorsement and message framing on masstige value is highest in the group whose respondents were exposed to a condition that contains the rational message frame with a foreign celebrity in the display. The moderation analysis indicates that the impact of celebrity endorsement on masstige value is high in the presence of brand credibility as compared to the absence of brand credibility.

The findings depict that the brand that creates a better customer experience is considered more prestigious and achieves a competitive edge over other brands by creating a Masstige value. Concerning the effects of masstige value, the findings indicate that it activates all four types of consumer motivations: intrinsic, identified, introjected, and extrinsic. This means that the consumer motivational regulations (intrinsic, identified, introjected, and extrinsic) in the organismic integration theory of motivation are triggered by the masstige value of fashion brands. The present study supported the positive association between consumer motivational regulations and brand engagement. The role of fear of missing out as a moderator is established in the relationship between consumer motivational regulations and brand engagement.

The results obtained through this study have theoretical and practical implications. The theoretical implications present a framework to understand the role of

promotional activities towards masstige and consumer motivational regulations leading to consumer brand engagement. On the other hand, the practical implications facilitate brand managers to use foreign celebrity endorsers with rational framed messages to attain the mass-prestige value for masstige brands. At the end of the chapter, limitations and avenues of future research are presented. Finally the conclusion of the whole thesis is presented.

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Appendix

Appendix A: Questionnaire

The Role of Promotional Activities towards Masstige Value and its Impact on Consumer Motivational Regulations and Consumer Brand Engagement: An Experimental Investigation

This questionnaire is meant to conduct a research work on masstige fashion brands in Pakistan; the purpose is to gather data on masstige fashion brands. The questionnaire is composed of two parts. First part includes demographic questions and second part includes questions related to variables under study. As the questionnaire is anonymous and will be kept confidential, it ensures the privacy of the participants.

Please tick the box provided, to show your consent to be part of this research. ☐

Please indicate your age in years

- ☐ 18-25 ☐ 26-35 ☐ 36-45
☐ 46-55 ☐ 55 and above

Please select your marital status

- ☐ Single ☐ Married ☐ Divorced

Please indicate your approximate monthly income in (Pakistani Rupees)

- ☐ 51,000-80,000 ☐ 81,000-100,000
☐ 101,000-150,000 ☐ Above 151,000

Please select your level of education

- ☐ Uneducated ☐ Matric ☐ Undergraduate
☐ Master ☐ PhD

Please indicate your level of agreement with the following statements using the scale below:

Strongly disagree Disagree Neutral Agree Strongly Agree
1 2 3 4 5

Celebrity Endorsement

Sr no.	Questions	1	2	3	4	5
	Attractiveness					
1	I find the celebrity endorsing this brand is attractive					
2	I find the celebrity endorsing this brand is classy					
3	I find the celebrity endorsing this brand is beautiful/handsome					
4	I find the celebrity endorsing this brand is elegant					
5	I find the celebrity endorsing this brand is sexy					
	Trustworthiness					
6	I find the celebrity endorsing this brand is dependable					
7	I find the celebrity endorsing this brand is honest					
8	I find the celebrity endorsing this brand is reliable					

9	I find the celebrity endorsing this brand is sincere					
10	I find the celebrity endorsing this brand is trustworthy					
	Expertise					
11	I find the celebrity endorsing this brand is expert					
12	I find the celebrity endorsing this brand is experienced					
13	I find the celebrity endorsing this brand is knowledgeable					
14	I find the celebrity endorsing this brand is qualified					
15	I find the celebrity endorsing this brand is skilled					

Message Frame

Sr no.	Questions	1	2	3	4	5
16	I pay attention to the message content in the advertisement because I think it is extremely informative.					
17	I pay attention to the message content in the advertisement because I think it is reliable information.					
18	I pay attention to the message content in the advertisement because I think it is extremely convincing.					

Brand Experiences

Sr no.	Questions	1	2	3	4	5
	Sensory					
19	This brand makes a strong impression on my visual sense or other senses					
20	I find this brand interesting in a sensory way					
21	This brand appeals to my senses					
	Affective					
22	This brand induces feelings and sentiments					
23	I have strong emotions for this brand					
24	This brand is an emotional brand					
	Behavioural					
25	I engage in physical actions and behaviours when I use this brand.					
26	This brand results in bodily experiences					
27	This brand is action oriented					
	Intellectual					
28	I engage in a lot of thinking when I encounter this brand.					
29	This brand makes me think					
30	This brand stimulates my curiosity and problem solving					

Brand Credibility

Sr no.	Questions	1	2	3	4	5
31	This brand delivers what it promises					
32	This brand's product claims are believable					
33	I totally believe what the ads say about this brand					
34	My experience with this brand makes me trustful of their claims					
35	This brand has a name I can trust					
36	This brand is at the forefront of using technology to deliver a better product					

37	This brand reminds me of someone who is competent and knows what he/she is doing					
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Masstige Value

Sr no.	Questions	1	2	3	4	5
38	I like this brand because of mass prestige associated with it					
39	I feel like to buy this brand because of mass prestige					
40	I tend to pay high price for this brand for status quo					
41	I consider this as a “top of mind” brand in my country/state/district					
42	I would like to recommend this brand to friends and relatives					
43	Nothing is more exciting than this brand					
44	I believe this brand is known for high quality					
45	I believe this brand is of international standard					
46	I love to buy this brand regardless of the price					
47	I believe that people in my country/state/district consider this brand as a synonym for prestige					

Consumer Motivational Regulations

Sr no.	Questions	1	2	3	4	5
	Intrinsic Motivation					
48	Using this brand is very charming					
49	Using this brand is fun					
50	Using this brand is full of enjoyment					
	Identified motivation					
51	I personally like using this brand					
52	This brand helps me to improve my life experiences					
53	This brand helps me to express my identity					
	Introjected motivation					
54	I feel ashamed of people, if I don't use this brand					
55	I feel ashamed of myself if u don't use this brand					
56	This brand helps me to avoid the feeling of shame in front of friends/colleagues					
	External motivation					
57	Using this brand helps me to improve the way others treat					
58	My friends will get upset with me if I don't use this brand					
59	My colleagues will feel bad about me if I don't use this brand					

Fear of Missing Out

Sr no.	Questions	1	2	3	4	5
60	I tend to consumer masstige brands in hope that others will find out.					
61	I tend to consume the masstige brand to express my supremacy to others					
62	I feel I am ahead of others when I buy the masstige brand I want					
63	I am willing to pay more money if I can buy the masstige brand I want					

Consumer Brand Engagement

Sr no.	Questions	1	2	3	4	5
	Conscious Attention					
64	Anything related to a masstige fashion brand grabs my attention.					
65	I like to learn more about the Masstige fashion brand.					
66	I pay a lot of attention to anything about a masstige fashion brand.					
	Enthusied Participation					
67	I spend a lot of my discretionary time with masstige fashion brands.					
68	I am heavily into masstige fashion brands.					
69	I am passionate about masstige fashion brands.					
	Social Connection					
70	I love wearing masstige fashion brands with my friends.					
71	I enjoy wearing masstige fashion brands when I am with others.					
72	Masstige fashion brand is more fun when other people around me wear it too.					

Appendix B: Bibliometric Analysis

Table 19: Country-wise Citations Analysis

Id	Country	Documents	% Citations	Citations	Citations Per Documents	Total Link Strength
1	Australia	1	1.89	2	2	0
2	China	2	3.77	8	4	8
3	France	8	15.09	500	62.5	37
4	Germany	2	3.77	35	17.5	5
5	Hong Kong	1	1.89	34	34	2
6	India	2	3.77	37	18.5	18
7	Italy	3	5.66	13	4.33	5
8	Japan	1	1.89	2	2	2
9	Lpk Trends	1	1.89	1	1	0
10	Netherlands	1	1.89	4	4	0
11	New Zealand	2	3.77	15	7.5	10
12	Pakistan	1	1.89	13	13	3
13	Puerto Rico	1	1.89	37	37	11
14	Qatar	1	1.89	3	3	1
15	Saudi Arabia	1	1.89	13	13	3
16	South Korea	3	5.66	25	8.33	2
17	Spain	1	1.89	3	3	0
18	Sweden	1	1.89	3	3	4
19	Switzerland	1	1.89	3	3	1
20	Tunisia	1	1.89	3	3	1
21	United Arab Emirates	1	1.89	5	5	3
22	United Kingdom	5	9.43	386	77.2	37
23	United States	11	20.75	168	15.27	39
24	Venezuela	1	1.89	2	2	0
		53	100.00	1315	343.14	192

Table 20: Author-wise Citation Analysis

Id	Author	Documents	Citations	Total Link Strength
1	Hennigs N.	2	35	1
2	Kapferer J.-N.	3	302	6
3	Paul J.	2	74	4
4	Wiedmann K.-P.	2	35	1

Table 21: Document-wise Citation Analysis

Id	Document	Citations	Links	Reference
1	Mainolfi g. (2020)	4	1	Mainolfi, G. (2020). Exploring materialistic bandwagon behaviour in online fashion consumption: A survey of Chinese luxury consumers. <i>Journal of Business Research</i> , 120, 286–293. https://doi.org/10.1016/j.jbusres.2019.11.038
2	Kumar a. (2020)	37	10	Kumar, A., Paul, J., & Unnithan, A. B. (2020). ‘Masstige’ marketing: A review, synthesis and research agenda. <i>Journal of Business Research</i> , 113, 384–398. https://doi.org/10.1016/j.jbusres.2019.09.030
3	wang y. (2020)	2	4	Wang, Y., & Qiao, F. (2020). The symbolic meaning of luxury-lite fashion brands among younger Chinese consumers. <i>Journal of Fashion Marketing and Management</i> , 24(1), 83–98. https://doi.org/10.1108/JFMM-09-2019-0204
4	bahri-ammari n. (2020)	3	1	Bahri-Ammari, N., Coulibaly, D., & Ben Mimoun, M. S. (2020). The bandwagon luxury consumption in Tunisian case: The roles of independent and interdependent self-concept. <i>Journal of Retailing and Consumer Services</i> , 52. https://doi.org/10.1016/j.jretconser.2019.101903
5	goyal a. (2020)	0	4	Goyal, A. (2020). Consumer Perceived Associations of Masstige Brands: An Indian Perspective. <i>Journal of Promotion Management</i> . https://doi.org/10.1080/10496491.2020.1838027
6	broda p. (2020)	0	0	Broda, P. (2020). Contradictions of the democratization of luxury: the case of men’s rugby union. <i>Sport in Society</i> . https://doi.org/10.1080/17430437.2020.1711739
7	de angelis m. (2020)	0	2	Amatulli, C., De Angelis, M., & Donato, C. (2020). An investigation on the effectiveness of hedonic versus utilitarian message appeals in luxury product communication. <i>Psychology & Marketing</i> , 37(4), 523–534.
8	vogel a.t. (2019)	5	1	Vogel, A. T., Cook, S. C., & Watchravesringkan, K. (2019). Luxury brand dilution: investigating the impact of renting by Millennials on brand equity. <i>Journal of Brand Management</i> , 26(4), 473–482. https://doi.org/10.1057/s41262-018-00144-4
9	kim j.-e. (2019)	6	6	Kim, J.-E., Lloyd, S., Adebeshin, K., & Kang, J.-Y. M. (2019). Decoding fashion advertising symbolism in masstige and luxury brands. <i>Journal of Fashion Marketing and Management</i> , 23(2), 277–295. https://doi.org/10.1108/JFMM-04-2018-0047
10	sicuro b. (2019)	9	1	Sicuro, B. (2019). The future of caviar production on the light of social changes: a new dawn for caviar?. <i>Reviews in Aquaculture</i> , 11(1), 204–219.
11	boisvert j. (2018)	5	2	Boisvert, J., & Ashill, N. J. (2018). The spillover effect of downward line extensions on U.S. consumers’ evaluation of a French luxury parent brand: The role of branding strategies,

				authenticity, and fit. <i>Psychology and Marketing</i> , 35(10), 740–751. https://doi.org/10.1002/mar.21131
12	gutsatz m. (2018)	6	2	Gutsatz, M., & Heine, K. (2018). Is luxury expensive? <i>Journal of Brand Management</i> , 25(5), 411–423. https://doi.org/10.1057/s41262-018-0089-1
13	yeoman i. (2018)	9	1	Yeoman, I., & McMahon-Beattie, U. (2018). The future of luxury: mega drivers, new faces and scenarios. <i>Journal of Revenue and Pricing Management</i> , 17(4), 204–217. https://doi.org/10.1057/s41272-018-0140-6
14	aagerup u. (2018)	3	3	Aagerup, U. (2018). Accessible luxury fashion brand building via fat discrimination. <i>Journal of Fashion Marketing and Management</i> , 22(1), 2–16. https://doi.org/10.1108/JFMM-12-2016-0116
15	sun w. (2017)	2	0	Sun, G., Wang, W., Cheng, Z., Li, J., & Chen, J. (2017). The intermediate linkage between materialism and luxury consumption: evidence from the emerging market of China. <i>Social Indicators Research</i> , 132, 475–487.
16	fujioka r. (2017)	2	1	Fujioka, R., Li, Z., & Kaneko, Y. (2017). The democratisation of luxury and the expansion of the Japanese market, 1960–2010. In <i>Global Luxury: Organizational Change and Emerging Markets since the 1970s</i> (pp. 133–156). https://doi.org/10.1007/978-981-10-5236-1_7
17	shaikh s. (2017)	13	3	Shaikh, S., Malik, A., Akram, M. S., & Chakrabarti, R. (2017). Do luxury brands successfully entice consumers? The role of bandwagon effect. <i>International Marketing Review</i> , 34(4), 498–513. https://doi.org/10.1108/IMR-09-2014-0302
18	hitzler p.a. (2017)	3	1	Hitzler, P. A., & Müller-Stewens, G. (2017). The strategic role of authenticity in the luxury business. <i>Sustainable management of luxury</i> , 29–60.
19	díaz-bustamante m. (2016)	3	0	Díaz-Bustamante, M., Carcelén, S., & Puellas, M. (2016). Image of Luxury Brands: A Question of Style and Personality. <i>SAGE Open</i> , 6(2). https://doi.org/10.1177/2158244016644946
20	chang y. (2016)	10	1	Chang, Y., Ko, Y. J., & Leite, W. L. (2016). The effect of perceived brand leadership on luxury service WOM. <i>Journal of Services Marketing</i> , 30(6), 659–671. https://doi.org/10.1108/JSM-01-2015-0005
21	muñoz y.g. (2015)	2	0	Paul, J., Paul, J., Intelligence, M., Emery, C. R., Barker, K. J., Idun, A. A., ... Library, T. E. (2015). <i>Marketing Intelligence & Planning Article information</i> :
22	paul j. (2015)	37	8	
23	hennigs n. (2015)	34	2	Hennigs, N., Klarmann, C., & Labenz, F. (2015). The devil buys (fake) prada: Luxury consumption on the continuum between sustainability and counterfeits. In <i>Handbook of Sustainable Luxury Textiles and Fashion</i> (Vol. 2, pp. 99–120). https://doi.org/10.1007/978-981-287-742-0_6
24	manzoni i. (2014)	0	0	Kapferer, J.-N., Klippert, C., & Leproux, L.
25	kapferer j.-n.	17	3	

	(2014a)				(2014). Does luxury have a minimum price? An exploratory study into consumers' psychology of luxury prices. <i>Journal of Revenue and Pricing Management</i> , 13(1), 2–11. https://doi.org/10.1057/rpm.2013.34
26	kapferer (2014b)	j.-n.	41	3	Kapferer, J.-N. (2014). The artification of luxury: From artisans to artists. <i>Business Horizons</i> , 57(3), 371–380. https://doi.org/10.1016/j.bushor.2013.12.007
27	choi e.j. (2014)		1	0	Choi, E. J. (2014). MCM of sung joo group: An MCM licensee wrote a creation myth in the luxury industry. <i>Asian Case Research Journal</i> , 18(2), 277–316. https://doi.org/10.1142/S0218927514500114
28	bock d.e. (2014)		3	0	Bock, D. E., Eastman, J. K., & McKay, B. (2014). The impact of economic perceptions on status consumption: An exploratory study of the moderating role of education. <i>Journal of Consumer Marketing</i> , 31(2), 111–117. https://doi.org/10.1108/JCM-10-2013-0725
29	rose l.a. (2014)		0	0	
30	tsai w.s. (2013)		31	2	Tsai, W. S., Yang, Q., & Liu, Y. (2013). Young Chinese consumers' snob and bandwagon luxury consumption preferences. <i>Journal of International Consumer Marketing</i> , 25(5), 290–304. https://doi.org/10.1080/08961530.2013.827081
31	roper s. (2013)		67	2	Roper, S., Caruana, R., Medway, D., & Murphy, P. (2013). Constructing luxury brands: Exploring the role of consumer discourse. <i>European Journal of Marketing</i> , 47(3), 375–400. https://doi.org/10.1108/03090561311297382
32	granot e. (2013)		30	3	Granot, E., Russell, L., & Brashear-Alejandro, T. (2013). Populence: Exploring luxury for the masses. <i>Journal of Marketing Theory and Practice</i> , 21(1), 31–44. https://doi.org/10.2753/MTP1069-6679210102
33	hennigs n. (2013)		1	1	Hennigs, N., Wiedmann, K.-P., Schmidt, S., Langner, S., & Wüstefeld, T. (2013). Managing the value of luxury: The effect of brand luxury perception on brand strength. In <i>Luxury Marketing: A Challenge for Theory and Practice</i> (pp. 342–357). https://doi.org/10.1007/978-3-8349-4399-6_19
34	kastanakis (2012)	m.n.	180	11	Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the “bandwagon” luxury consumption behaviour. <i>Journal of Business Research</i> , 65(10), 1399–1407. https://doi.org/10.1016/j.jbusres.2011.10.005
35	de barnier v. (2012)		72	2	De Barnier, V., Falcy, S., & Valette-Florence, P. (2012). Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands. <i>Journal of Brand Management</i> , 19(7), 623–636. https://doi.org/10.1057/bm.2012.11
36	oh s. (2011)		3	1	Oh, S., & Kim, J. (2011). Analysis of the marketing strategy of a luxury brand and its

				success in selected Asian countries. <i>International Journal of Interdisciplinary Social Sciences</i> , 6(1), 239–257. https://doi.org/10.18848/1833-1882/cgp/v06i01/52004
37	lloyd a.e. (2010)	34	1	Lloyd, A. E., & Luk, S. T. K. (2010). The devil wears prada or zara: A revelation into customer perceived value of luxury and mass fashion brands. <i>Journal of Global Fashion Marketing</i> , 1(3), 129–141. https://doi.org/10.1080/20932685.2010.10593065
38	kim e.y. (2010)	4	1	Kim, E. Y., & Ko, E. (2010). Achieving brand power: Bean pole of samsung. <i>Journal of Global Fashion Marketing</i> , 1(1), 61–70. https://doi.org/10.1080/20932685.2010.10593058
39	gofman a. (2009)	4	0	Gofman, A., Bevolo, M., & Moskowitz, H. R. (2009). Role of corporate leadership and innovation claims on consumer perception of premium products. <i>International Journal of Innovation Management</i> , 13(4), 665–681. https://doi.org/10.1142/S1363919609002467
40	jacobs v. (2009)	1	0	
41	truong y. (2009)	117	12	Truong, Y., McColl, R., & Kitchen, P. J. (2009). New luxury brand positioning and the emergence of masstige brands. <i>Journal of Brand Management</i> , 16(5–6), 375–382. https://doi.org/10.1057/bm.2009.1
42	kapferer j.-n. (2009)	244	8	Kapferer, J.-N., & Bastien, V. (2009). The specificity of luxury management: Turning marketing upside down. <i>Journal of Brand Management</i> , 16(5–6), 311–322. https://doi.org/10.1057/bm.2008.51
43	kim g. (2009)	20	0	Kim, G., Shin, B., & Lee, H. G. (2009). Understanding dynamics between initial trust and usage intentions of mobile banking. <i>Information Systems Journal</i> , 19(3), 283–311.

Appendix C: Items

Table 22: Items for Celebrity Endorsement

Sr no.	Items
	Attractiveness
1	I find the celebrity endorsing this brand is attractive
2	I find the celebrity endorsing this brand is classy
3	I find the celebrity endorsing this brand is beautiful/handsome
4	I find the celebrity endorsing this brand is elegant
5	I find the celebrity endorsing this brand is sexy
	Trustworthiness
6	I find the celebrity endorsing this brand is dependable
7	I find the celebrity endorsing this brand is honest
8	I find the celebrity endorsing this brand is reliable
9	I find the celebrity endorsing this brand is sincere
10	I find the celebrity endorsing this brand is trustworthy
	Expertise
11	I find the celebrity endorsing this brand is expert
12	I find the celebrity endorsing this brand is experienced
13	I find the celebrity endorsing this brand is knowledgeable
14	I find the celebrity endorsing this brand is qualified
15	I find the celebrity endorsing this brand is skilled

Table 23: Items for Message Frame

Sr No.	Items
1	I pay attention to the message content in the advertisement because I think it is extremely informative.
2	I pay attention to the message content in the advertisement because I think it is reliable information.
3	I pay attention to the message content in the advertisement because I think it is extremely convincing.

Table 24: Items for Brand Experience

Sr no.	Items
	Sensory
1	This brand makes a strong impression on my visual sense or other senses
2	I find this brand interesting in a sensory way
3	This brand appeals to my senses
	Affective
4	This brand induces feelings and sentiments
5	I have strong emotions for this brand

6	This brand is an emotional brand
	Behavioural
7	I engage in physical actions and behaviours when I use this brand.
8	This brand results in bodily experiences
9	This brand is action-oriented
	Intellectual
10	I engage in a lot of thinking when I encounter this brand.
11	This brand makes me think
12	This brand stimulates my curiosity and problem-solving.

Table 25: Items for Brand Credibility

Sr no.	Items
1	This brand delivers what it promises
2	This brand's product claims are believable
3	I totally believe what the ads say about this brand
4	My experience with this brand makes me trustful of their claims
5	This brand has a name I can trust
6	This brand is at the forefront of using technology to deliver a better product
7	This brand reminds me of someone who is competent and knows what he/she is doing

Table 26: Items for Masstige Value

Sr no.	Items
1	I like this brand because of the mass prestige associated with it
2	I feel like buying this brand because of mass prestige
3	I tend to pay a high price for this brand for the status quo
4	I consider this a "top of mind" brand in my country/state/district
5	I would like to recommend this brand to friends and relatives
6	Nothing is more exciting than this brand
7	I believe this brand is known for high quality
8	I believe this brand is of international standard
9	I love to buy this brand regardless of the price
10	I believe that people in my country/state/district consider this brand as a synonym for prestige

Table 27: Items for Consumer Motivational Regulations

Sr no.	Items
	Intrinsic Motivation

1	Using this brand is very charming
2	Using this brand is fun
3	Using this brand is full of enjoyment
	Identified motivation
4	I personally like using this brand
5	This brand helps me to improve my life experiences
6	This brand helps me to express my identity
	Introjected motivation
7	I feel ashamed of people if I don't use this brand
8	I feel ashamed of myself if u don't use this brand
9	This brand helps me to avoid the feeling of shame in front of friends/colleagues
	External motivation
10	Using this brand helps me to improve the way others treat
11	My friends will get upset with me if I don't use this brand
12	My colleagues will feel bad about me if I don't use this brand

Table 28: Items for Fear of Missing Out

Sr no.	Items
1	I tend to consumer masstige brands in hope that others will find out.
2	I tend to consume the masstige brand to express my supremacy to others
3	I feel I am ahead of others when I buy the masstige brand I want
4	I am willing to pay more money if I can buy the masstige brand I want

Table 29: Items for Consumer Brand Engagement

Sr no.	Items
	Conscious Attention
1	Anything related to a masstige fashion brand grabs my attention.
2	I like to learn more about the Masstige fashion brand.
3	I pay a lot of attention to anything about a masstige fashion brand.
	Enthusied Participation
4	I spend a lot of my discretionary time with masstige fashion brands.
5	I am heavily into masstige fashion brands.
6	I am passionate about masstige fashion brands.
	Social Connection
7	I love wearing masstige fashion brands with my friends.
8	I enjoy wearing masstige fashion brands when I am with others.
9	Masstige fashion brand is more fun when other people around me wear it too.

Appendix D: Fictitious Print Advertisements

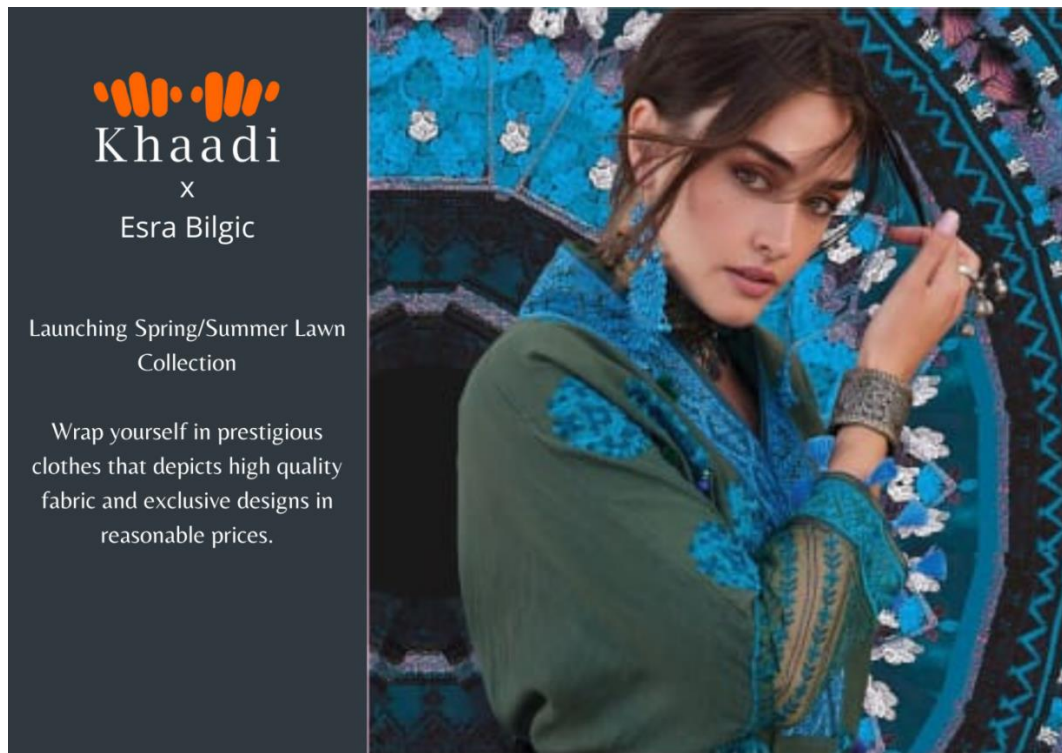


Figure 14: Fictitious Print Advertisement 1 Showing Foreign Celebrity x Rational Message Frame



Figure 15: Fictitious Print Advertisement 2 Showing Foreign Celebrity x Emotional Message Frame



Figure 16: Fictitious Print Advertisement 3 Showing Local Celebrity Endorser x Rational Message Frame



Figure 17: Fictitious Print Advertisement 4 Showing Local Celebrity Endorser x Emotional Message Frame