

The impact of consumer sensitivity to ethicality, sustainability and inspiration on masstige brand engagement, brand value and purchase intentions

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Abstract

The growth of “masstige” brands has been phenomenal in recent years. The goal of this study is to examine the impact of consumer sensitivity to sustainability (CSBS), ethicality (CSBE), consumer brand inspiration (CBI) on willingness to pay a premium (WPP) when moderated by consumer locus of control (LoC) and as mediated by consumer brand engagement (CBE) and masstige perceived brand value (PBV). Based on a sample of 1223 participants and structural equation modelling (SEM), the results show that CSE, CSS and CBI have a significant and positive effect on WPP when moderated by LoC and mediated by CBE and PBV. This study brings a major contribution to the masstige literature by providing a better understanding of the extent to which consumers are sensitive toward brand sustainability /ethicality and how inspired they are by those brands as it can positively foster brand engagement and value as well as their willingness to pay a premium.

Track: Product and Brand Management