

Applying Masstige Theory Into Travellers' Values And Well-Being: A Case Of Developing Destination Context *

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Abstract

This study aims to test masstige theory and its consequences (i.e., utilitarian and hedonic values as well as well-being) within tourism and hospitality context through S-O-R model. This research used questionnaire technique to gather primary data through convenience and purposive sampling technique. Structural equation modelling (SEM) was utilized to examine the interplay between the constructs. According to the result, masstige consumption has significant influence on utilitarian value and hedonic value. Also, utilitarian and hedonic value of tourist played a significant role in fostering well-being. Furthermore, utilitarian and hedonic value are confirmed significant mediating role in the relationship between masstige consumption and well-being. The findings expand our theoretical understanding of masstige consumption in tourism contexts and provide practical implications for industry professionals seeking to enhance tourist experiences. Additionally, this research contributes to the growing literature on consumer well-being by highlighting how the pursuit of prestige through accessible luxury experiences can generate both functional benefits and emotional pleasure, ultimately improving overall satisfaction and quality of life.

Keywords: Masstige theory; Utilitarian value; Hedonic value; Well-being

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1. Introduction

Travellers desire to experience high-quality, affordable and accessible products or services while visiting a destination (Atsız, Çokal, Yıldırım, & Cankül, 2024; Purohit, Arora, & Radia, 2024). This provides them to have a feeling of experiencing prestigious ones and share them with their surroundings (Purohit et al., 2024). According to some authors (Correia & Kozak, 2012), this type of consumption creates a symbolic and social meaning for them. In the body of knowledge, it is called as a masstige theory which refers to "mass-produced, relatively inexpensive goods and services that are marketed as luxurious or prestigious" (Paul, 2019).

In the literature, there is limited knowledge on masstige theory and its consequences. Based on previous marketing literature, brand management (Paul, 2019), strategy for marketing (Paul, 2018), consumer happiness (Rodrigues, Sousa, Fetscherin, & Borges, 2024), product design (Gilal, Gilal, Shahid, Gilal, & Shah, 2022) brand love (Joshi & Garg, 2021) and so on were mainly investigated by a wide range of scholars. Further to this, limited studies exist in the tourism literature. It has been recently examined by several researchers (Atsız et al., 2024) focusing on some aspects of masstige theory such as tourist inspiration, destination love, destination brand advocacy and metaverse tourism context.

Despite previously published papers, Atsız et al. (2024) suggested future scholars to focus on different outcomes and determinants of masstige theory in tourism context. In tourism context, while luxury products offer rarity and quality in terms of experiential value, masstige products suggest travellers affordable and prestigious without compromising the product's quality too much (Iloranta, 2022; Kumar, Paul, & Unnithan, 2020). Moreover, according to Francis (2024), motivations for both concepts differ: whilst luxury consumption is shaped by external and internal factors, masstige consumption value is driven by external elements such as price. Francis (2024) further states that luxury is global; but, masstige is local. In the existing tourism and hospitality area, luxury products received attention from a wide range of scholars (Iloranta, 2022) rather than masstige ones. Considering the differences of both terms, tourism scholars should paid attention masstige experiential value to aid completing main framework of masstige theory from the service perspective.

In marketing and tourism literature, utilitarian and hedonic values were mostly neglected to complete main picture of consequence of masstige theory. Further to this, well-being and masstige values have been disregarded by previous research community. Keeping in mind previous calls and knowledge gaps, this article aims to test masstige theory and its consequences (i.e., utilitarian and hedonic values as well as well-being) within tourism and hospitality context employing quantitative research method. From theoretical standpoint, this research extends the masstige theory. In addition, despite the growing body of literature employing masstige theory across marketing, consumer behaviour, and brand management (Joshi & Garg, 2021), its application within the tourism sector remains notably limited. While previous studies have explored various brand-related constructs—such as brand affection, loyalty, satisfaction, indifference, and advocacy—within the masstige framework, there is a distinct lack of focus on how this theory intersects with experiential luxury services offered by hotel and airline brands in tourism. As emphasized by Atsız et al. (2024) and Iloranta (2019), the nuanced role of masstige in shaping travellers' perceived value and overall well-being, particularly in the context of developing destinations, remains underexplored. This research addresses this critical gap by extending masstige theory into the tourism domain, offering fresh insights into how travellers' experiences with affordable luxury can influence their value perceptions and contribute to their well-being.

The aim of this study is to contribute to the literature in two ways. Firstly, from a theoretical standpoint, tourism consumption differs from other experiences within the service industry, thereby requiring to gain a special interest in extending masstige theory through tourism. Moreover, prior literature acknowledges the importance of luxury products; however, research on the concept of masstige experience in tourism is limited. Therefore, applying this theory into tourism will help scholars to understand tourism products from the view of masstige experiential value. This article also offers practical contribution for stakeholders and interesters in terms of designing their tourism products based on our research outputs.

2. Literature Review

In this section, information is given about the masstige and tourism, hedonic, utilitarian values, well-being, and S-O-R Model.

2.1. Masstige and Tourism

Modern middle-class tourists frequently engage in luxury consumption as a means of expressing their identity or ideal social self, which can psychologically satisfy the desire for a higher social status. (Park, Back, & Kim, 2022). A new marketing strategy known as "masstige," which is an abbreviation for prestige for mass, was developed by luxury marketers by connecting the luxury demands of middle-class consumers (Ho, Wong, & Brodowsky, 2023). The term "masstige," which was first used in 2003 (Silverstein & Fiske, 2003), refers to "achievable prestige" that provides middle-class consumers with exclusivity and luxury-like quality at affordable costs (Kumar et al., 2020). The distinction between masstige and luxury brands lies in consumer perception, marketing strategies, and accessibility. Masstige brands—combining "mass" and "prestige"—aim to make luxury more accessible by offering products that reflect some elements of luxury at more affordable prices (Kim, Lloyd, Adebeshin, & Kang, 2019). These brands target a wider audience and are less exclusive than traditional luxury brands, appealing to consumers who seek prestige without the high cost (Khan & Iqbal, 2023). In contrast, luxury brands emphasize exclusivity, superior craftsmanship, and limited availability, often serving as symbols of status and identity for affluent consumers (Lah & Sušjan, 2024). According to Kumar et al. (2020), this trend developed as a result of shifting customer expectations (demanding more for their money) and strategies for marketing (making luxury more accessible). Furthermore, its rise was driven by globalization, a variety of customer preferences (Kastanakis & Balabanis, 2012), and the "democratization" of luxury through digital marketing (Shukla & Purani, 2012).

According to Silverstein & Fiske (2003), masstige marketing is a strategy used to penetrate the market and establish a desirable image for items in the eyes of mass. This marketing method keeps the price reasonable while creating a prestigious image and perceived high quality (Singh, 2024). In the first decade of the twenty-first century, the marketing literature was introduced to the concept of masstige, which is considered to be a relatively new concept (Kumar et al., 2020). Iloranta (2022) highlighted that current luxury trends indicate that consumers are more drawn to experience luxury goods and services that place an emphasis on emotional expressions. While the luxury market has a critical role in the travel industry, the need for further research is of significance to better understand luxury tourism (Iloranta, 2022). The study by Chang & Ko (2017) examined two variations of luxury: the exclusive, niche-specific form that is less accessible, and the accessible form that is intended for the general population. As luxury continues to evolve, consumers are showing a growing preference for experiential luxury services like tourism, which are both discreet and prestigious and play a key role in the masstige phenomenon (Iloranta, 2022). Hotel and travel services are examples of experiential luxuries that possess universal characteristics (Kim et al., 2019). Also, the most of research on luxury tourism has used airline or hotel brands as research context (Iloranta, 2019). For example, using masstige theory and the S-O-R model paradigm, Atsız et al. (2024) examined how tourists' inspiration, masstige consumption values, and destination love affected their willingness to pay and brand advocacy. The study revealed that tourism inspiration influences overall travellers' masstige consumption values and love for destinations. The willingness to pay and destination brand advocacy are positively influenced by masstige perception and destination love.

The researchers have frequently employed masstige theory to examine how consumers perceive value of brands (Joshi & Garg, 2021), as well as consumer and brand relationships within the masstige framework (Mundel, Huddleston, & Vodermeier, 2017), brand affection, brand loyalty (Robertson, Botha, Ferreira, & Pitt, 2022), brand satisfaction (Kumar et al., 2020; Mansoor, Paul, Saeed, & Cheah, 2024), brand indifference (Suzuki & Kanno, 2022) and brand advocacy (Atsız et al., 2024). Masstige research in tourism is still scarce, despite its popularity in marketing, consumer behaviour, and brand management (Joshi & Garg, 2021). As highlighted by Atsız et al. (2024) and Iloranta (2019), limited research has been undertaken about the

concept of masstige, particularly with hotel and airline brands within the tourism sector that offer experiential luxury services. This research addresses the gap by investigating the masstige theory into travellers' values and well-being in the context of developing destination.

Based on discussion above, it can be said that Masstige in tourism has received limited scholarly attention due to its relatively recent emergence as a marketing concept and the dominance of traditional luxury branding in tourism research. While masstige has been widely explored in consumer goods and fashion industries, its application to experiential services such as travel and hospitality remains underdeveloped. Much of the existing tourism research still focuses on high-end luxury consumption, neglecting the growing segment of middle-class tourists seeking affordable luxury experiences. Additionally, the evolving nature of consumer preferences—shifting from material ownership to emotional and experiential value—has only recently been recognized as central to understanding modern travel behavior. As a result, the integration of masstige theory into tourism studies, particularly in relation to travellers' value perceptions and well-being in developing destinations, is still in its early stages.

2.2. Hedonic, Utilitarian Values, Well-Being and S-O-R Model

The notion of "value" has consistently engaged numerous philosophers and researchers (Babin, Darden, & Griffin, 1994). Researchers are persistently pursuing a comprehensive knowledge of consumer value. A comprehensive literature analysis has determined that perceived value is described as the customer's evaluation of the benefits received relative to the costs paid for, reflecting an overall assessments of a good or service's utility based on these perceptions (Ryu, Han, & Jang, 2010). Researchers have investigated the experiential component that assesses client experiences derived from events or festivals, (Lee, Lee, Lee, & Ahmad, 2021; Prebensen & Rosengren, 2016) or consumption experience (Hanzaee & Rezaeyeh, 2013; Ozturk, Nusair, Okumus, & Hua, 2016) using multi-dimensional perspectives on perceived values, including hedonic and utilitarian values. Hedonic values are associated with the sensory and emotional aspects of experiences, including enjoyment, pleasure, and amusement, such as playfulness and fun (Yang & Lee, 2010). These values are often subjective and personal, varying based on individual preferences and feelings. On the other hand, utilitarian values focus on the practical, functional, and goal-oriented benefits that come from consumption, such as efficiency, practicality, and task fulfilment (Overby & Lee, 2006). These values are typically more objective and related to the practical outcomes of a consumption experience. Moreover, utilitarian values relate to a good's or service's capacity to meet particular functional objectives or requirements (Voss, Spangenberg, & Grohmann, 2003). Given that Gursoy, Spangenberg & Rutherford (2006) suggested that a tourism goods and services comprises a blend of experiential offerings, festival and event planners must focus on both hedonic and utilitarian values.

In the luxury tourism context, hedonic experience is widely acknowledged as an intangible advantage that is crucial to luxury purchasing, even in addition to its functional values (Kim, Um, & Lee, 2020; Zhang, Xiong, & Lee, 2020). According to research conducted worldwide, luxury brand use is more likely to satisfy self-directed objectives like enjoyment and happy feelings than to reflect social standing (Achille, 2014). Consumers pursuing luxury brands seek benefits and gratification that are inherently satisfying to them (Vigneron & Johnson, 2017). As opposed to utilitarian message appeals, hedonic messages are predicted to boost brand experience by improving perceptions of the hotel's luxuriousness index since they evoke positive emotions and pleasure (Chitturi, Raghunathan, & Mahajan, 2008; Deb & Lomo-David, 2020). Because utilitarian message appeal merely offers practical and tangible information, its appeal fails to evoke strong pleasant feelings (Deb, 2021). Therefore, it may be asserted that, regarding consumers that utilize masstige goods and services during their tourism activities, hedonic and utilitarian values may significantly influence them.

The theory of stimuli organism response (S-O-R) attracts interest from scholars across various disciplines, comprise of tourism and leisure studies (Atsız et al., 2024). The S-O-R paradigm is a three-part analytical framework employed in the fields of behavioural science and marketing to elucidate the response of an individual or organism to environmental stimuli. The stimulus encompasses environmental factors and external influences, including advertising, social interactions, and sensory aspects that capture attention

and provoke a response. The organism embodies the internal determinants that affect behaviour, encompassing prior experiences, values, motivation, and personality characteristics. The response is a manifestation of an individual's behaviour triggered by external stimuli. Essentially, response variables capture an individual's cognitive processes or actions, which encompass a broad range of behaviours, both verbal and non-verbal. These can include physical responses, such as changes in physiological states, as well as psychological reactions, reflecting the internal mental processes at play (Liang & Lim, 2021; Mehrabian & Russell, 1974). The response, therefore, serves as an important indicator of how individuals interpret and react to their environment, providing insights into their emotional, cognitive, and physiological state. The interplay between internal organismic variables and external stimuli determines how an individual reacts. The S-O-R model synthesizes external, psychological, and behavioural elements to offer a holistic framework for comprehending and forecasting individual behaviour. S-O-R theory finds extensive usage in marketing research for various reasons, encompassing strategy development, advertising campaign optimization, and customer response evaluation to good and services. Through this model, researcher can investigate the influence of cognitive and affective behaviours (Atsız et al., 2024; Liang & Lim, 2021). Researchers in the tourism industry can gain a deep understanding of and insight into tourist behaviour with the use of this model. It helps them develop successful marketing plans, improve the vacation experience, and advocate for responsible tourism (Atsız et al., 2024; Kılıç & Seçilmiş, 2022). Figure 1 above shows the research conceptual model.

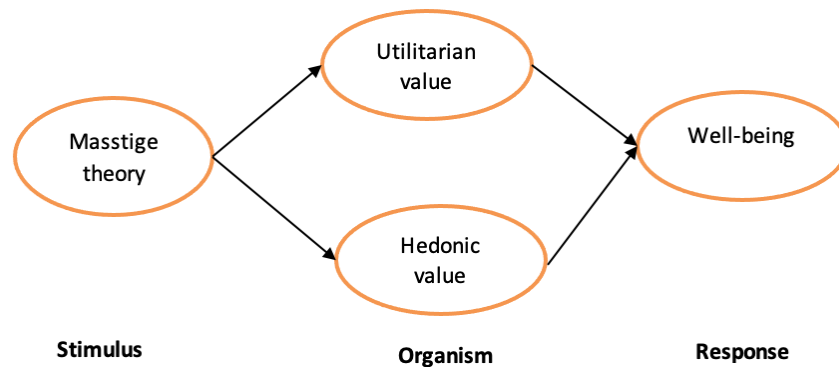


Figure 1. Research Model

To determine if hedonic and utilitarian consumption values impact well-being, the S-O-R theory is adopted as a guiding theoretical framework. Well-being is a favourable assessment of one's current condition, which includes elements like quality of life, emotional state, and subjective contentment. Generally, well-being is typically divided into two main dimensions: psychological well-being and subjective well-being. Subjective well-being encompasses positive emotions and life experiences, such as happiness and satisfaction (Diener, 1984), while Psychological well-being emphasizes factors such as personal development and a sense of purpose in life (Ryff & Keyes, 1995). Neal, Sirgy, & Uysal (1999) highlighted that in tourism studies, well-being is considered a crucial tool for evaluating the impact of tourism activities on an individual's mental health and overall quality of life. Starting with Pearce (2009), scholars in tourism employed the framework of positive psychology to analyse how tourism and travel impacts well-being (Bagheri, Guerreiro, Pinto, & Ghaderi, 2024; Matteucci & Filep, 2017; Vada, Prentice, & Hsiao, 2019). Subjective well-being has been examined through several study methodologies. From the point of hedonism, subjective well-being signifies a condition where an individual assesses all facets of life favourably, either cognitively or affectively (Diener, Emmons, Larsen, & Griffin, 1985).

Tourism activities and experiences are closely connected to an individual's physical health, overall happiness, and general well-being. Engaging in travel and leisure pursuits not only offers opportunities for relaxation and recreation but also contributes to mental and emotional rejuvenation. These experiences can lead to improved physical health through increased physical activity, exposure to nature, and reduced stress. Furthermore, tourism has the potential to enhance life satisfaction, foster personal growth, and provide a sense of fulfilment, ultimately promoting a more balanced and enriched lifestyle (Baldwin,

Haven-Tang, Gill, Morgan, & Pritchard, 2021). Most previous well-being measures, including those on subjective, occasion-specific, and chronic well-being, have primarily focused on the hedonic aspect, which emphasizes pleasure and immediate happiness. However, there is growing recognition of the need to also consider eudaimonic factors like personal growth and life meaning for a more comprehensive understanding of well-being (Su, Tang, & Nawijn, 2020). Masstige consumption refers to the integration of mass-market affordability with the aspirational attributes of luxury products, creating a balance that resonates with consumers from diverse socio-economic backgrounds. In the context of the proposed framework, masstige products serve as a stimulus that activates both cognitive and emotional responses, ultimately shaping individual well-being. These products enable consumers to engage with symbolic representations of luxury while maintaining economic accessibility, thereby fulfilling desires for inclusion in a prestigious lifestyle without incurring the costs typically associated with high-end products (Paul, 2015). By addressing both functional necessities and emotional desires, masstige consumption becomes a significant contributor to consumer satisfaction and subjective well-being.

According to the Babin et al. (1994), The value derived from masstige consumption operates through two primary dimensions: *utilitarian value* and *hedonic value*. Utilitarian value captures the functional benefits of masstige products, such as their ability to offer high performance and quality at affordable prices. This functional aspect meets consumers' practical requirements and reduces potential conflicts during the purchasing process. Conversely, hedonic value reflects the emotional gratification and sensory pleasure that these products provide. Additionally, the social recognition associated with masstige items reinforces a consumer's self-image and identity, offering a sense of indulgence and emotional satisfaction (Hagtvedt & Patrick, 2009). Together, these two dimensions demonstrate how masstige consumption enhances well-being by providing both practical utility and emotional enrichment. Consumers find happiness not only in the functional benefits but also in the emotional and social significance associated with these products. This dual contribution emphasizes the role of masstige items in fostering a sense of balance between affordability and aspirational living, making them integral to achieving consumer well-being in modern markets. Therefore, based on discussion above following hypothesis were developed:

- H1: Masstige significantly influence utilitarian value
- H2: Masstige significantly influence hedonic value
- H3: Tourists' utilitarian value positively influence on well-being
- H4: Tourists' hedonic value positively influence on well-being

3. Methodology

This article aims to test masstige theory and its consequences (i.e., utilitarian and hedonic values as well as well-being) within tourism and hospitality context. To address this purpose, a quantitative research approach was adopted.

3.1. Research Instrument, Sampling and Data Collection

A 7-point Likert scale was used, with 1 representing strong disagreement and 7 representing strong agreement. All assessment items were adopted from previously established scales in past research. A five-section survey was developed to investigate the interactions between the factors proposed in the study model. In the first section, demographics of the participants were assessed. Ten items were used in the second section to evaluate masstige consumption values (Purohit et al., 2024). While the third section delved into tourist utilitarian values, fourth section captured the tourist hedonic values (Lee et al., 2021). In the last section of survey, tourist well-being was assessed (Vada et al., 2019). Three academics who were similar to the research subject were given the survey to assess the survey items, before the conducting actual study. Researcher conducted a pilot study with the involvement of 40 tourists following minor changes to verify the suitability and applicability of the research tools. No modifications were made to the products. The final data collecting commenced thereafter.

In this study, the research population consists of travellers who have knowledge about masstige products. Since it was very difficult to determine the number of the research population, snowball and purposive sampling technique was employed to gather research data. Snowball and purposive sampling methods both carry bias-related disadvantages that can affect the validity of research findings. In snowball sampling, participants recruit others from their own social networks, which often results in a sample with similar characteristics, leading to selection bias and reduced diversity. On the other hand, purposive sampling involves researchers selecting participants based on specific criteria, which introduces the risk of researcher bias, as the selection may reflect the researcher's subjective judgments rather than the broader population. Both methods can therefore compromise the representativeness and generalizability of the study results. However, these techniques are less time consuming and efficient to reach participants (Bryman, 2016).

In order to conduct sampling, two major criteria were first set for the individuals who would participate in the research. Researcher directly excluded individuals who did not meet these criteria from the data set. These criteria: (i) having knowledge and awareness on masstige products and (ii) preferring to use masstige products in tourism (i.e., visiting a masstige destination, consuming a gastronomic product, etc.). In order to meet these criteria, a question was posed to the respondents at the beginning of the survey. For example, "do you have information about Masstige products" and "which products did you prefer?" The primary goal of establishing these criteria is to accurately capture the perception of masstige products in tourism and to ensure the proper completion of the measurement tool (questionnaire).

Considering abovementioned, Turkish travellers were selected as research unit. All questionnaires were distributed to travellers online. Through social media platform researcher distributed the questionnaires. Researcher asked respondents to reveal whether they had friends or relatives who used these products. As a result of this process, they themselves participated in the data collection process through snowball and purposive sampling. Ethical approval for this article was obtained by Nevsehir Hacı Bektas Veli University / Institution on 28.02.2025 with the decision numbered 2025.02.62.

3.2. Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was used in this research to analyze the collected data. This method allows researchers to evaluate or modify theories or models. Moreover, through PLS-SEM researchers enables to expand existing structural theories (Hair Jr, Hult, Ringle, & Sarstedt, 2014). Furthermore, because it focuses on prediction accuracy, it ignores sample size and data normality. Lastly, this paper tested suggested models using the Smart PLS 4 program.

4. Findings and Discussion

Demographic of participant are presented table below.

Table 1. Demographics Of Research Participants (n-237)

	Variable	Frequency	Percentage (%)
Gender	Male	112	47.3
	Female	125	52.7
Age	18-29	66	27.8
	30-39	93	39.2
	40-49	56	23.6
	50-59	20	8.4
	60 and over	2	0.8
Income	17.000 TL and under	61	25,7
	17.001-27.000 TL	16	6,8
	27.001-37.000 TL	50	21,1
	37.001-47.000 TL	21	8,9
	47.001 TL and over	89	37,6

Table 1 continued

Education	High school and lower	27	11,4
	Bachelor	170	71,7
	Post-graduate	30	12,7
	PhD	10	4,2

Table 1 indicates the demographic characteristics of the research respondents (N = 237) regarding gender, age, income, and education level. The sample consists of 47.3% male (n = 112) and 52.7% female (n = 125) participants. In terms of age distribution, the majority fall within the 30-39 age group (39.2%, n = 93), followed by 18-29 (27.8%, n = 66), 40-49 (23.6%, n = 56), and 50-59 (8.4%, n = 20), while only 0.8% (n = 2) are aged 60 and over. Regarding income levels, 37.6% (n = 89) of participants earn 47,001 TL and above, whereas 25.7% (n = 61) report an income of 17,000 TL and below. Other income groups include 17,001-27,000 TL (6.8%, n = 16), 27,001-37,000 TL (21.1%, n = 50), and 37,001-47,000 TL (8.9%, n = 21). As for education, most of the participants hold a bachelor's degree (71.7%, n = 170), while 12.7% (n = 30) have a post-graduate degree, 4.2% (n = 10) hold a Ph.D., and 11.4% (n = 27) have a high school education or lower. These demographic distributions provide insight into the composition of the research sample, which may influence the study's findings and interpretations.

4.1. Assessment of Measurement Model

In the initial phase, the researcher evaluated the measurement model by examining discriminant validity, convergent validity, internal consistency, and the outer loadings of the items. As previous research recommend (Hair Jr et al., 2014), the value of outer loadings of all items are above 0.7. Through the composite reliability, Cronbach's Alpha and rho_A values, internal consistency was tested. As shown in table 2, the value of composite reliability is above 0.70 as recommended by prior scholars (Henseler & Chin, 2010). The results of the measurement model are given in table 2 below.

Table 2. Assessment of Measurement Model

Construct	Item	Outer loading	Cronbach's alpha	rho_a	CR	AVE
Masstige	1	0.725	0.884	0.886	0.908	0.551
	2	0.780				
	3	0.724				
	4	0.766				
	5	0.713				
	6	0.743				
	7	0.723				
	8	0.765				
Hedonic value	1	0.867	0.889	0.894	0.923	0.751
	2	0.860				
	3	0.913				
	4	0.824				
Utilitarian value	1	0.882	0.854	0.854	0.911	0.774
	2	0.894				
	3	0.863				
Well-being	1	0.895	0.928	0.929	0.949	0.822
	2	0.913				
	3	0.884				
	4	0.935				

Also, Cronbach's Alpha values which is expected to be between (0.882–0.927) are acceptable level indicating reliability is provided. Lastly, all rho_a values are sufficient which is above 0.70 indicating internal consistency is provided. In order to test convergent validity, the AVE (Average Explained Variance) value was utilized. The AVE values (0.515–0.872) of the constructs in this study were found to be over the threshold value of these values, which was established as 0.50 (Sarstedt, Ringle, & Hair, 2017). Moreover, in order to ensure that discriminant validity is provided, Fornell-Larckel criteria was used which all the constructs provided sufficient value to confirm discriminant validity. Each variable measures

a distinct facet of the phenomenon under study, as evidenced by the fact that none of them exhibit problematic levels of overlap confirming convergent and discriminant validity were provided.

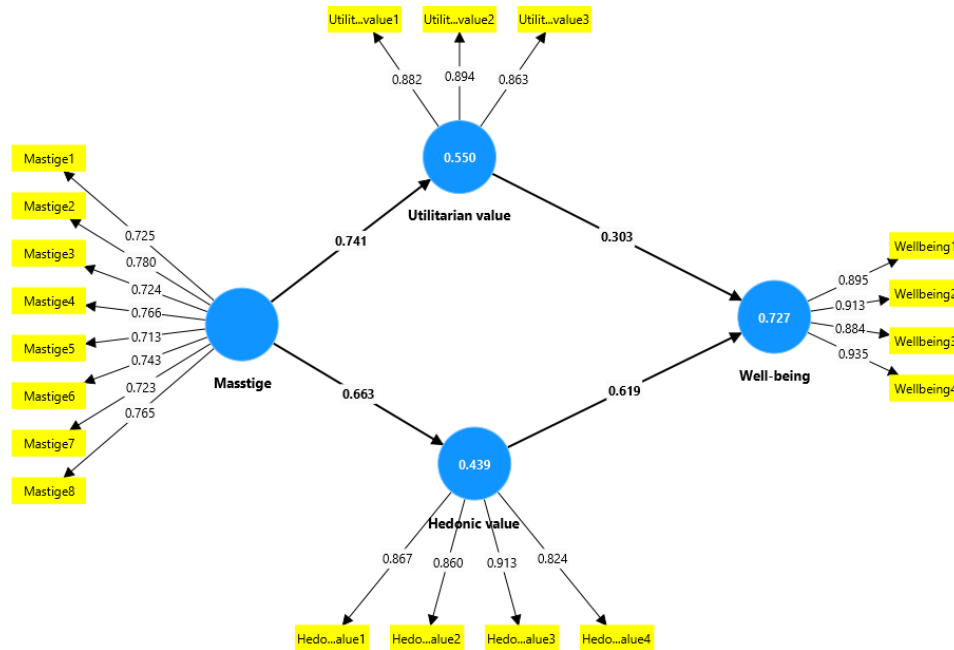


Figure 2. The Results of The Measurement Model

The t-values, factor loadings and r values are shown in figure 1.

Table 3. Fornell-Larckel Test Result

Construct	Hedonic value	Masstige	Utilitarian value	Well-being
Hedonic value	0.866			
Masstige	0.663	0.743		
Utilitarian value	0.670	0.741	0.880	
Well-being	0.822	0.747	0.718	0.907

Table 3 illustrates the Fornell-Larckel test results confirming that all constructs provided Fornell-Larckel criteria.

4.2. Assessment of Structural Model

The result of the structural model was shown table 4 below in detail. According to the results, four out of four hypotheses were confirmed.

Table 4. The Result of The Structural Model

Path	β	S.d	t	p	R-square	Hypotheses
Masstige -> Utilitarian value	0.743	0.032	22.972	0.000	0.550	H1-accepted
Masstige -> Hedonic value	0.665	0.041	16.319	0.000	0.439	H2-accepted
Utilitarian value -> Well-being	0.302	0.054	5.580	0.000	0.727	H3-accepted
Hedonic value -> Well-being	0.621	0.051	12.147	0.000	0.727	H4-accepted

According to results of the the structural model test, all hypothesized relationships were supported. The path from masstige to utilitarian value confirmed a strong positive influence ($\beta = 0.743$, $t = 22.972$, $p < 0.001$), with an R^2 value of 0.550, indicating that masstige explains 55% of the variance in utilitarian value (H1 accepted) which is in line with the previous studies (Gursoy et al., 2006; Voss et al., 2003). The second hypothesis, H2, suggested that masstige consumption significantly affects hedonic value. The relationship between masstige and hedonic value was significant ($\beta = 0.665$, $t = 16.319$, $p < 0.001$), with an R^2 value of 0.439, suggesting that masstige accounts for 43.9% of the variance in hedonic value (H2 accepted). This is in the same vein with the prior results of the studies (Gursoy et al., 2006; Yang & Lee, 2010). It can be said that regarding consumers that utilize masstige goods and services during their tourism activities, hedonic and utilitarian values may significantly influence them.

The third hypothesis claimed that utilitarian value has positive impact on their well-being. The impact of utilitarian value on well-being was also statistically significant ($\beta = 0.302$, $t = 5.580$, $p < 0.001$), with an R^2 value of 0.727, indicating that the predictors explain 72.7% of the variance in well-being (H3 accepted). Utilitarian value was found to have a positive association with well-being, which is shows the similarity with previous literature (Su et al., 2020; Vada et al., 2019). The fourth hypothesis, H4, hypothesized that hedonic value significantly affects their well-being. The findings indicate a significant effect of hedonic value on their well-being ($\beta = 0.621$; T-value = 12.147; $p < 0.05$) meaning that H4 is also supported. According to the result, it can be suggested that hedonic value on their well-being which is in line with previous studies (Bagheri et al., 2024; Hagtvedt & Patrick, 2009; Su et al., 2020). Based on the outcome of the study, it can be said that by addressing both functional necessities and emotional desires, masstige consumption becomes a significant contributor to consumer satisfaction and subjective well-being.

4.3. Mediating Effect

In order to identify if there is any mediating effect between the constructs, researcher conducted mediation test. According to the results of the test, 2 mediated paths were identified. The table 5 below indicates the details of the mediating effect test results.

Table 5. The results of Mediating Analysis

Path	β	S.d	t	p	Type of mediation
Masstige -> Utilitarian value -> Well-being	0.225	0.043	5.188	0.000	Partial mediation
Masstige -> Hedonic value -> Well-being	0.414	0.047	8.827	0.000	Partial mediation

As indicated in table 5, There is enough evidence to confirm that utilitarian value mediates the association between the masstige consumption and well-being ($\beta = 0.2251$; T-value = 5.188; $p < 0.05$). This suggests that the functional and practical benefits tourists perceive in masstige products has a vital role in translating the consumption of these products into improvements in well-being. In addition, the results of the mediation analyses confirmed the mediating role of hedonic value in the association between masstige consumption and well-being ($\beta = 0.414$; T-value = 5.188; $p < 0.05$) suggesting that role of hedonic value driven by masstige consumption is of significance in creating positive emotional states, which are integral to well-being. In other words, this mediation effect is statistically strong, highlighting hedonic value as a crucial channel through which masstige consumption impacts well-being.

5. Conclusion

This study aimed to examine masstige theory and its implications, specifically its impact on utilitarian and hedonic values as well as well-being, within the tourism and hospitality context. The findings revealed that masstige consumption significantly influences tourists' perceptions of both utilitarian and hedonic values. Furthermore, both value dimensions play a crucial role in enhancing overall well-being. Additionally, the results confirmed that utilitarian and hedonic values serve as significant mediators in the relationship between masstige consumption and tourist well-being, highlighting their essential role in this process. This study offers valuable theoretical contributions by extending the understanding of masstige theory in the tourism domain. From a practical perspective, the findings provide meaningful insights for the tourism and hospitality industry, offering strategies to enhance tourist experiences through masstige-driven value perceptions.

As for the theoretical contributions, this study emphasizes the benefits of applying the S-O-R paradigm and masstige theory to comprehend how tourists view upscale and reasonably priced travel places and masstige consumption effect their values and well-being. The factors employed in this research and their results are unique for the theory, as there are not many studies examining the causes and effects of masstige perception. Masstige value, in particular, has been shown to influence hedonic and utilitarian value as well as well-being. There is dearth of knowledge in how masstige value can affect their hedonic and utilitarian values and overall well-being, despite recent attempts in the marketing literature to investigate the role of customer inspiration on masstige (Atsız et al., 2024). Additionally, the implications

of masstige on the well-being and hedonic and utilitarian values are not explicitly addressed in either marketing or tourism literature. With this in mind, both research findings will be extremely beneficial in gaining a comprehensive understanding of the values and boundaries of masstige consumption, thereby completing the primary picture of the theory. There is no study that combines the S-O-R paradigm, utilitarian and hedonistic values, and masstige theory to examine well-being itself. In this regard, these discoveries will prove advantageous in comprehending the theory and model in a comprehensive manner.

Regarding practical contributions of the study, marketing professionals and managers responsible for formulating strategic plans and implementing tools to improve tourism products and services will benefit from these findings. The study's results demonstrate the significant influence of masstige consumption on well-being through its effects on both utilitarian and hedonic values. This suggests that in the tourism and hospitality context, masstige-oriented consumer preferences can contribute positively to overall well-being. Therefore, businesses in this industry can benefit from recognizing and addressing the unique needs of masstige consumers to enhance well-being. Also, the study stressed the pivotal role of utilitarian and hedonic values in fostering tourist well-being within the context of masstige consumption. This underscores the practical importance for tourism and hospitality businesses to focus on delivering experiences and services that cater to both utilitarian and hedonic needs of tourists, as these factors significantly contribute to enhancing overall well-being.

Moreover, the acknowledgment of utilitarian and hedonic values as significant mediators in the relationship between masstige consumption and well-being provides practical insights for industry practitioners. This suggests that businesses should strategically consider and integrate elements that appeal to both utilitarian and hedonic values in their offerings, as these values have a crucial role in impacting well-being within the masstige consumption context. In conclusion, the practical contributions of this study stressed the significance of understanding and addressing the utilitarian and hedonic values regarding masstige consumption in the tourism sector. By acknowledging and catering to these values, businesses can positively impact well-being, thereby enhancing the overall tourism and hospitality experience and potentially fostering customer satisfaction and loyalty.

5.1. Limitation and Future Study

This research has some limitations. The utilizing of a small sample size and non-random convenience sampling technique may restrict the generalizability of the study results. Future research should consider using random sampling to ensure wider population is represented in the tourism and hospitality industry. Also, convenience sampling may introduce sampling bias, potentially limiting the representativeness of the sample. Future research should aim to use better sampling technique and more diverse and representative samples to ensure that the findings can be more broadly applicable to the population of interest. In addition, this research focused on only four variables (masstige, utilitarian value, hedonic value, and well-being). Although these variables are significant, a more thorough understanding of the impact of masstige theory, future studies should explore additional variables that may influence utilitarian and hedonic values as well as well-being within the tourism and hospitality industry. This could include factors related to customer demographics, cultural influences, and specific industry-related variables. Future research could explore comparative analyses across different segments of the tourism and hospitality industry or different geographical locations to assess potential variations in the impact of masstige theory and its consequences. This comparative approach would add depth to the understanding of masstige theory within diverse contexts.

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