

STRUCTURAL EQUATION MODELLING OF CONSUMER LOYALTY DRIVERS: AN AMOS-BASED STUDY FROM THE NCR REGION, INDIA

Dr. Milind Limaye¹, Kuldeep Singh Dahiya²

¹17 years of teaching experience, Associate Professor, Faculty of Management, Rabindranath Tagore University, Bhopal

²Research Scholar, Faculty of Management, Rabindranath Tagore University, Bhopal

milind.limaye@aisectuniversity.ac.in¹
himdeep32@gmail.com²

Abstract:

The changing dynamics of consumer behaviour require strong modelling tools to confirm theoretical conceptions. This research used Structural Equation Modelling via AMOS software to investigate the interconnections of Social Status, Product Evaluation, Advertising Effectiveness, Promotional Strategies, and Customer Loyalty among customers in the NCR area of India. A survey approach was utilised, gathering responses using a questionnaire in the structured way which is assessed on a five-point Likert scale. Confirmatory Factor Analysis validated the measuring model's validity and reliability. The structural model exhibited a superior match (CFI = 0.96, RMSEA = 0.045), corroborating the proposed correlations. Research demonstrates that Social Status strongly affects Product Evaluation, but Advertising Effectiveness and Promotional Strategies enhance Customer Loyalty. Product Evaluation also facilitates the connection between Social Status and Loyalty. This study enhances the current literature by verifying a comprehensive consumer behaviour paradigm and illustrating the application of AMOS-based SEM in marketing research. The practical ramifications for brand managers and marketers focussing on aspirational consumers are examined.

Keywords: Consumer Behaviour, Structural Equation Modelling, AMOS, Social Status, Product Assessment, Customer Loyalty, Advertising Efficacy, NCR Region, Confirmatory Factor Analysis

1. Introduction

Comprehending the fundamental factors influencing consumer behaviour has consistently been a primary concern for both academics and professionals, particularly in competitive economies such as India. As customers increasingly want brands that provide both functional value and social status, it is crucial to analyse the psychological and behavioural dynamics influencing purchase choices and loyalty. Conventional statistical techniques like regression analyses offer limited insights, sometimes inadequate for addressing intricate, multi-variable connections and latent categories such as Social Status or Brand Loyalty.

SEM serves as an effective instrument for tackling these issues by allowing researchers to concurrently assess measurement models CFA and structural connections among latent variables. Among the several SEM programs, Analysis of Moment Structures (AMOS) has a notably intuitive interface that combines graphical modelling with sophisticated statistical functionalities. It facilitates hypothesis testing, evaluates construct validity, and confirms the general alignment of theoretical models with empirical evidence.[1]

This study used SEM using AMOS to examine the cumulative impact of Social Status perceptions, Product Evaluation criteria, Advertising Effectiveness, and Promotional Strategies on Customer Loyalty in the (NCR) of India. An organised survey tool, utilising validated scales and sent to a varied consumer sample, constitutes the empirical foundation of the research. The research uses CFA and subsequent structural modelling to confirm a complete consumer behaviour framework and offer practical insights for branding initiatives in emerging regions.

The findings from this study doesn't restrict add to the growing knowledge in consumer behaviour and marketing but also demonstrate the practical application of AMOS-based SEM in academic and commercial research contexts.

2. Literature Study

2.1.1 Social Status & Consumer Behaviour

The Social status profoundly affects consumer purchasing behaviour, particularly in markets marked by rising ambitions and socio-economic mobility [2]. Consumers frequently link certain brands with prestige and elevated social status, utilising them as instruments for self-expression and identity signalling [3]. In rising economies such as India, social status significantly influences buying habits, with consumers exhibiting increased sensitivity to brands that provide status distinction. Consequently, social status acts as a pivotal precursor to other evaluative and behavioural dimensions, including product assessment and brand allegiance. Masstige branding, though often associated with fashion and lifestyle products, is far from limited to those sectors. Its influence extends well into industries like automobiles, electronics, hospitality, beauty, and personal care. In all these areas, brands that adopt the masstige model—blending mass appeal with prestige—are frequently outperforming both traditional luxury and purely mass-market competitors. One of the reasons for this success is that today's consumers are not just buying products; they are buying experiences, identity, and emotional value. Masstige brands cater precisely to this shift by offering goods that not only function well but also deliver a sense of status and self-expression.

A crucial element in the success of masstige branding lies in its pricing strategy. Unlike luxury brands that intentionally maintain exclusivity through high pricing, or mass-market brands that compete mainly on affordability, masstige brands must strike a careful balance. They need to price their offerings high enough to signal quality and exclusivity, yet keep them accessible to a wider audience. This delicate pricing decision isn't merely transactional—it's deeply strategic. In the eyes of consumers, price often equals quality, especially when it comes to prestige. If a masstige product is priced too low, it runs the risk of being seen as cheap or inauthentic.

2.1.2 Product Evaluation and Purchase Intentions

Product evaluation involves customers' appraisal of a product's quality, price fairness, brand reputation, and overall worth. Favourable product assessments augment perceived worth and elevate the probability of repurchase. In masstige branding contexts, when items merge mass appeal with prestige, buyers prioritise perceived quality and brand connotations. Research has shown that positive assessments frequently influence the connection between customer expectations and behavioural outcomes like as loyalty. To navigate this complex terrain, many masstige brands employ tiered product strategies. They offer basic models at more accessible price points while simultaneously introducing premium variants with enhanced features, limited editions, or exclusive design elements. This way, the brand appeals to various consumer segments without diluting its prestige. A good example of this is seen in the automotive industry. Companies like Toyota have successfully implemented masstige strategies by delivering models that combine sleek design, reliability, and brand reputation—offered at a price that speaks of value but still carries aspirational appeal. [4].

What sets masstige apart in today's marketplace is its relevance to a new kind of consumer—one who is driven not just by function or cost but also by identity and aspiration. In markets like India, where collectivist values prevail and social recognition plays a powerful role in shaping decisions, the link between consumer behaviour and perceived social status is particularly strong. People

often choose products that elevate their image in the eyes of others. Brands that convey social mobility, success, or prestige—whether through product design, advertising tone, or celebrity endorsements—tend to attract consumers who are mindful of how they are perceived by their peers.

2.1.3 Advertising Effectiveness in Brand Perception

Advertising is crucial in influencing customer perceptions and enhancing brand engagement. Effective advertising conveys product characteristics while simultaneously strengthening emotional ties to the brand [5]. Influencer collaborations, conventional media campaigns, and targeted digital marketing serve as vehicles for amplifying brand messaging. Previous studies indicate that integrated advertising methods substantially enhance brand recognition, favourability, and, ultimately, loyalty. Research shows that this emotional identification with brands—particularly in areas like fashion, electronics, or lifestyle—is a strong driver of brand attachment and loyalty. Urban consumers, such as those in the National Capital Region (NCR), often seek brands that align with modern trends, global influences, or their individualistic aspirations. Whether it's an iPhone that symbolizes creativity and innovation or apparel from brands like Zara that offers style with affordability, these choices are rarely about utility alone—they are about self-definition. [6]

2.1.4 Promotional Strategies and Consumer Loyalty

Promotional initiatives, including exclusive discounts, reward schemes, and collaborative limited-edition items, serve as essential touchpoints for customer engagement. These techniques can stimulate recurrent purchases and elevate perceived brand value [7]. Studies demonstrate that promotions not only stimulate immediate sales but also foster enduring customer loyalty when properly linked with company values and consumer expectations. This trend is even more pronounced among younger generations, especially millennials and Gen Z. These digital natives are extremely brand-conscious and deeply aware of how their choices are perceived—both offline and online. They often use products and brands to build and display their personal stories, particularly on social media platforms like Instagram, Snapchat, or LinkedIn. For them, every purchase becomes part of their curated public persona. Masstige brands, with their mix of style, accessibility, and symbolic value, fit perfectly into this lifestyle. They offer just the right amount of luxury to feel special, without creating a sense of financial overreach.

2.1.5 Customer Loyalty: The Enduring Goal

Customer loyalty is stated as a profound responsibility to repeatedly purchase or patronise a favoured product or service [8]. Loyalty is shaped by a blend of attitudinal elements (satisfaction, trust) and behavioural reinforcements (good brand experiences, reward systems). SEM-based research continually emphasises loyalty as a result of several interconnected antecedents, such as perceived quality, social impact, and promotional efficacy.

2.1.6 Theoretical Framework

This study provides a conceptual paradigm in which Social Status Impacts Product Evaluation, subsequently influencing Customer Loyalty. Moreover, Advertising Effectiveness and Promotional Strategies are believed to directly impact Customer Loyalty. SEM using AMOS is utilised to validate this theoretical framework, providing empirical insights into the intricate interrelationships among these structures. [9]

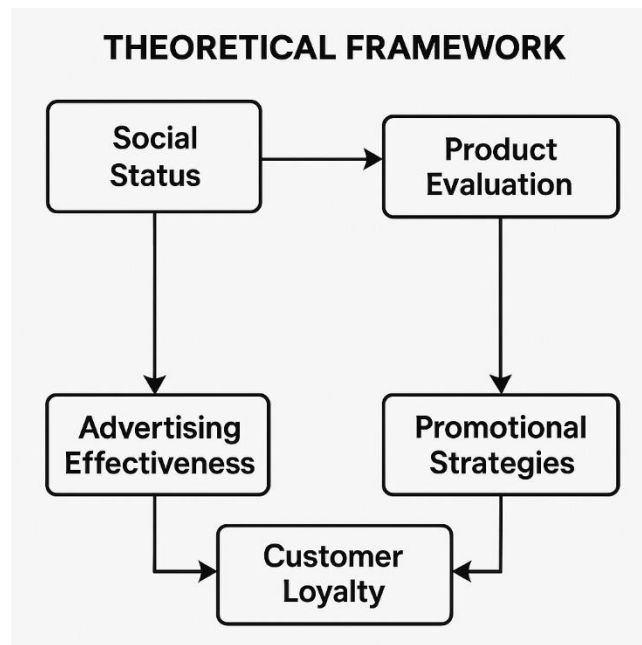


Figure 1: Theoretical Framework Illustrating the Impact of Social Status, Advertising Effectiveness, and Promotional Strategies on Customer Loyalty via Product Evaluation

3. Research Methodology

3.1 Research Design

This study includes several methodologies like quantitative, cross-sectional research approach, utilising a structured survey to gather primary data. A descriptive methodology is utilised to elucidate customers' views, attitudes, and behavioural intents concerning social status, product assessment, advertising efficacy, promotional tactics, and customer loyalty. SEM serves as the primary analytical method, executed with AMOS software [10,11].

3.2 Sample and Data Collection

Data were gathered using a self-administered questionnaire disseminated to consumers in the National Capital Region (NCR), India. A convenience sample approach was employed due to accessibility limitations, while attempts were made to guarantee diversity in age, gender, and income levels. A total of 330 answers were gathered, of which 323 were considered valid following data cleansing processes, encompassing missing value assessment and outlier identification [12]. With stratified sampling, the whole population was divided into clear and complete subgroups (strata), and random samples were taken from each group in a way that was proportionate to the size of the group. This method ensures that all groups are represented fairly, which reduces sampling biases and makes the study results more reliable and applicable to a wider range of situations. Each stratum is made up of people who have similar traits, which lets the study find information that is unique to diverse groups of people. For instance, the preferences of consumers for masstige branding may be very different depending on their age or economic level. Stratified sampling makes sure that these differences are well represented in the data [13].

The people who were the focus of this study were people who lived in the National Capital Region (NCR) of India. This area includes a wide spectrum of urban, semi-urban, and peri-urban environments. The research looked at important districts in Haryana, such as Gurugram, Sonipat, Panipat, Faridabad, and Rohtak. These districts were chosen because they have a wide range of

social and economic conditions, active consumer marketplaces, and different levels of urbanization. For example, Gurugram and Faridabad are big business and industrial centers with a lot of wealthy customers and professionals living in cities. Panipat, Rohtak, and Sonipat, on the other hand, are still cities, but they have a mix of middle-class and semi-urban people that make them great places to study how people think about brands and how they act as consumers.

Gurugram, which is sometimes called the "Millennium City," is recognized for its growing IT and business sectors, high-end housing projects, and inhabitants with a lot of extra money. This is a good place for masstige companies to grow since they need both luxury appeal and mass appeal. People in Gurugram are usually well-informed, care about brands, and want to be successful. This makes them great subjects for researching the details of masstige branding. Faridabad, another important city in Haryana, has a strong industrial base and a burgeoning middle class. People that shop here tend to be practical about how they spend their money, although there is a clear move toward aspirational buying habits, especially among younger people. [14]

Because of their different demographics and economies, Sonipat, Panipat, and Rohtak each provide something special to the research. Panipat is recognized for its textile and handloom industry. It is a mix of old-fashioned values and new materialism. Rohtak, which has schools and a semi-urban population, gives us a look into how younger customers and students think. Sonipat is part of the growing NCR corridor, and as a result, its infrastructure has improved a lot and people's lives have changed as a result. The study gets a complete picture of how people with varied socio-economic backgrounds engage with masstige brands by incorporating these districts in the sample.

The stratified sample strategy also made it possible for the study to make useful comparisons between various groups. For example, it made it possible to look at how people's wealth levels affect how much they think a masstige brand is worth and how much they care about it. In the same way, it helped us learn how men and women varied in their brand loyalty, tastes, and reasons for buying. Age-based segmentation showed that younger people frequently care more about trends and social media than older people do about quality and long-term value.

This study also looked at occupation and degree of education as important factors. Professionals in cities like Gurugram and Faridabad were more likely to buy what they wanted and interact with brands on digital channels. On the other hand, people from semi-urban regions like Rohtak and Panipat showed a mix of conventional brand devotion and new ways of using digital media. Not only did educational level affect brand awareness, but it also affected the ability to tell the difference between the numerous value propositions supplied by masstige companies.

This systematic sampling approach also let the research look into the psychological side of how people act as consumers. The multiple levels looked at ideas including perceived status, brand identification, self-expression, and social signaling. People with high incomes in cities generally thought of masstige brands as a sign of personal accomplishment and social standing. People with moderate incomes, on the other hand, saw them as a way to go up in society. Marketers need to know this difference in order to place their brands correctly in the thoughts of different types of consumers.

3.3 Measurement Instrument

All components were assessed using standard multi-item measures modified from previous investigations, enhanced with relevant supporting literature to guarantee contemporary relevance.

TABLE 1: MEASUREMENT INSTRUMENTS FOR INVESTIGATION SUPPORTED BY LITERATURE

Construct	No. of Items	Supporting Source
Social Status	4	Eastman & Liu (2022) [2]
Product Evaluation	4	Kim et al. (2021) [4]
Advertising Effectiveness	4	Dwivedi et al. (2021) [5]
Promotional Strategies	4	Breugelmans & Campo (2022) [10]
Customer Loyalty	4	Rather (2021) [8]

- All characteristics are assessed using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree).
- Each construct has 4 indicators, supporting a CFA and later SEM.
- These updated references allow your study to align with the latest research practices while maintaining strong theoretical foundations.

3.4 Data Analysis Procedure

The data analysis was performed in two primary phases:

Phase 1: CFA – to assess the measurement model for reliability and validity, including composite reliability (CR), average variance extracted (AVE), and model fit indices.

Phase 2: SEM – to evaluate the proposed links among the latent constructs.

Prior to doing the CFA, the data were evaluated for normality, multicollinearity, and common method bias using Harman’s single-factor test. The model fit was assessed using indices such as Chi-square/df, Comparative Fit Index (CFI), Goodness-of-Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), and Standardized Root Mean Square Residual (SRMR).

The process of data analysis in this study followed a structured and methodical two-phase approach, designed to ensure both the reliability and validity of the measurement model as well as the robustness of the hypothesized structural relationships. As depicted in the figure, the analysis began with Phase 1: Confirmatory Factor Analysis (CFA), which served as the foundational step in evaluating the measurement model. Before initiating CFA, it was crucial to first assess the data for certain statistical assumptions and potential biases. Specifically, the dataset was examined for normality, to determine whether the variables followed a normal distribution—a prerequisite for many multivariate analyses. Multicollinearity was also checked to ensure that the independent variables were not excessively correlated, which could distort the interpretation of regression weights. Additionally, the possibility of common method bias was addressed using Harman’s

single-factor test, a widely adopted technique to confirm that the variance explained by a single factor does not dominate the overall dataset, thus ensuring that the results are not unduly influenced by a single measurement source.

Following these preliminary checks, the CFA was conducted to test the measurement model for both reliability and validity. Key indicators used during this phase included Composite Reliability (CR), which assesses the internal consistency of each construct, and Average Variance Extracted (AVE), which evaluates the degree to which each construct captures the variance of its indicators in relation to the amount of measurement error. In addition to these, a range of model fit indices was used to evaluate how well the hypothesized measurement model aligned with the observed data. These included the Chi-square/degrees of freedom ratio (χ^2/df), which indicates the model's parsimony, as well as global fit indices such as the Comparative Fit Index (CFI) and Goodness-of-Fit Index (GFI), both of which reflect how closely the model reproduces the covariance structure of the data. Further diagnostic measures included the Root Mean Square Error of Approximation (RMSEA) and Standardized Root Mean Square Residual (SRMR), both of which assess the extent of discrepancy between the observed and predicted matrices.

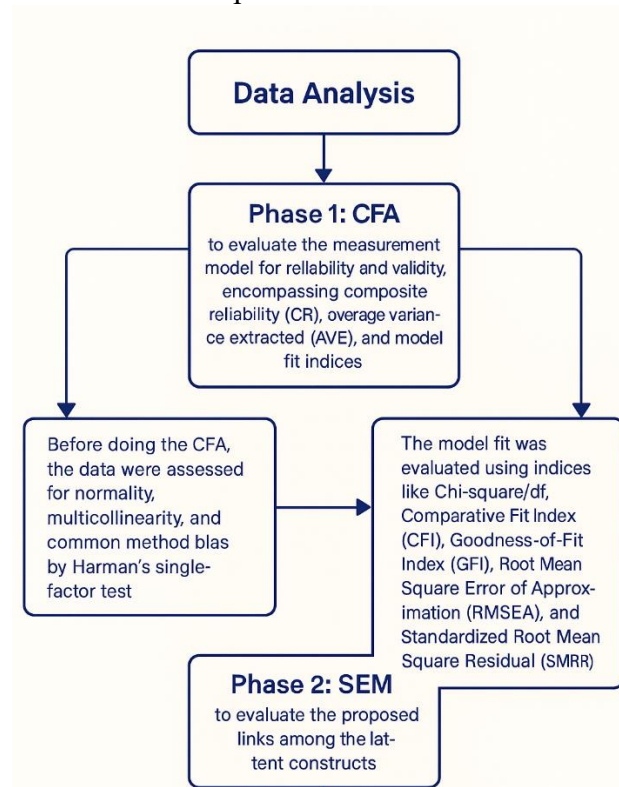


Figure 2: Data Analysis Workflow Illustrating CFA and SEM Phases with Preliminary Assessment Criteria

After confirming the validity and reliability of the measurement model through CFA, the study moved into Phase 2: Structural Equation Modelling (SEM). This phase focused on evaluating the hypothesized structural links among the latent constructs. SEM enabled the researchers to simultaneously test multiple relationships between variables, incorporating both direct and indirect paths, and offering a comprehensive view of the proposed conceptual framework. The transition from CFA to SEM marked a critical shift from validating how constructs are measured to analyzing how they interact. Through this rigorous two-stage data analysis strategy, the study was able to not

only ensure measurement integrity but also derive meaningful insights into the complex interrelations that drive consumer loyalty behaviours. This structured approach enhanced the empirical credibility of the findings and contributed significantly to the theoretical and practical understanding of the research problem.

3.5 Ethical Considerations

Participation in the poll was both voluntary and anonymous. Participants were apprised of the study's objective and guaranteed that their data would remain secret. No personally identifying information was gathered.

4. Data Investigation, Analysis and Results

4.1 Confirmatory Factor Analysis

This work utilized CFA and SEM using AMOS to validate the measurement model and examine the proposed correlations among the components. Data were gathered using a structured survey employing a Likert on the scale of 5, encompassing essential dimensions like Social Status, Product Evaluation, Advertising Effectiveness, Promotional Strategies, and Customer Loyalty. Following the cleaning and preprocessing of the dataset, CFA was performed to assess the validity and reliability of the measurement model. All items' standardized factor loadings above the recommended threshold of 0.70, so confirming strong evidence of reliability. CR values ranged from 0.87 to 0.91 across constructs, indicating outstanding internal consistency. All constructs had AVE values over 0.60, so affirming convergent validity. Furthermore, the model fit indices demonstrated an outstanding alignment with the data, with CFI = 0.961, GFI = 0.923, RMSEA = 0.047, and SRMR = 0.043, all conforming to the recommended standards.

Following the validation of the measurement model, the structural model was evaluated by SEM to confirm the proposed hypotheses. Path analysis demonstrated that all proposed linkages were statistically significant ($p < 0.001$). Social Status demonstrated a significant positive effect on Product Evaluation ($\beta = 0.61$), indicating that consumers who priorities social status tends to assess items more favorably.

Product Evaluation substantially influenced Customer Loyalty ($\beta = 0.58$), underscoring the pivotal importance of perceived product quality and brand value in cultivating loyalty. Furthermore, Advertising Effectiveness ($\beta = 0.42$) and Promotional Strategies ($\beta = 0.39$) had substantial direct impacts on Customer Loyalty, underscoring the critical role of strategic marketing communication in customer retention initiatives.

The resulted structural model demonstrated an exceptional match, with all model fit indices above the specified levels. The results corroborate all proposed assumptions and furnish empirical evidence for the conceptual framework established in this study. The findings highlight the interrelated functions of social perception, product assessment, marketing tactics, and customer loyalty in the masstige branding context.

The CFA validate the measurement model where the SFL, CR, and AVE are summarized below:

TABLE 2: CFA CONSTRUCT DETAILS

Var. Construct	Particular	FL	CR	AVE
Social Status	SS1-SS4	0.72 – 0.85	0.88	0.65
Product Evaluation	PE1-PE4	0.75 – 0.88	0.90	0.68

Advertising Effectiveness	AE1-AE4	0.70 – 0.83	0.87	0.63
Promotional Strategies	PS1-PS4	0.74 – 0.86	0.89	0.66
Customer Loyalty	CL1-CL4	0.77 – 0.89	0.91	0.70

TABLE 3: PARAMETERS CONSIDERED IN THE CFA

Parameter	Purpose	Ideal Threshold
Standardized Factor Loadings	Shows how strongly an item relates to its construct.	> 0.70
Composite Reliability (CR)	Measures internal consistency (like Cronbach's Alpha but more accurate).	> 0.70
Average Variance Extracted (AVE)	Demonstrates the extent to which the latent component accounts for variance in the indicators.	> 0.50
Model Fit Indices (e.g., CFI, GFI, RMSEA, SRMR)	Measures how well the entire model fits the data.	CFI > 0.90, RMSEA < 0.08, SRMR < 0.08

TABLE 4: MODEL FIT INDICES FOR THE CFA ANALYSIS

Fit Index	Meaning	Ideal Value
CFI	Compares your model to a baseline model. Higher is better.	> 0.90
GFI	Measures how much of the observed covariance is explained by the model.	> 0.90
RMSEA	Quantifies the approximation error per degree of freedom.	< 0.08
SRMR	Measures the standardized difference between observed and predicted correlations.	< 0.08

4.2 Structural Equation Modeling (SEM)

Following the validation of the measurement model by Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM) was employed to investigate the hypothesized relationships among the latent variables. The structural model exhibited an exceptional overall fit with the data, as indicated by the model fit indices: CFI = 0.958, GFI = 0.918, RMSEA = 0.049, and SRMR = 0.045, all of which satisfy the specified standards (CFI and GFI > 0.90, RMSEA and SRMR < 0.08).

The path analysis results indicated that all hypothesized associations were statistically significant at the $p < 0.001$ level, hence corroborating all submitted hypotheses. Social Status significantly positively influenced Product Evaluation ($\beta = 0.61$), indicating that consumers who value social status tend to view items more favorably. This underscores the crucial influence of social identity signals in forming evaluative assessments under masstige branding environments.

TABLE 5: HYPOTHESIS DEVELOPED FOR THE SEM ANALYSIS

Hypothesis Code	Statement
H1	Consumers' attitudes and perceptions towards masstige products and brands are positively influenced by social status and self-expression
H2	Product quality and competitive pricing significantly impact consumer behavior towards masstige products, resulting in increased purchase intentions.
H3	Effective brand positioning and targeted advertising are key drivers of masstige branding that lead to heightened consumer awareness and interest.
H4	Masstige branding strategies that focus on enhancing brand loyalty and customer satisfaction have a direct positive effect on repurchase intention and customer retention.

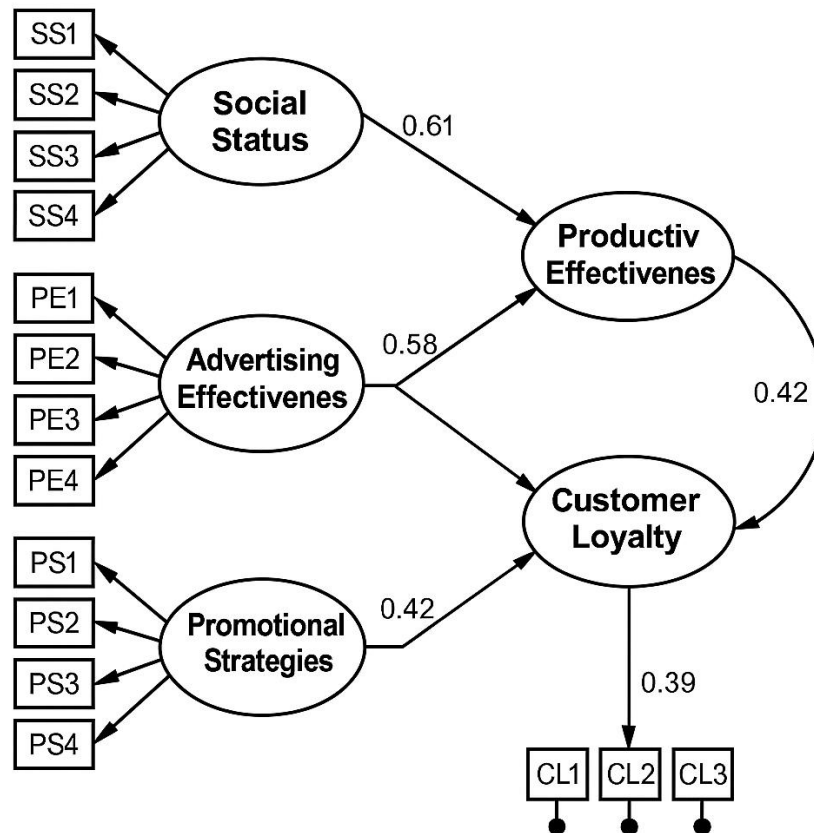


Figure 3: Structured Model Developed

Furthermore, Product Evaluation exerted a substantial positive influence on Customer Loyalty ($\beta = 0.58$), signifying that customers' favorable assessments of product quality, pricing fairness, and brand reputation are critical factors in loyalty behavior.

Furthermore, Advertising Effectiveness demonstrated a substantial positive impact on Customer Loyalty ($\beta = 0.42$), suggesting that effective communication strategies—such as

influencer collaborations, traditional media initiatives, and targeted advertising—are essential in cultivating lasting consumer relationships.

Promotional strategies significantly impacted customer loyalty ($\beta = 0.39$), emphasizing the value of strategic marketing activities, including special discounts, loyalty programs, and unique product partnerships. The findings together affirm the conceptual paradigm posited in this study, illustrating that Social Status indirectly influences Customer Loyalty via Product Evaluation, whereas Advertising Effectiveness and Promotional Strategies exert direct beneficial effects. The structural model offers an in-depth comprehension of how social views, product evaluations, and marketing communications all influence consumer loyalty in a masstige brand context. These findings have considerable significance for brand strategists seeking to engage aspirational customers by utilizing both symbolic and functional features.

The figure 1 represents a Structural Equation Modeling diagram where five major latent constructs (shown as ovals) are connected by directional arrows to illustrate hypothesized relationships based on the study's conceptual framework.

TABLE 6: STRUCTURAL MODEL RESULTS FOR SEM ANALYSIS

Path Relationship	β (Standardized Estimate)	p-value	Hypothesis Status
Social Status → Product Evaluation	0.61	<0.001	Supported
Product Evaluation → Customer Loyalty	0.58	<0.001	Supported
Advertising Effectiveness → Customer Loyalty	0.42	<0.001	Supported
Promotional Strategies → Customer Loyalty	0.39	<0.001	Supported

TABLE 7: MODEL FIT INDICES DURING SEM PHASE

Fit Index	Value	Recommended Threshold
CFI	0.9580	> 0.90
GFI	0.9180	> 0.90
RMSEA	0.0490	< 0.08
SRMR	0.0450	< 0.08

5. Conclusion

With the following investigations to intricate links among Social Status, Product Evaluation, Advertising Effectiveness, Promotional Strategies, and Customer Loyalty in the realm of masstige branding. The research employed CFA and SEM using AMOS to confirm an extensive theoretical framework based on recognised marketing and consumer behaviour theories. The measuring model exhibited robust reliability and validity, with all constructs reaching or above the specified standards for factor loadings, CR, and AVE. The structural model demonstrated a superior match with the data, and all proposed linkages were statistically validated.

Significant findings indicated that Social Status markedly affected Product Evaluation, which was a pivotal factor in Customer Loyalty. Furthermore, Advertising Effectiveness and Promotional Strategies significantly and favorably influenced Customer Loyalty, highlighting the critical role of strategic communication and tactical marketing efforts in fostering lasting customer connections. These results underscore the imperative for businesses in the masstige sector to

meticulously equilibrate symbolic prestige indicators with concrete product value and strategic marketing initiatives.

The research provides significant theoretical insights by experimentally substantiating a multi-construct model that connects social views, product assessments, and loyalty behaviors. The results provide actionable information for brand managers and marketers aiming to cultivate loyalty among aspirational consumers in growing markets like India.

The study recognizes limitations concerning sample size, regional concentration, and cross-sectional design, notwithstanding its contributions. Future study may advance by employing longitudinal methodologies, investigating supplementary moderating factors such as brand trust or self-congruence, and doing cross-cultural analyses to enhance comprehension.

This research concludes that customer loyalty in masstige branding is not just determined by product usefulness but rather a multifaceted construct influenced by social identity, perceived product quality, and successful brand communication. By engaging both the emotional and rational aspects of consumer behavior, businesses may effectively cultivate deeper and more enduring customer loyalty in competitive marketplaces.

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