

The Impact of Generation Y & Z and Gender on Brand Engagement Toward Masstige Categories

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Abstract

The phenomenon of masstige consumption is a research area in emergence. The goal of this study was to investigate the extent to which two categories of consumers (i.e., Gen Z and Gen Y) and gender types demonstrate distinct brand engagement toward three masstige categories (i.e., standalone premium, luxury downward and mass upward extensions). A pre-test with experts first helped identify a series of brands related to the three masstige categories. The data were examined using an analysis of variance (ANOVA) experimental design based on a sample of 664 participants, and data collection conducted in the United States (U.S.). The results show a significant two-way interaction between generation cohorts (Gen Z and Gen Y) and masstige categories as well as a three-way interaction between GenZ / GenY, gender and masstige categories in terms of brand engagement toward each of the sub-categories which confirms our paper's assumptions. Our study's contribution to the masstige domain is important as it sheds new light on the three sub-categories of masstige brands as well as key factors affecting engagement toward them. Theoretical and managerial implications are discussed.

Subject Areas: *Attitude, Branding*

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