

Examining the Role of Masstige Value Between Celebrity Endorsement and Consumer Engagement of Fashion Brands: An Empirical Study

Aneela Jabbar¹, Adnan Ahmed Sheikh²*, Syed Hassan Raza³

¹ Ph.D. Candidate, Department of Business Administration, Air University Islamabad,
Multan Campus, Pakistan

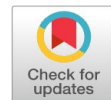
² Associate Professor of Marketing, Department of Business Administration, Air University Islamabad,
Multan Campus, Pakistan

³ Associate Professor, Institute of Media and Communication Studies, Bahauddin Zakariya University,
Multan, Pakistan

Abstract: Masstige marketing has attained significant consideration in recent times as a theoretically essential and practically applicable notion. Masstige's strategy includes all those actions focused on positioning the products for the masses with a slight price decrease. Product promotional strategies determine its success. Even though it has been known as a significant strategic construct, the emerging concept requires additional examination for improved understanding. This research finds considerable gaps in the existing literature on fashion apparel masstige brands and aims to bridge them. The objective of the present study is to empirically examine the factors that generate masstige value and its outcome. The current study uncovers the role of celebrity endorsement in influencing the masstige value that further influences consumer brand engagement. Data were gathered from 415 respondents, and PLS-SEM was used to verify the proposed hypotheses. The results show that celebrity endorsement significantly influences the masstige value. In addition, the research work highlighted that masstige value influences consumer brand engagement. Mediation analysis highlighted the role of masstige value as a mediator in the relationship between celebrity endorsement and consumer brand engagement. The study's results can help marketers to promote their masstige brands by adopting the celebrity endorsement strategy.

Keywords: Celebrity endorsement, Masstige value, Consumer brand engagement

Received: 25 January 2023 / Accepted: 02 April 2023 / Published: 23 May 2023



INTRODUCTION

The increase in the middle-class population who aspire to live a lifestyle of the upper class has given rise to a new concept of luxury. Luxury is no longer limited to the upper-class population of the world; the democratization of luxury has paved the way for a middle-class segment to afford luxury (Shahid & Paul, 2021). The changing market trends lead to the introduction of affordable luxury, now known as masstige (Paul, 2018). Masstige is a hybrid of "mass" and "prestige" (Chatterjee, Chaudhuri, & Vrontis, 2023) which means offering prestigious products to the masses.

Paul (2018) introduced the market penetration strategy in which premium products create mass prestige through the 4Ps of marketing; product, place promotion, and price, where prices are set slightly below luxury so the masses can afford them. For example, Toyota, Apple, and Honda have applied a masstige marketing strategy to entice consumers who desire to live a lifestyle of the upper class by buying prestigious products that they could afford with the amount of money they earn (Chatterjee et al., 2023; Wang, Khan, Sajjad, Sarki, & Yaseen, 2023). According to Purohit & Radia, (2022), the middle-class population falls between the working and upper classes. Middle-class people think using luxury brands would help depict their high social status. However, they find it hard to purchase because of high prices. Therefore, marketing managers are finding masstige marketing strategy a very useful tool and aggressively applying it as an alternative to brand equity (Alagarsamy, Mehroliya, & Paul, 2022).

*Corresponding author: Adnan Ahmed Sheikh

†Email: adnan.ahmed@aumc.edu.pk

The research on masstige marketing is still in the infancy stage, and it is necessary to explore various facets of masstige marketing so a robust theoretical framework can be established (Wang, Yuan, Luo, & Liu, 2022). Keeping the importance of the masstige phenomenon in mind, there exist huge knowledge gaps in masstige research which need immediate attention (Kumar, Paul, & Unnithan, 2020). Past research on masstige marketing has mostly been done in developed economies, and there is a need to do research in emerging economies because the masstige value of brands varies by region because of the brand equity linked with the country of origin. This study covers middle-class consumers who are inspired by celebrities endorsing masstige brands and therefore follow them, enhancing their engagement with the masstige brands.

As far as we know, no research has been done on how celebrity endorsement, masstige value, and consumer engagement with a brand are related. This study aims to find out how celebrity support affects masstige value, which in turn affects consumer brand, and to see if masstige value is a link between celebrity endorsement and consumer brand engagement. This study thus addresses the following research questions:

RQ 1: Does celebrity endorsement impact the masstige value of a brand?

RQ 2: Does celebrity endorsement and the masstige value of a brand impact consumer brand engagement?

RQ 3: Can masstige value mediate the relationship between celebrity endorsement and consumer brand engagement?

This research work has contributed to examining the role of advertising strategy of celebrity endorsement towards masstige value and consumer brand engagement. This study can add value to the marketing literature by providing evidence that celebrity endorsement is an effective tool to enhance masstige value, ultimately leading to consumer brand engagement.

LITERATURE REVIEW

Masstige Value

Global economic growth increases the middle-class consumer population with a substantial increase in global consumption value (Shukla, Rosendo-Rios, & Khalifa, 2022). With the rise in the economic capacity of consumers, middle-class consumers started looking for products that could enhance their social status (Park, Back, & Kim, 2022). The downward extension of luxury brands followed the increasing aspiration for premium products and gave rise to the concept of masstige brands, which are luxurious products for the masses (Shukla et al., 2022; Silverstein & Fiske, 2003). Luxury has always been associated with high prices (Husain, Ahmad, & Khan, 2022). However, the masstige products are priced slightly below luxuries to make them affordable (Stathopoulou, 2022). Paul (2015) developed the Masstige mean score scale (MMSS) to measure the masstige value of the brands. Alagarsamy, Mehroliya, & Paul (2022) reported that MMSS is an alternate scale to measure brand equity. Higher masstige value depicts the brand's success in the market (Paul, 2015).

Theoretical Foundation and Hypothesis Development

With the help of the source credibility theory and the meaning transfer model, this study looks at how celebrity endorsement affects masstige value and consumer brand engagement. One idea cannot explain everything about how celebrity endorsements work. The different ways endorsements are used in advertising can be explained by a framework that includes more than one idea (Schimmelpfennig & Hunt, 2020). According to the source credibility model, a celebrity endorser's perceived expertise and perceived trustworthiness influence the advertising message's persuasiveness. Expertise is the degree of acquired capability in making the right judgments under relevant skills. Trustworthiness refers to the speaker's self-esteem, authenticity, and honesty as experienced by the listeners (Friedman, Termini, & Washington, 1976). The source attractiveness model demonstrates that advertising information from an attractive source influences recipients' behaviour (McGuire, 1985). Attractiveness means the physical appearance of celebrities, which should be perceived as beautiful, stylish, and classy. The source credibility and attractiveness models constitute the source credibility theory (Henceforth, SCT) (Erdogan, 1999). Leveraging the SCT, this study presents a strategy for attaining masstige value derived from celebrity endorsement leading to consumer brand engagement.

Celebrity Endorsement and Masstige Value

A celebrity is a skilled person (actor, model, singer, athlete, politician, or entertainer) with significant accomplishments in their field of work and is well-known in public. As an advertising strategy, firms hire celebrities that match their brand’s personality. Celebrity endorsement was a proven strategy in transferring the communicated message effectively, influencing consumer purchase behaviours (Jha, Bhattacharjee, Priti, & Heng, 2020). Previous research confirms celebrity endorsement’s influence on brands’ marketing outcomes. Celebrity endorsement facilitates developing masstige purchase intention. However, the influence of celebrity endorsement advertising strategy on masstige value has not been investigated before (Kumar, Paul, & Unnithan, 2019). Celebrity endorsement and brand prestige are related as prestige is the main component of masstige value (also known as mass-prestige value) (Paul, 2015). As guided by stage 1 of MTM, celebrities with established prestige transfer their prestige to the brands through the brand’s prestige value. It means that if a celebrity of perceived high prestige is hired to endorse the brand, it will contribute towards enhancing the masstige value of the brand. Therefore we hypothesize that:

H1: Celebrity endorsement positively influences the masstige value.

H2: Celebrity endorsement positively influences consumer brand engagement

Masstige Value and Consumer Brand Engagement

This study has operationalized customer brand engagement as “consumer’s experience of prestige brand consumption manifested through cognition, affection, and behaviour (Das, Saha, & Roy, 2021).” Hollebeek et al. (2014) formulated and validated the customer engagement scale confined to cognition, affection, and behavioural engagement. The concept of cognitive engagement is related to the consumers’ brand-relevant thought processing and elaboration (Ali et al., 2010; Hollebeek, Srivastava, & Chen, 2019); affective engagement indicates the positive feelings of consumers towards a brand (Shaphali Gupta, Pansari, & Kumar, 2018) and behavioural engagement highlights manifestation of time, effort, and energy in particular interaction with the brand. Higher masstige value means higher brand equity (Alagarsamy et al., 2022). Previous research has reported a positive association between consumer brand engagement and brand equity (Algharabat, Rana, Alalwan, Baabdullah, & Gupta, 2020). Based on the above arguments, the present study posits that the higher the masstige value of a brand, the more its consumers are likely to be engaged with the brand. Accordingly, we propose that:

H3: Masstige value positively influences customer engagement.

Masstige Value as Mediator

A recent study has reported the mediating role of masstige value (Kolańska-Stronka & Krasa, 2023). Masstige value is associated with celebrity endorsement and consumer brand engagement (Anam, 2023; Boisvert, Christodoulides, & Sajid Khan, 2023). Multiple studies investigate the relationship between celebrity endorsement and consumer brand engagement (Syalsabila & Hermina, 2023). In linking this evidence with our direct-effect hypothesis, we expect a mediating role of masstige value in the relationship between celebrity endorsement and consumer brand engagement. Therefore, we propose the following hypothesis:

H4: Masstige value mediates the relationship between celebrity endorsement and consumer brand engagement.

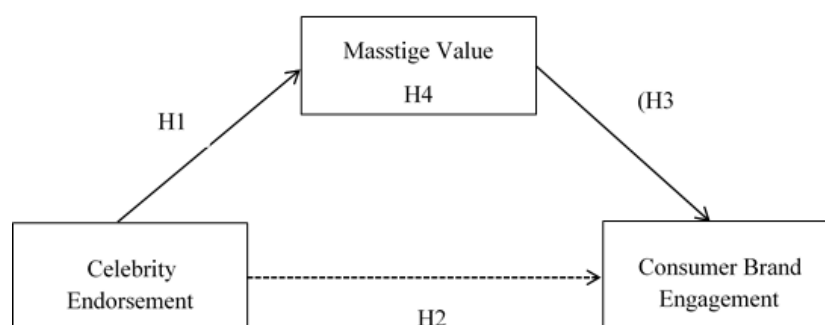


Figure 1: Proposed Conceptual Framework

METHODOLOGY

The context for studying the masstige brand value is essential because it varies significantly according to the context (Ajay Kumar et al., 2019). This study is conducted in Pakistan which is an emerging country in Asia with an approximate population size of 221 million. The emerging countries' markets offer an ideal venue to examine the masstige value of brands regardless of industry (Ajay Kumar et al., 2019; Paul, 2015). Pakistan has a significant middle-class population that is suitable for studying the masstige brands. Additionally, Pakistan is a fashionable country that includes approximately more than 40 plus fashion houses. Fashion brands in Pakistan also invest in celebrity endorsements by hiring top models and actors. Some local Pakistani brands have hired foreign celebrity endorsers, e.g., Esra Bilgic endorsed Khaadi, Gulsim, and Didem Balcin endorsed Maria B.

The current research conducted a self-administered survey among masstige fashion brand consumers of Pakistan. For this purpose, a structured questionnaire was developed to measure three constructs in the study (celebrity endorsement, masstige value, and consumer brand engagement). This study's participants are the users of the masstige brands so the engagement with the masstige brands can be examined. This can be done using a convenience sampling technique because the actual number of masstige fashion customers is unknown. The shopping malls of Pakistan's main cities (Islamabad, Lahore, and Karachi) were selected to approach such customers. The researcher visited the shopping malls and approached customers at the masstige fashion brand apparel outlets. When the customers left the outlet, the researcher requested them to take part in the survey study. This study comprised a sample of 500 respondents that are consistent users of prestigious fashion clothing brands. However, we received 415 eligible responses to meet the objectives of the present study. To meet the study's objectives, the customer responses were investigated using factor analysis, structural equation modelling and mediation analysis using smart PLS.

Measurements

For data collection, a structured questionnaire consisting of 35 items was used to measure the constructs under investigation. 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). Masstige value was measured with a 10-item scale designed by Paul, (2015, 2019). Consumer brand engagement was measured by adapting the 10-item scale (Cheung & Rosenberger, 2020) with 3 items, 4 items, and 3 items for cognition, affection, and activation.

DATA ANALYSIS AND RESULTS

After removing the outliers, the data underwent a confirmatory factor analysis (CFA). CFA was carried out with the help of the Smart PLS-SEM program (see Table 1). The findings are substantial and provide further support for the validity of existing measurement tools in the context of this study. The CFA outcomes are summarized in Table 1. Composite reliability (CR) and average extracted variance (AVE) were calculated using partial least squares (PLS). The CR values were above 0.70, the threshold over which these values should not drop (Ramayah et al., 2018). There was also a significant correlation between the proposed variables and the model since the average extracted variance values were greater than 0.50.

Table 1: Loadings, Items, Average Variance Extracted (AVE), Reliability, Variance Inflation Factor (VIF)

Constructs	Items	Loadings	VIF	Cron. Alpha	CR	AVE
Celebrity Endorsement	AT1	0.861	1.423	0.776	0.873	0.769
	AT2	0.802	1.252			
	AT3	0.833	2.115			
	AT4	0.709	1.323			
	AT5	0.712	2.146			
	TR1	0.766	1.254			
	TR2	0.725	1.115			
	TR3	0.731	1.257			
	TR4	0.822	1.452			
	TR5	0.736	2.119			
	EX1	0.715	1.249			
	EX2	0.774	1.652			
	EX3	0.812	1.215			
	EX5	0.769	1.368			
Consumer Brand Engagement	CG1	0.795	1.293	0.821	0.885	0.767
	CG2	0.734	1.325			
	CG3	0.745	1.441			
	AF1	0.711	1.287			
	AF2	0.761	1.965			
	AF3	0.768	1.335			
	AF4	0.732	1.269			
	ACT1	0.865	1.523			
	ACT2	0.768	1.412			
	ACT3	0.790	1.223			
Masstige Value	MV1	0.821	1.114	0.799	0.841	0.782
	MV2	0.736	1.638			
	MV3	0.835	1.422			
	MV4	0.795	1.365			
	MV5	0.764	1.117			
	MV6	0.775	1.325			
	MV7	0.784	1.057			
	MV8	0.795	1.002			
	MV9	0.736	1.330			
	MV10	0.736	1.330			

Structural Model Assessment

Beta value, standard deviation, *t* statistic, and *p* values were calculated to assess the structural model. *p* values represent whether the findings of the hypothesis test are statistically significant and are used to determine whether or not a relationship is significant. The outcomes of the tests of hypotheses are shown in Table 2.

Table 2: Direct Hypotheses Testing

Direct Hypotheses	Beta	SD	T Statistics	P Values	Decision
H1. Celebrity Endorsement -> Masstige Value	0.212	0.054	3.925	0.000	Supported
H2. Celebrity endorsement -> Consumer Brand Engagement	0.313	0.036	8.694	0.000	Supported
H3. Masstige Value -> Consumer Brand Engagement	0.214	0.046	4.652	0.000	Supported

Mediation Analysis

Likewise, Table 3 presents a measure of mediation analysis according to the mediation hypotheses above. Herein, the *p*-Values at a 95% confidence interval are less than 0.05, proving the mediation analysis hypotheses.

Table 3: Mediation Hypotheses

	Beta	SD	<i>t</i> Stats	<i>p</i> Values	5.00%	95.00%	Decision
H4. Celebrity endorsement -> Masstige Value -> Consumer Brand Engagement	0.296	0.047	6.297	0.000	0.224	0.344	Mediation

DISCUSSION

This study addresses the influence of the advertising strategy of celebrity endorsement on masstige value. The study results depict that a brand could attain high masstige value by hiring the appropriate celebrity endorser. As reported earlier, masstige value is an alternate measure of brand equity (Alagarsamy et al., 2022). Thus, this study strongly supports the arguments that celebrity endorsers influence brand equity (Liu, Zhang, & Zhang, 2020) and key brand associations (Jun, Han, Zhou, & Eisingerich, 2023). This study argues that an effective celebrity endorsement strategy can help marketers attain a masstige brand positioning. At a micro level, several fashion clothing brands in Pakistan are competing against each other as the apparel sector is the most significant industry that propagated the idea of brands in the customers’ minds (Rose, 2023). However, no research is available to classify fashion apparel brands into the masstige category. The present research suggests an empirical base for formulating celebrity endorsement strategies and achieving masstige value to attain the masstige positioning. It can be concluded that a celebrity endorsement advertising strategy has the potential to make a brand “masstige” by enhancing its masstige value.

Findings suggest that the masstige value of a brand can engage consumers with the brand. This is perhaps the first empirical evidence of such an association. One recent research reported the positive impact of the democratization of luxury brands on consumer brand engagement (Zakria, 2023). Kumar et al. (2021) also reported a positive association between masstige and consumer happiness. However, the direct relationship between masstige value and consumer brand engagement has not been established. Our study adds to the existing literature by providing empirical evidence that masstige value positively influences consumer brand engagement (Ahmed et al., 2022). The current research results empirically prove that masstige value mediates the relationship between celebrity endorsement and consumer brand engagement. Concluding the results, marketers can invest in celebrity endorsement advertising strategy to engage consumers with the brand by achieving higher masstige value.

Implications

This study contributes to increasing understanding about the masstige value of how it can be enhanced through a promotional strategy of celebrity endorsement and its consequence in the form of consumer brand engagement. The existing literature presents a gap in how celebrity endorsers relate to masstige value. This study bridged the literature gap and suggested enhancing the brand’s masstige value through the advertising strategy of celebrity endorsement. The role of masstige value and consumer brand engagement can help managers to develop effective masstige brand management strategies. Among other marketing factors, celebrity endorsement facilitates the masstige purchase intention (Swati Gupta, Raj, Singh, Singh, & Kastanakis, 2023). Marketers may achieve higher masstige value by endorsing their brands with the celebrity, resulting in solid connections between the brand and consumer (Dwivedi, Johnson, & McDonald, 2015). Many fashion brands have hired local as well as foreign celebrities for endorsement. Our research suggests that such celebrity endorsements make the brand stand out in intense competition, bind the celebrity acquired skills with the brand and thus boost the masstige value. Thus, based on current study results, masstige brands must invest in celebrity endorsers, which may result in consumer brand engagement.

CONCLUSION

This research work has produced valuable knowledge for academicians and marketing managers about celebrity endorsement’s influence on masstige value and consumer brand engagement. The results of this study signify that

the advertising strategy of celebrity endorsement in promoting masstige brands not only enhances the masstige value but also enhances consumer brand engagement. The popularity of celebrity endorsement strategy as a promotional tool in the branding literature is verified and can be undoubtedly used to create a masstige brand positioning in the customers' minds. A brand having strong masstige value is perceived as a successful brand in the market, and therefore, the consumers are more engaged with such a brand.

As far as we know, this research is the first to examine the relationship between celebrity endorsement, masstige value, and consumer brand engagement. However, some previous studies support the arguments presented in the current research work. For instance, Dwivedi et al. (2015) argued that celebrity endorsement can enhance consumer-based brand equity, where brand equity is equivalent to the masstige value of a brand (Alagarsamy et al., 2022). Similarly, celebrity endorsement is associated with enhanced consumer brand engagement (Qiu, Chen, & Lee, 2021). Studies on the applications of celebrity endorsement in promoting masstige brands are almost equal to none compared to the number of studies on mainstream celebrity endorsers. It signifies the contribution of current research work by investigating and verifying the role of celebrity endorsement towards masstige value and consumer brand engagement.

Limitations and Future Research Directions

The survey was conducted in three metropolitan cities of Pakistan. The results could vary if we conduct a countrywide survey. The sample data can be collected from consumers from diverse areas, nations, and religious backgrounds to enhance generalizability. The same study could be replicated by extending the research to other product industries, such as laptops, smartphones, cars, etc., to enhance the understanding of the constructs. Moreover, future research can investigate the association of masstige value with marketing constructs such as brand credibility and brand love.

REFERENCES

- Alagarsamy, S., Mehroliya, S., & Paul, J. (2022). Masstige scale: An alternative to measure brand equity. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12873>
- Algharabat, R., Rana, N. P., Alalwan, A. A., Baabdullah, A., & Gupta, A. (2020). Investigating the antecedents of customer brand engagement and consumer-based brand equity in social media. *Journal of Retailing and Consumer Services*, 53, 101767.
- Ali, A., Ahmad-Ur-Rehman, M., Haq, I. U., Jam, F. A., Ghafoor, M. B., & Azeem, M. U. (2010). Perceived organizational support and psychological empowerment. *European Journal of Social Sciences*, 17(2), 186-192.
- Anam, K. (2023). Examines the Correlation between Knowledge, Demographic Characteristics, and Hypertension Incidence among Outpatients in a Community Health Center Located in Banjarmasin, Indonesia. *Pakistan Journal of Life & Social Sciences*, 21(1).
- Boisvert, J., Christodoulides, G., & Sajid Khan, M. (2023). Toward a better understanding of key determinants and consequences of masstige consumption. *Journal of Business Research*, 161, 113871. <https://doi.org/10.1016/j.jbusres.2023.113871>
- Chatterjee, S., Chaudhuri, R., & Vrontis, D. (2023). Masstige marketing: An empirical study of consumer perception and product attributes with moderating role of status, emotion, and pride. *Journal of Business Research*, 155, 113401. <https://doi.org/10.1016/j.jbusres.2022.113401>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Das, M., Saha, V., & Roy, A. (2021). *Inspired and engaged: Decoding MASSTIGE value in engagement*. (June), 1–22. <https://doi.org/10.1111/ijcs.12726>
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 449–461. <https://doi.org/10.1108/JPBM-10-2014-0722>

- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 15(4), 291–314. <https://doi.org/10.1362/026725799784870379>
- Friedman, H. H., Termini, S., & Washington, R. (1976). The Effectiveness of Advertisements Utilizing Four Types of Endorsers. *Journal of Advertising*, 5(3), 22–24. <https://doi.org/10.1080/00913367.1976.10672647>
- Gupta, Shaphali, Pansari, A., & Kumar, V. (2018). Global Customer Engagement. *Journal of International Marketing*, 26(1), 4–29. <https://doi.org/10.1509/jim.17.0091>
- Gupta, Swati, Raj, S., Singh, D. P., Singh, A., & Kastanakis, M. (2023). Normative influence and masstige purchase intention: Facilitators, inhibitors, and the moderating effect of celebrity endorsement. *International Journal of Consumer Studies*, 47(3), 1189–1209. <https://doi.org/10.1111/ijcs.12897>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). ScienceDirect Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). S-D logic–informed customer engagement: integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47(1), 161–185. <https://doi.org/10.1007/s11747-016-0494-5>
- Hunter, E. (2009). *Celebrity entrepreneurship and celebrity endorsement: Similarities, differences and the effect of deeper engagement*.
- Husain, R., Ahmad, A., & Khan, B. M. (2022). The role of status consumption and brand equity: A comparative study of the marketing of Indian luxury brands by traditional and socialmedia. *Global Business and Organizational Excellence*, 41(4), 48–67.
- Jha, M., Bhattacharjee, K., Priti, C., & Heng, W. H. (2020). A Study in Role of Celebrity Endorsements on Consumer Buying Behaviour: Celebrity Endorsements on Consumer Buying Behaviour. *Asia-Pacific Journal of Management and Technology (AJMT)*, 1(2 SE-), 13–19. <https://doi.org/10.46977/apjmt.2020v01i02.003>
- Jun, M., Han, J., Zhou, Z., & Eisingerich, A. B. (2023). When is celebrity endorsement effective? Exploring the role of celebrity endorsers in enhancing key brand associations. *Journal of Business Research*, 164, 113951. <https://doi.org/10.1016/j.jbusres.2023.113951>
- Kolańska-Stronka, M., & Krasa, P. (2023). Masstige as a mediator of the relationship between a typical user's image and brand preference. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12920>
- Kumar, A, Paul, J., & Unnithan, A. B. (2020). 'Masstige' marketing: A review, synthesis and research agenda. *Journal of Business Research*, 113, 384–398. <https://doi.org/10.1016/j.jbusres.2019.09.030>
- Kumar, Ajay, Paul, J., & Starčević, S. (2021). Do brands make consumers happy?- A masstige theory perspective. *Journal of Retailing and Consumer Services*, 58(June 2020). <https://doi.org/10.1016/j.jretconser.2020.102318>
- Kumar, Ajay, Paul, J., & Unnithan, A. B. (2019). ' Masstige ' marketing: A review , synthesis and research agenda. *Journal of Business Research*, (July), 0–1. <https://doi.org/10.1016/j.jbusres.2019.09.030>
- Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*, 29(6), 783–801. <https://doi.org/10.1108/JPBM-11-2018-2106>
- Mansur, S., Saragih, N., Susilawati, S., Udud, Y., & Endri, E. (2021). Consumer brand engagement and brand communications on destination brand equity maritime tourism in Indonesia. *Journal of Environmental Management & Tourism*, 12(4), 1032–1042.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R., & Ohanian, R. (2013). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attracti. (May 2015), 37–41. <https://doi.org/10.1080/00913367.1990.10673191>

- Park, J., Back, S. Y., & Kim, D. (2022). Masstige consumption values and its effect on consumer behavior. *Journal of Retailing and Consumer Services*, 67(February), 102943. <https://doi.org/10.1016/j.jretconser.2022.102943>
- Paul, J. (2015). Masstige marketing redefined and mapped: Introducing a pyramid model and MMS measure. *Marketing Intelligence and Planning*, 33(5), 691–706. <https://doi.org/10.1108/MIP-02-2014-0028>
- Paul, J. (2018). Toward a “masstige” theory and strategy for marketing. *European Journal of International Management*, 12(5–6), 722–745. <https://doi.org/10.1504/EJIM.2018.094466>
- Paul, J. (2019). Masstige model and measure for brand management. *European Management Journal*, 37(3), 299–312. <https://doi.org/10.1016/j.emj.2018.07.003>
- Purohit, S., & Radia, K. N. (2022). Conceptualizing masstige buying behavior: A mixed-method approach. *Journal of Business Research*, 142(June 2021), 886–898. <https://doi.org/10.1016/j.jbusres.2022.01.023>
- Qiu, L., Chen, X., & Lee, T. J. (2021). How Can the Celebrity Endorsement Effect Help Consumer Engagement? A Case of Promoting Tourism Products through Live Streaming. *Sustainability*, 13. <https://doi.org/10.3390/su13158655>
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., ... & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational research methods*, 17(2), 182–209. <https://doi.org/10.1177/1094428114526928>
- Rose, D. S. (2023). *Pakistan: true potential of fashion industry*. Retrieved from Business Recorder website: <https://www.brecorder.com/news/40219511>
- Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorsement research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, 37(3), 488–505. <https://doi.org/10.1002/mar.21315>
- Shahid, S., & Paul, J. (2021). Intrinsic motivation of luxury consumers in an emerging market. *Journal of Retailing and Consumer Services*, 61, 102531. <https://doi.org/10.1016/j.jretconser.2021.102531>
- Shukla, P., Rosendo-Rios, V., & Khalifa, D. (2022). Is luxury democratization impactful? Its moderating effect between value perceptions and consumer purchase intentions. *Journal of Business Research*, 139, 782–793.
- Silverstein, M. J., & Fiske, N. (2003). Luxury for the masses. *Harvard Business Review*, 81(4), 48–59.
- Stathopoulou, A. (2022). *Luxury is still alive and well: A spotlight on its multifaceted components*. <https://doi.org/10.1016/j.jbusres.2022.08.021>
- Syalsabila, N., & Hermina, N. (2023). The Interrelations Of Celebrity Endorsement, Social Media Use, And Customer Engagement In Achieving Customer Purchase Decision. *Jurnal Manajerial*, 10(01), 1–16.
- Verma, P. (2021). The effect of brand engagement and brand love upon overall brand equity and purchase intention: A moderated–mediated model. *Journal of Promotion Management*, 27(1), 103–132.
- Wang, Z., Yuan, R., Luo, J., & Liu, M. J. (2022). Redefining “masstige” luxury consumption in the post-COVID era. 143(February), 239–254.
- Zakria, M. (2023). *Brand democratization and customer brand engagement: understanding the customer-brand power distance*. Retrieved from <https://repositorium.sdum.uminho.pt/handle/1822/82599>