

How human desire for belonging and state of high versus low power influence masstige luxury consumption

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Abstract

This paper examines the impact of need for belonging on proclivity towards consumption of masstige luxury brands and proposes state of state of power (high power versus low power) as the boundary condition for this effect. Study 1 (N=152) confirmed a positive correlation between consumers' need for belonging and evaluation of masstige luxury brands. In a separate sample (N=220), Study 2 established that individuals with a strong need for belonging hold greater affinity for masstige luxury brands than those with a weak need for belonging. Further, Study 3 (N=154) found that a state of low power in consumers with a strong need for belonging leads to more favorable attitudes towards consumption of masstige luxury brands in comparison to consumers with a weak need for belonging. However, this is not the case for a state of high power. This research concludes with implications for brand managers by providing insights into the psycho-social disposition of consumers of masstige luxury goods.

Keywords: *belonging; power; consumption*

Track: Consumer Behaviour