



The Influence of Social Comparison Orientation on Attitudinal Loyalty, Brand Happiness, and Willingness to Purchase a Masstige Brand

Rachman Tri Fridian, Burhanudin Burhanudin*

Fakultas Ekonomi dan Bisnis, Universitas Hayam Wuruk Perbanas,

Jl. Wonorejo Utara 16 Surabaya, Indonesia

*burhanudin@perbanas.ac.id

Abstract

Individuals often compare themselves to others because of the rise of social media, which can make them want to buy something like a luxury brand. However, reaching luxury brand will be difficult because in addition to the high price, the product is also made in limited quantities. Therefore, masstige brand is an alternative that companies can use. This study aims to determine the effect of social comparison orientation on willingness to purchase masstige brands and their impact on attitudinal loyalty and brand happiness. In this study, there were 211 participants. Structured equation modeling was used to analyze data. The results of analysis show social comparison orientation has an impact on willingness to purchase a masstige brand, resulting in attitudinal loyalty and brand happiness.

Keywords: *Attitudinal Loyalty, Brand Happiness, Masstige Brand, Social Comparison Orientation, Willingness to Purchase*

INTRODUCTION

Consumers will compare themselves with others regarding experiences that have been done because of the development of social media. It is natural to compare oneself with others in various ways (Choi, 2020), especially in the consumption of luxury brands (Purohit & Radia, 2022). Luxury brands are synonymous with something exclusive and expensive, masstige brands are mass-produced without leaving quality at affordable prices (Goyal, 2020), thus reducing the possibility of consumers to change brands and use the same brand for a long time (Purohit & Radia, 2022).

Happiness is important for consumers. Happiness is considered a life goal for consumers so that brand happiness becomes an important element of their behavior (Purohit & Radia, 2022) by seeking information and making purchases (Purohit & Radia, 2022). The results of studies in the context of masstige brands found that purchase intention affects brand happiness (Purohit & Radia, 2022). Consumer trust and commitment can form attitudinal loyalty. Attitudinal loyalty can create positive word of mouth (Ong et al., 2016) and will repurchase the same brand (Saini & Singh, 2020).

Loyalty has two approaches, namely behavioral and attitudinal (Bandyopadhyay & Martell, 2007). Behavioural loyalty is the frequency of customer purchases and the order of purchases of a particular brand (Saini & Singh, 2020). Repeat purchases are believed to capture consumer loyalty to the brand of interest (Ehrenberg, 2000). However, behavioral loyalty has limitations where false loyalty is captured in behavioural pattern (Bandyopadhyay & Martell, 2007).

Attitudinal loyalty represents commitment of a customer to the organization, which cannot be inferred by merely observing customer repeat purchase behavior (Shankar et al., 2003). Attitudinal approach goes beyond behaviour and expresses loyalty with high commitment to a brand (Mechinda et al., 2009). Attitudinal loyalty was chosen as the variable in this study rather than behavioural loyalty because not only indicates high repurchase intentions but also a willingness to pay more, recommend the brand to others, and reject negative opinions about the brand (Shankar et al., 2003).

iPhone is one of the smartphones that attracts a lot of public interest. iPhone is now a lifestyle (Huwae et al., 2023) and a necessity nowadays to own an iPhone (Sun et al., 2021) as it closely related

to social status and self-image (Burhanudin & Putri, 2023). Therefore, people will conduct social comparison and iPhone is the parameter in this regard (Sun et al., 2021).

Owning an iPhone is considered to bring other characteristics. iPhone is a masstige brand that provides luxury while increasing prestige and ultimately driving consumer happiness (Kumar et al., 2021). Therefore, examining brand happiness in the context of iPhone is crucial (Kumar et al., 2021). In addition, iPhone users tend to keep using the same device for years and do not switch to other brands, showing importance of addressing purchase intention (Saini & Singh, 2020) as well as formation of attitudinal loyalty (Majid et al., 2022).

This study aims to examine the effect of social comparison orientation on willingness to purchase a masstige brand, and in turn, both attitudinal loyalty and brand happiness. This study is important for both theoretical and practical purposes. From a theoretical point of view, research on social comparison orientation that affects brand happiness and attitudinal loyalty is still rarely found in the context of masstige brand. From a practical point of view, it can be a benchmark for a brand to have a product with good quality. Masstige brands are expected to be excellent in quality and at affordable prices (Goyal, 2020) and popular among large number of consumers (Purohit & Radia, 2022).

LITERATURE REVIEW

Social Comparison Orientation

Individuals tend to compare themselves with other individuals. Social comparison orientation is defined as a social influence that can change behavior and assessments and attitudes as a result of observing the behavior of others (Andraszewicz et al., 2022). Thus, it becomes interesting to investigate when someone can do social comparison and to assess the consequences that follow (Gerber, 2020). Social comparison orientation can make a person motivated to be better than others (Shao & Li, 2021) and it becomes natural (Choi, 2020).

Social comparison orientation has been the topic of previous study. It is described that the image of women in an advertisement can be used as a marketing strategy with social comparison being one of the variables (Hogg et al., 1999). There is also a new perspective in social comparison for fashion lovers who change beauty attributes into a creative person (Choi, 2020). It is interesting to study the effect of social comparison on purchase decision (Pillai & Nair, 2021). However, studies related to social comparison orientation in the context of masstige brands are still rare so this study was conducted to examine social comparison orientation.

Willingness to Purchase Masstige Brand

Economic and social developments make companies bring up masstige brands (Kassie & Bang,

2022). Products using these brands are easily available, have good quality, and affordable prices (Goyal, 2020; Kumar et al., 2020). Masstige brands gain prestige by being considered similar to luxury brands at lower prices (Kim et al., 2019; Paul, 2015, 2019). Masstige brands are expected to influence consumer buying intentions (Kassie & Bang, 2022). Willingness to purchase is the desire of a consumer to buy a certain product that has been provided by a brand (Le & Nguyen, 2022). Willingness to purchase can also be interpreted as consumer desires that can be realized in the form of attempts and efforts to take certain actions (García-Salirrosas & Acevedo-Duque, 2022).

A study related to consumer purchase intentions in the context of masstige brands has been conducted. Studies were carried out regarding how much consumer purchase intentions towards masstige brands could affect attitudinal loyalty and brand happiness (Purohit & Radia, 2022). With a group of people who have different cultures, this research was conducted to determine the effect of willingness to purchase masstige brands on brand happiness and attitudinal loyalty within Indonesian context.

Attitudinal Loyalty

Attitudinal loyalty is essential to explore in consumer studies. Attitudinal loyalty is defined as the level of consumer commitment in making repeat purchases and can recommend word of mouth for a brand (Ong et al., 2016). Attitudinal loyalty concerns with attitude of consumers who have a positive attachment to buy back same brand (Saini & Singh, 2020). In other words, consumers can emotionally attach with certain brand (Hawkins & Vel, 2013). Attitudinal loyalty denotes a feeling about a particular product or service (Khan, 2013) which potentially increase gradually (Khan, 2013).

The study has been conducted on the topic of attitudinal loyalty. The results showed that there is a relationship between consumer purchase intentions and attitudinal loyalty (Purohit & Radia, 2022). In addition, previous study has examined the effect of perceived customer engagement on attitudinal loyalty, customer-based brand equity, and supporter attendance at a soccer club (Tuhkanen, 2022). Another study shows the effect of the CARTER model on attitudinal loyalty in Islamic banks (Dandis & Wright, 2020).

Brand Happiness

Branding is the key to reaching the market with good quality and service so that consumers feel happy. Brand happiness is the greatest fulfilment of pleasant consumer's emotional experience (Schnebelen & Bruhn, 2018). Happiness is personal fulfilment with the end result of getting honest satisfaction (Brakus et al., 2022) where positive experiences from consumers indicate that consumers

feel happy with what they have consumed (Shahid & Paul, 2021). Happiness is considered the ultimate goal of life so that brand happiness can be identified as an important element in consumer behavior (Purohit & Radia, 2022).

Several studies on the topic of brand happiness have been conducted. Research on the determinants and consequences of brand happiness shows the result that brand happiness has a positive relationship with purchase intention (Schnebelen & Bruhn, 2018). Research on the conceptualisation of mass purchasing behaviour has also been conducted with the result that purchase intention affects brand happiness (Purohit & Radia, 2022). In another study, it shows a significant relationship between masstige brands and brand happiness (Kumar et al., 2021). Supporting previous research found that the intention to buy masstige products affects short-term happiness (Burhanudin, 2023).

Referring to the studies that have been conducted previously, this study was conducted to determine the effect of willingness to purchase masstige brands on brand happiness.

Social Comparison Orientation and Willingness to Purchase a Masstige Brand

It is important to investigate the influence of social comparison on the desire to buy a masstige brand. Social comparison orientation not only emphasizes conformity, but also differences (Pillai & Nair, 2021). In this process, a person's motivation to improve themselves and the process of self-improvement when doing social comparison will be involved (Pillai & Nair, 2021). The effect of social comparison orientation on willingness to purchase in the context of masstige brands receives little attention in the previous studies (Pillai & Nair, 2021).

This study argues that social comparison orientation affects willingness to purchase in the context of masstige brands. This is based on previous study which have found a significant effect of social comparison orientation on willingness to purchase (Pillai & Nair, 2021). Referring to these arguments, this study formulates the Hypothesis 1.

H1: Social comparison orientation has a significant on willingness to purchase a masstige brand.

Willingness to Purchase a Masstige Brand and Attitudinal Loyalty

Willingness to purchase a masstige brand can lead to positive word-of-mouth and reduce the likelihood of consumers to switch brands. It can be indicated by a sustainable relationship (Kumar et al., 2020). The effect of willingness to purchase on attitudinal loyalty is still rarely found, especially in the context of masstige brands. Thus, it is important to test the effect of willingness to purchase masstige brands on attitudinal loyalty.

This study argues that willingness to purchase a masstige brand affects attitudinal loyalty. This is

based on previous study which found a significant influence of willingness to purchase on attitudinal loyalty (Bilro et al., 2022). Referring to this argument and to find out the relationship between willingness to purchase masstige brands on attitudinal loyalty within Indonesian context, this study formulates the Hypothesis 2.

H2: Willingness to purchase masstige brand has a significant influence on attitudinal loyalty

Willingness to Purchase a Masstige Brand and Brand Happiness

Many consumers buy a product to experience happiness. Brand happiness is one of the most important factors in consumer behavior (Schnebelen & Bruhn, 2018). Happiness can be achieved under certain conditions such as in the search for information and purchases that have been consumed (Schnebelen & Bruhn, 2018). The effect of purchase intention on brand happiness, especially on masstige brands, is still rarely found.

This study argues that willingness to purchase a masstige brand affects brand happiness. This is based on previous study which found a significant influence between purchase intention and brand happiness (Hwang & Han, 2014). Purchase intention in the concept of masstige brands can foster attitudinal loyalty and further create brand happiness (Burhanudin, 2023). Referring to these arguments, this study formulates the Hypothesis 3.

H3: Willingness to purchase masstige brand has a significant influence on brand happiness.

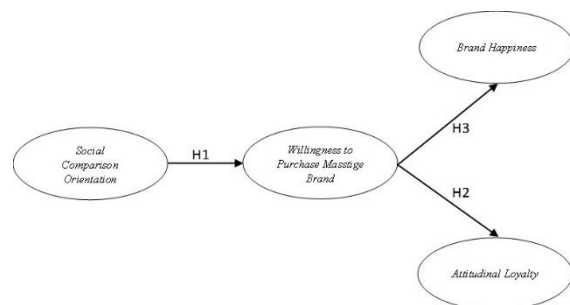


Figure 1. Conceptual Framework

METHODS

The population of this study were iPhone users. This study approached the potential respondents in a number of place such as office, college, residential area, and coffee shops. In addition, this study approached the respondents indirectly through instant messaging service such as Whatsapp and social media such as Instagram and Facebook (Gravetter & Forzano, 2018).

The questionnaire comes with an introduction to provide an overview of masstige brands that can help respondents understand the concept. In addition, there are statement items on the questionnaire that serve as filters to ensure that respondents are iPhone users. Those who expressed their willingness to

participate were then asked to complete the questionnaire. This study informed the respondents that they can stop completing the questionnaire at any stages to show that participation to this study is voluntary. The above steps were performed to ensure that the respondents were as intended: iPhone users.

In the end, the questionnaire resulted in 211 responses that were suitable for further analysis.

Table 1. Research Instrument

Variable	Code	Indicator	
Social comparison orientation	SCO01	I often compare what I have achieved in life with what others have achieved.	
	SCO04	I often compare how my loved ones (father, mother, and boy or girlfriend) treat me with how others treat me.	
	SCO05	I always want to know what other people would do in the same situation that I am in.	
	SCO07	If I want to know how good I am, then I will compare my achievements with those of others.	
	SCO08	I often try to find out what other people think when facing the same problems that I am facing.	
	SCO11	I often compare with others how I live my social life (e.g., popularity).	
	Willingness to purchase a masstige brand	WTP02	I prefer to buy an iPhone.
		WTP03	I had a very strong intention to buy an iPhone.
Brand happiness		PBH01	In general, I feel happy when I use iPhone.
	PBH02	Compared to other friends, I feel happier when I use iPhone.	
	PBH03	I love and enjoy using iPhone regardless of what is and will be happening.	
Attitudinal loyalty	ATL01	I will still use/buy an iPhone even if my close friends don't buy an iPhone.	
	ATL03	I feel ready to pay more to use the iPhone.	
	ATL04	I would recommend using iPhone to others.	

This study used previous research as a basis for preparing the questionnaire. Willingness to purchase a masstige brand was measured using three question items (Purohit & Radia, 2022). Brand happiness and attitudinal loyalty were measured using three and four items, respectively (Purohit & Radia, 2022). Social comparison orientation was measured using eleven question items (Pillai & Nair, 2021). This study used a seven-point scale to measure the investigated variables from 1 for strongly

disagree to 7 for strongly agree (Purohit & Radia, 2022). Table 1 shows the items.

In assessing the measurement model, this study evaluated reliability, convergent validity, and discriminant validity. The reliability test evaluation was carried out with the criteria that each construct has a Cronbach's Alpha and Composite Reliability (CR) value above 0.7 (Hair et al., 2019). The convergent validity test was assessed by inspecting the Average Variance Extracted (AVE) with a minimum value of 0.5 each (Hair et al., 2019). Discriminant validity was evaluated using the criterion that the square root of each AVE should be greater than inter-construct correlations (Fornell & Larcker, 1981). Next, this study assessed the structural model to test the hypotheses.

Table 2 shows the characteristics of the respondents. There were more female respondents (56.4%) than male respondents (43.6%). The majority of respondents are over 32 years old (52.1%) with an undergraduate education level (69.7%). In addition, most respondents have been consumers or using iPhone for more than six years (78.7%).

Evaluation of the measurement model was carried out through four stages. First, this study retained only factor loadings that meet the criteria of at least 0.708 (Hair et al., 2019). Table 3 shows factor loadings that meet the criteria. Second, Table 3 shows the Cronbach's Alpha (CA) and Composite Reliability (CR) values above 0.70 which indicates internal consistency reliability (Hair et al., 2019). Third, Table 3 shows that all AVE values are greater than 0.50 which indicates convergence validity (Hair et al., 2019). Furthermore, Table 4 shows that each of the square root of the AVE value is greater than the correlation of the construct with other constructs. This shows that empirically a construct is different from other constructs (Fornell & Larcker, 1981).

RESULTS AND DISCUSSION

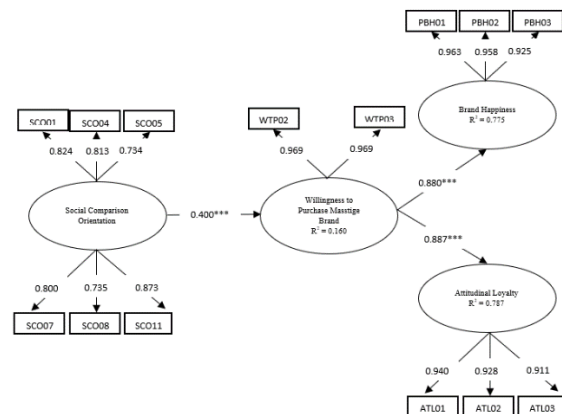


Figure 2. Result of Structural Model Assessment
Note : *** Significant at $p \leq 0.001$

Table 5 shows the results of the structural assessment and is illustrated in Figure 2. Social comparison orientation has a significant positive

effect on willingness to purchase a masstige brand (0.400, $p < 0.001$); thus, supporting H1. Willingness to purchase a masstige brand has a significant positive effect on attitudinal loyalty (0.887, $p < 0.001$); thus, supporting H2. Willingness to purchase a masstige brand has a significant positive effect on brand happiness (0.880, $p < 0.001$); thus, supporting H3.

Table 2. Profile of the Respondents

Respondent Profile	Amount	Percent
Gender		
Man	92	43.6
Woman	119	56.4
Total	211	100
Respondent Age		
Between 17 – 20 years	6	2.8
Between 21 – 24 years	20	9.5
Between 25 – 28 years	28	13.3
Between 29 – 32 years	47	22.3
Over 32 years	110	52.1
Total	211	100
Last Education Completed		
Senior High School	22	10.4
Associate's Degree	14	6.6
Bachelor Degree	147	69.7
Master's Degree	27	12.8
Doctoral Degree	1	0.5
Total	211	100
Length of iPhone Use		
Less than 1 year	12	5.7
Between 1 - 3 years	14	6.6
Between 4 - 6 years	19	9.0
More than 6 years	166	78.7
Total	211	100

Table 3. Reliability and Convergent Validity

Code	Loading	t-value	CA	CR	AVE
ATL01	0.940	122.403			
ATL03	0.928	76.734	0.918	0.948	0.859
ATL04	0.911	51.315			
PBH01	0.963	180.389			
PBH02	0.958	141.704	0.944	0.964	0.900
PBH03	0.925	66.488			
SCO01	0.824	27.944			
SCO04	0.813	26.009			
SCO05	0.734	16.218	0.887	0.913	0.637
SCO07	0.800	20.957			
SCO08	0.735	16.135			
SCO11	0.873	40.282			
WTP02	0.969	128.854	0.935	0.969	0.939
WTP03	0.969	111.808			

Notes: CA: Cronbach's alpha, CR: Composite reliability, AVE: Average variance extracted, ATL: Attitudinal loyalty, PBH: Brand Happiness, SCO: Social comparison orientation, WTP, Willingness to purchase a masstige brand

Table 4. Discriminant Validity

	ATL	PBH	SCO	WTP
ATL	0.927			
PBH	0.882	0.949		
SCO	0.408	0.487	0.798	
WTP	0.887	0.880	0.400	0.969

Notes: The Square root of AVE is on the boldface diagonal
ATL: Attitudinal loyalty, PBH: Brand Happiness, SCO: Social comparison orientation, WTP: Willingness to purchase a masstige brand

Table 5. Structural Path Result

Hypothesis	Path coefficient	t-value	p-value	Conclusion
SCO → WTP	0.400	6.886	0.000	Supported
WTP → ATL	0.887	42.794	0.000	Supported
WTP → PBH	0.880	37.711	0.000	Supported

Notes: ATL: Attitudinal loyalty, PBH: Brand Happiness, SCO: Social comparison orientation, WTP: Willingness to purchase a masstige brand

Table 6 and Figure 2 show the value of R^2 : 0.160 for willingness to purchase masstige brand, 0.775 for brand happiness, and 0.787 for attitudinal loyalty. The R^2 value is considered important because it is above 0.1 (Falk & Miller, 1992) and has a high value if it is above 0.2 (Hair et al., 2011). These results show that the constructs in the model are able to explain other constructs in a meaningful way. Table 6 also shows the value of Q^2 is also considered important because the value is greater than zero, which implies that the exogenous constructs have predictive relevance to the endogenous constructs (Hair et al., 2011).

Table 6. Effect Size (f^2), Coefficient of Determination (R^2) and Predictive Relevance (Q^2)

Code	f^2	Variable	R^2	Q^2
SCO → WTP	0.191	WTP	0.160	0.117
WTP → ATL	3.691	ATL	0.787	0.653
WTP → PBH	3.449	PBH	0.775	0.681

Notes: ATL: Attitudinal loyalty, PBH: Brand Happiness, SCO: Social comparison orientation, WTP: Willingness to purchase a masstige brand

The values of f^2 can be seen in Table 6. Inspecting f^2 enables the assessment of a change in R^2 when an exogeneous variable is omitted from a model (Hair et al., 2021). In particular the f^2 values of 0.02, 0.15, and 0.35 constitute small, medium, and

large, respectively (Cohen, 1988). As Table 6 shows, f^2 values range from medium to large, indicating substantial effect of the exogenous variable on the endogenous variable (Hair et al., 2021).

Table 7. Results of PLS-Predict

Indicator	PLS - RMSE	LM - RMSE	Difference
ATL01	2.041	2.089	0.048
ATL02	1.968	2.017	0.049
ATL03	1.864	1.895	0.031
PBH01	1.84	1.873	0.033
PBH02	1.767	1.761	-0.006
PBH03	1.795	1.821	0.026
WTP01	1.468	1.462	-0.006
WTP02	2.023	2.053	0.03
WTP03	1.989	2.022	0.033

Notes: PLS - RMSE: Partial least squares - root-mean-square error, LM - RMSE: Linear regression model - root-mean-square error.

PLS-Predict helps examine the model's predictive power. In particular, "If the majority (or the same number) of indicators in the PLS-SEM analysis yields smaller prediction errors compared to the LM, this indicates a medium predictive power." (Hair et al., 2021, p.121). As Table 7 shows, majority of the of indicators in the PLS-SEM analysis yields smaller prediction errors compared to the LM, indicating medium predictive power of the current model (Hair et al., 2021).

Discussion

This study shows that social comparison orientation has a significant positive effect on willingness to purchase a masstige brand. A person's curiosity about new things will affect a person's desire to buy a product, especially a masstige brand. The masstige brand has its own charm where it can provide quality products at a price that is not too expensive. The results of this study are in line with Pillai & Nair (2021) who found a significant effect of social comparison orientation on willingness to purchase. The consistency of the findings shows that willingness to purchase can arise because of a person's orientation to compare himself with others. The findings are in line with the upward comparison theory, which asserts that comparing themselves with better people will make individuals want to buy (Gerber, 2020). Not only traditional luxury brands, masstige brands can also influence consumers' willingness to purchase. Therefore, social comparison orientation can be utilized by companies to increase revenue.

This study shows that willingness to purchase masstige brands has a significant positive effect on attitudinal loyalty. A person's desire to buy, especially a masstige brand, can influence a person to show a loyal attitude and can have a positive effect on the company. The positive effect is word of mouth related to the masstige brand. The results of this study

are in line with (Bilro et al., 2022) who found a significant influence between purchase intention and attitudinal loyalty. This finding shows that providing quality products at affordable prices can also have a positive influence on consumer attitudes. Companies can take advantage of masstige marketing strategies to market products so that they can help increase revenue.

This study shows that willingness to purchase masstige brands has a significant positive effect on brand happiness. Not only does it cause attitudinal loyalty, but a person's desire to buy, especially masstige brands, can also lead to consumer happiness. With quality products and affordable prices, it shows that masstige brands can also provide happiness for consumers. The results of this study are in line with (Hwang & Han, 2014; Kumar et al., 2021) who found a significant influence between purchase intention on brand happiness. This shows that a person's desire to buy a masstige brand can provide a positive experience as it provides happiness. This finding aligns with the happiness theory which suggests that buying masstige brands makes people happy (Burhanudin, 2023). Therefore, companies can take advantage of masstige brands to provide the needs that consumers want. The masstige marketing strategy can be utilized by companies to compete in the market.

Conclusion

The findings of this study provide theoretical implications. First, willingness to purchase a masstige brand arises because of social comparison orientation where someone has a sense of wanting to know and compare themselves with others. In previous research, willingness to purchase focused on luxury brands, not masstige brands, so this finding is important (Pillai & Nair, 2021). Second, willingness to purchase a masstige brand can have an impact on attitudinal loyalty among Indonesian iPhone consumers. This is in line with the results of research which states that purchase intention on masstige brands can create brand happiness and attitudinal loyalty (Purohit & Radia, 2022). Third, willingness to purchase a masstige brand can foster brand happiness. This supports previous research which states that purchase intention on masstige brands has a significant effect on brand happiness and attitudinal loyalty (Purohit & Radia, 2022).

In addition to the theoretical implications, this study also provides managerial implications. First, companies must be able to take advantage of environmental influences to capture masstige brand marketing opportunities. Companies are expected to provide products that have high value without leaving the quality, price, and availability of these products. This is because social comparison orientation can have a direct impact on a person's purchase intention, especially for masstige brands. Second, masstige strategies can be implemented by companies to

provide different experiences so that attitudinal loyalty will arise, the impact of which can provide very many benefits for the company because consumers with high attitudinal loyalty will make repeated purchases and will make positive word-of-mouth. Third, brand happiness is the biggest fulfillment of consumer emotions (Schnebelen & Bruhn, 2018). Therefore, companies are expected to provide a good experience by providing quality products, especially in masstige brands so consumer perceive the product is the answer to their needs.

Apart from the contribution of this study to the marketing literature, this study has limitations which provide opportunities for future research. This study focuses on the relationships among the investigated variables. This study did not explore the consumers experiences with the investigated variables. For example, this study did not explore which social context (at home, at work, or at public places) consumers usually have high social comparison orientations. Hence, future research may explore such social context through interviews and observations. Furthermore, this study focuses on iPhone. Masstige brands are not limited to a smartphone brand. Hence, future research may investigate other masstige brands. Future research may select Indonesian brands in addressing masstige issues.

REFERENCES

- Andraszewicz, S., Kaszás, D., Zeisberger, S., & Hölscher, C. (2022). The influence of upward social comparison on retail trading behavior. *Social Comparison and Trading Behavior*. <https://doi.org/10.31219/osf.io/48deq>
- Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of Retailing and Consumer Services*, 14(1), 35–44. <https://doi.org/10.1016/j.jretconser.2006.03.002>
- Bilro, R. G., Loureiro, S. M. C., & dos Santos, J. F. (2022). Masstige strategies on social media: The influence on sentiments and attitude toward the brand. *International Journal of Consumer Studies*, 46(4), 1113–1126. <https://doi.org/10.1111/ijcs.12747>
- Brakus, J. J., Chen, W., Schmitt, B., & Zarantonello, L. (2022). Experiences and happiness: The role of gender. *Psychology & Marketing*, 39(8), 1646–1659. <https://doi.org/10.1002/mar.21677>
- Burhanudin, B. (2023). Masstige marketing: addressing short-term and long-term happiness. *International Journal of Consumer Studies*. <https://doi.org/10.1111/ijcs.12893>
- Burhanudin, B., & Putri, S. S. (2023). The consequences of social comparison on price-quality schema, prestige sensitivity, and willingness to purchase. *Jurnal Manajemen dan Inovasi (MANOVA)*, 6(2), 63–82.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*. Mahwah, NJ: Lawrence Erlbaum.
- Choi, A. (2020). Social comparison in fashion blogging: “Creative self” as the new genre in fashion communication. *Journal of Fashion Marketing and Management: An International Journal*, 24(4), 651–665. <https://doi.org/10.1108/JFMM-07-2019-0140>
- Dandis, A., & Wright, L. T. (2020). The effects of CARTER model on attitudinal loyalty in Islamic banks. *International Journal of Quality and Service Sciences*, 12(2), 149–171. <https://doi.org/10.1108/IJQSS-03-2019-0050>
- Ehrenberg, A. S. C. (2000). Repeat buying. *Journal of Empirical Generalisations in Marketing Science*, 5(2).
- Falk, R. F., & Miller, N. B. (1992). *A primer for soft modeling*. University of Akron Press.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- García-Salirrosas, E. E., & Acevedo-Duque, Á. (2022). PERVAINCONSA Scale to Measure the Consumer Behavior of Online Stores of MSMEs Engaged in the Sale of Clothing. *Sustainability*, 14(5), 2638. <https://doi.org/10.3390/su14052638>
- Gerber, J. P. (2020). Social comparison theory. *Encyclopedia of Personality and Individual Differences*, 5004–5011. <https://doi.org/10.1037/bul0000127>
- Goyal, A. (2020). Consumer perceived associations of Masstige brands: An Indian perspective. *Journal of Promotion Management*, 27(3), 399–416. <https://doi.org/10.1080/10496491.2020.1838027>
- Gravetter, F. J., & Forzano, L.-A. B. (2018). *Research methods for the behavioral sciences*. Cengage learning.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F. J., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Cham: Springer.

- Handoyo, T. W., & Mani, L. (2021). Repurchase decision on iPhone in Indonesia; the influenced of social media between Utilitarian and Hedonic values in customer satisfaction. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(6), 4825–4834. <https://doi.org/10.17762/turcomat.v12i6.8661>
- Hawkins, K., & Vel, P. (2013). Attitudinal loyalty, behavioural loyalty and social media: An introspection. *The Marketing Review*, *13*(2), 125–141. <http://dx.doi.org/10.1362/146934713X13699019904605>
- Hogg, M. K., Bruce, M., & Hough, K. (1999). Female images in advertising: the implications of social comparison for marketing. *International Journal of Advertising*, *18*(4), 445–473. <https://doi.org/10.1080/02650487.1999.11104773>
- Huwae, V., Tehuayo, E., Tamher, E. R., & Rumuar, F. H. M. (2023). Lifestyle and brand association on iPhone smartphone purchase decisions in Ambon. *Jurnal Ekonomi*, *12*(3), 47–54.
- Hwang, J., & Han, H. (2014). Examining strategies for maximizing and utilizing brand prestige in the luxury cruise industry. *Tourism Management*, *40*, 244–259. <https://doi.org/10.1016/j.tourman.2013.06.007>
- Kassie, B. A., & Bang, J. (2022). Is it recession-proof? Masstige purchase intention: The moderating effect of perceived economic crisis. *SHS Web of Conferences*, *132*, 01013. <https://doi.org/10.1051/shsconf/202213201013>
- Khan, M. T. (2013). Customers loyalty: Concept & definition (a review). *International Journal of Information, Business and Management*, *5*(3), 168–191.
- Kim, J.-E., Lloyd, S., Adebeshin, K., & Kang, J.-Y. M. (2019). Decoding fashion advertising symbolism in masstige and luxury brands. *Journal of Fashion Marketing and Management: An International Journal*, *23*(2), 277–295. <https://doi.org/10.1108/JFMM-04-2018-0047>
- Kumar, A., Paul, J., & Starčević, S. (2021). Do brands make consumers happy?-A masstige theory perspective. *Journal of Retailing and Consumer Services*, *58*, 102318. <https://doi.org/10.1016/j.jretconser.2020.102318>
- 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>
- Le, M. H., & Nguyen, P. M. (2022). Integrating the theory of planned behavior and the norm activation model to investigate organic food purchase intention: evidence from Vietnam. *Sustainability*, *14*(2), 816. <https://doi.org/10.3390/su14020816>
- Majid, N., KW, N. I., & Hariyana, N. (2022). The role of self-concept to encourage iPhone users’ loyalty. *Inovbiz: Jurnal Inovasi Bisnis*, *9*(2), 73–78. <https://doi.org/10.35314/inovbiz.v9i2.2037>
- Mechinda, P., Serirat, S., & Gulid, N. (2009). An examination of tourists’ attitudinal and behavioral loyalty: Comparison between domestic and international tourists. *Journal of Vacation Marketing*, *15*(2), 129–148. <https://doi.org/10.1177/1356766708100820>
- Ong, C. H., Md. Salleh, S., & Zien Yusoff, R. (2016). The role of emotional and rational trust in explaining attitudinal and behavioral loyalty: An insight into SME brands. *Gadjah Mada International Journal of Business*, *18*(1), 1–19. <https://doi.org/10.22146/gamaijb.9285>
- Paul, J. (2015). Masstige marketing redefined and mapped: Introducing a pyramid model and MMS measure. *Marketing Intelligence & 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>
- Pillai, K. G., & Nair, S. R. (2021). The effect of social comparison orientation on luxury purchase intentions. *Journal of Business Research*, *134*, 89–100. <https://doi.org/10.1016/j.jbusres.2021.05.033>
- Purohit, S., & Radia, K. N. (2022). Conceptualizing masstige buying behavior: A mixed-method approach. *Journal of Business Research*, *142*, 886–898. <https://doi.org/10.1016/j.jbusres.2022.01.023>
- Saini, S., & Singh, J. (2020a). A link between attitudinal and behavioral loyalty of service customers. *Business Perspectives and Research*, *8*(2), 205–215. <https://doi.org/10.1177/2278533719887452>
- Schnebelen, S., & Bruhn, M. (2018). An appraisal framework of the determinants and consequences of brand happiness. *Psychology & Marketing*, *35*(2), 101–119. <https://doi.org/10.1002/mar.21073>
- 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>

- Shankar, V., Smith, A. K., & Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20(2), 153–175. [https://doi.org/10.1016/S0167-8116\(03\)00016-8](https://doi.org/10.1016/S0167-8116(03)00016-8)
- Shao, A., & Li, H. (2021). How do utilitarian versus hedonic products influence choice preferences: Mediating effect of social comparison. *Psychology & Marketing*, 38(8), 1250–1261. <https://doi.org/10.1002/mar.21520>
- Sun, G., Li, J., Cheng, Z., D'Alessandro, S., & Johnson, L. (2021). Consumer personality factors and iPhone consumption in China. *Journal of Consumer Behaviour*, 20(4), 862–870. <https://doi.org/10.1002/cb.1899>
- Tuhkanen, O. (2022). *The effects of perceived customer engagement activities on attitudinal loyalty, Customer-Based Brand Equity (CBBE), and crowd attendances at local football clubs.*