Masstige and luxury consumption: The relationship between political attitude, dark triad, technology propensity, and masstige/luxury products.

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Abstract

Title: Masstige and luxury consumption: The relationship between political attitude, dark triad, technology propensity, and masstige/luxury products.

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The purpose of this paper is to examine how people with dark personality traits, such as narcissism, machiavellianism, and psychopathy, are influenced by luxury brands that are marketed to the middle class. This phenomenon is known as masstige marketing. The study uses current sources from trade journals and models from the 20th and 21st centuries and a survey (2023) to investigate the relationship between the Dark Triad, Technology Adoption Propensity, Political Attitude, and Masstige Brands.

The paper's findings indicate that only Porsche, Rolex, and Mercedes can be classified as masstige brands. Additionally, the research reveals a noticeable correlation between Tesla and all three Dark Triad personality traits, which can eventually be attributed to the relationship between the consumer and the CEO, Elon Musk. Furthermore, the study highlights a connection between psychopaths and the perception of coffee as a masstige product. Lastly, the Dark Triad impacts voting behavior, with machiavellianism leading to extreme voting behavior and psychopathy being linked to right-wing voting behavior.

The research aims to contribute to the academic literature on the impact of dark personality traits on masstige marketing, political attitude, and technology adoption propensity. The interdisciplinary approach in this Master's thesis will hopefully lead to a better understanding of these phenomena. This research will be particularly relevant to students studying marketing and business administration and teachers in strategic marketing and automotive, coffee, and watch manufacturers.

Keywords: Cars, Coffee, Dark Triad, Masstige Marketing, Masstige Mean Index, Personality traits, Political attitude, Technology Adoption Propensity (TAP), Watches

Resumo

Título: Masstige e consumo de luxo: A relação entre a atitude política, a tríade negra, a propensão para a tecnologia e os produtos de masstige/luxo.

Autor: Maximilian Müller

O objectivo deste artigo é analisar a forma como as pessoas com traços de personalidade obscuros, como o narcisismo, o maquiavelismo e a psicopatia, são influenciadas por marcas de luxo comercializadas para a classe média. Este fenómeno é conhecido como marketing de masstige. O estudo utiliza fontes actuais de revistas de negóciose modelos dos séculos XX e XXI e um inquérito (2023) para investigar a relação entre a Tríade Negra, a Propensão para a Adopção de Tecnologia, a Atitude Política e as Marcas de Masstige.

Os resultados do estudo indicam que apenas a Porsche, a Rolex e a Mercedes podem ser classificadas como marcas de Masstige. Além disso, a investigação revela que existe uma correlação notável entre a Tesla e os três traços de personalidade da Tríade Negra, o que pode eventualmente ser atribuído à relação entre o consumidor e o director executivo, Elon Musk. Adicionalmente, o estudo destaca uma ligação entre os psicopatas e a percepção do café como um produto de Masstige. Por último, a Tríade Negra tem um impacto no comportamento de voto, com o maquiavelismo a conduzir a um comportamento de voto extremo e a psicopatia a estar ligada a um comportamento de voto de direita.

Espera-se que a abordagem interdisciplinar desta tese de mestrado conduza a uma melhor compreensão destes fenómenos. Esta investigação será particularmente relevante para os estudantes de marketing e administração de empresas e para os professores de marketing estratégico e para fabricantes de automóveis, café e relógios.

Palavras-chave: Carros, Café, Tríade Negra, Marketing de Masstige, índice médio de masstige, Traços de personalidade, Atitude política, Propensão à Adopção de Tecnologia (TAP), Relógios

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List of Abbreviations

Bre = Breitling

CEO = Chief Executive Officer

CFI = Comparative Fit Index

CHF = Swiss Franks

Corr = Correlation

df = degrees of freedom

DT = Dark Triad

GDP = Gross domestic product

Jac = Jacobs

Mac = machiavellianism

Mas = masstige

Mer = Mercedes

Min = Minimal

MMI = Masstige Mean Index

N (or I) = Number of Observations/Participants

NA = No-answer/ not applicable

Nac = narcissism

Nes = Nespresso

Ome = Omega

Pctl = Percentile

Pol = Political extremism (1 = neutral; 3 = extreme)

Politics_1 = Political attitude (1 = left wing; 7 = right wing)

Por = Porsche

Psy = psychopathy

Raw. Alpha = Cronbach's Alpha

RMSEA = Root Mean Square Error of Approximation

Rol = Rolex

SEM = Structural Equation Model

SRMR = Standardized Root Mean Square Residual

ss = sum of squares

St.Dev = standard deviation

Star = Starbucks

Std. Alpha = he standardized alpha based upon the correlations

TAM = Technology Acceptance Model

TAP = Technology Adoption Propensity

Te = total effect

Tes = Tesla

Tie = Total indirect effect

TRI = Technology Readiness Index

US = United States

VIF = Variance Inflation Factor

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Acknowledgments

I want to express my sincerest gratitude to the researchers who have made significant discoveries about masstige and luxury, especially Iaia et al. (2022) and Kumar & Paul (2018), for their inspiring studies. I am also grateful for the guidance and encouragement of my academic advisor, Professor Daniel Fernandes, who has been a constant source of motivation and knowledge throughout my academic journey. Moreover, I am thankful to Catolica Lisbon for its exceptional interdisciplinary education program. It has given me practical and theoretical knowledge.

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1 Introduction

Luxury spending was mainly associated with people in their 40s and 50s who belonged to the upper class. However, there has been a recent trend of the luxury goods market expanding to encompass consumers across different age groups. At the same time, the spending of Gen Z and Gen Alpha experiences a growth rate three times faster than that of the other generations and will account for one-third by 2030 (Bain & Company, 2022). Luxury products provide consumers with prestige, exclusivity, uniqueness, and psychological and emotional value (Lee & Watkins, 2016). Luxury brand purchases are made for various reasons, including self-expression, lifestyle imitation, gaining social acceptance, and the desire to influence others (Shavitt, 1989; Silverstein & Fiske, 2003; Vigneron & Johnson, 2004; Wiedmann et al., 2009). Therefore, in recent years the market has democratized not only serving the wealthiest social class anymore but making luxury products more accessible to middle and low-class customers for an affordable price. Silverstein et al. (2008) called this masstige (mass prestige). Understanding consumers' characteristics is crucial in the context of luxury product purchasing, as recent studies highlight the importance of narcissism in consumers' decision-making processes, with narcissistic individuals showing a greater desire to pursue self-esteem, obtain approval from others, and be well-regarded, often resulting in the purchase of customized and exclusive products signalling personal uniqueness (Fastoso et al., 2018; Kang & Park, 2016; Kauppinen-Räisänen et al., 2018; Lambert & Desmond, 2013).

This study tries to understand the relationship between the dark Triade personality traits, technology propensity, political attitude, and different luxury/masstige brands in the perception of 18-35-year-olds. Since they are the target masstige consumers for luxury brands (Wiedmann et al., 2009), this age group is a sensible focus for this study. It is inspired by the ideas mentioned by Iaia et al. (2022); Kumar & Paul (2018) and Ordabayeva et al. (2021) and is, to the best of the author's knowledge, the first paper investigating these combinations of products with the relationships of political attitude, technology propensity, dark triad, and masstige perception.

In the following paragraphs, the relevant literature containing conceptual and theoretical background will be presented; the third section outlines the methodology used; in the fourth section, the outcomes are investigated with statistical and structural equation analysis. The final section summarizes and concludes the thesis by discussing the implications discovered while highlighting this work's limitations and future research suggestions.

2 Theoretical Background

The following paragraphs give an overview of the terms masstige marketing, dark triad, technology propensity, the different markets and products analyzed, the general purchase and buying process, and finally, the relationship between the other factors.

2.1 The development of Masstige Marketing

The origins of "masstige marketing" are rooted in the concept of luxury. Throughout history, luxury and luxury brands have been prominent, with the luxury trade being one of the oldest industries. Luxury has undergone a transformation over time and the meaning of luxury has evolved, and its recent growth can be attributed to the 1980s. (Brun & Castelli, 2013; Kapferer, 2014). Today, even developing countries have seen a rise in the consumption of luxury goods and services purchased for pleasure (Cavender, 2012) and positive feelings (Petersen et al., 2018). The growing prevalence of luxury goods has elevated the status of luxury as a marketing concept, prompting increased interest in the subject from academic researchers. Studies have shown that the act of consuming luxury goods can evoke feelings of joy in consumers, and research efforts have accordingly been directed toward the development of prestigious luxury brands. (Loureiro et al., 2018).

However, the popularity of luxury has given rise to a paradox (Kapferer et al., 2014). Luxury has long been associated with rarity and status, but with more people purchasing luxury goods and services, they become less rare (Kapferer, 2014; Kapferer & Valette-Florence, 2016; Luck et al., 2014). The growth of luxury brands poses a challenge to marketers, as maintaining rarity becomes difficult. This paradox has led scholars to understand that luxury is not just about rarity but also mass-market adoption and enhancing prestige. The shift from rarity to mass market adoption and the willingness to improve prestige by spending comparatively less has given rise to the concept of the "masstige" (Granot et al., 2013; Kapferer, 2014; Kastanakis & Balabanis, 2012; Kumar & Paul, 2018).

Masstige is short for "Mass Prestige," it was coined by Silverstein & Fiske (2003) and refers to a marketing theory that explains the relationship between the marketing mix components and the concept of mass luxury products, describing the behavior of middle-class consumers in the US. The idea was further elaborated by Silverstein et al. (2008) in their book, "Trading up: Why Consumers Want New Luxury Goods and How Companies Create Them," published in 2008.

The theory can be expressed through two equations:

(1) Premium Price = f(Mass Prestige)

(2) Mass Prestige = f(Product, Promotion, Place strategies)

The first equation indicates that a brand that has built up mass prestige and brand value can charge premium prices that consumers are willing to pay. The second equation suggests a brand can create a mass reputation by developing effective product, promotion, and place strategies. According to the masstige model, consumers are more willing to pay higher prices for brands with a reputation for mass prestige than generic mass brands. Masstige products are considered premium or luxury goods priced between the middle-class and super-premium categories (Kumar & Paul, 2018; Paul, 2018). Examples of masstige brands nowadays include *Starbucks, Victoria's Secret, Nespresso,* and others (Paul, 2019).

2.2 Dark Triad

Personality traits are the reason why people behave differently in similar situations. There are two categories of personality traits: bright and dark (Judge et al., 2009; Leonelli et al., 2016). Bright traits are socially desirable and include the Big Five personality traits, while Dark traits are socially undesirable (Leonelli & Masciarelli, 2020; Paulhus & Williams, 2002). Especially in the last decades, research has focused more and more on the dark triad, and at least five competing theoretical explanations of the core variables emerged. A review of these theories can be found in Furnham et al. (2013). However, the Dark Triad was initially coined by Paulhus & Williams (2002) and consists of Machiavellianism (calculated social manipulation of others to achieve their goal), Psychopathy (callous, impulsive, and predatory behaviors with little empathy and remorse), and Narcissism (excessive ego and selfish behavior, artificially inflated self-view). These traits can be defined in more detail as follows:

1. Machiavellianism is a personality trait that involves a cynical view of human nature, interpersonal manipulative tactics, and amorality and is characterized by a desire for money and career success, and to use whatever means necessary to gain power, therefore focusing on external goals rather than intrinsic ones (Christie & Geis, 2013; Dahling et al., 2009; Furnham et al., 2013).

2. Narcissism involves self-love and chronic affirmation, strong self-focus, feelings of entitlement, and the tendency to take others for granted or to exploit them(Campbell & Campbell, 2009; Campbell & Foster, 2007; Furnham et al., 2013). Narcissists are exhibitionists who often dream about fame and power, believing they are unique and superior to others (Mathieu & St-Jean, 2013). They become obsessively focused on receiving flattering, self-aggrandizing feedback from others. When they do or do not succeed, they react with strong good or negative feelings(their self-esteem is vulnerable, and they are highly sensitive to criticism) (Campbell & Foster, 2007). Research has identified both a destructive and constructive side to Narcissism. The destructive side includes an insatiable need for recognition, a lack of empathy, hypersensitivity, and a lack of ethical sense. The constructive side contains individuals who have a clear vision and pursue it with passion and perseverance, act independently, and possess strategic intelligence, charisma, and competitiveness (Leonelli & Masciarelli, 2020).

3. Psychopathy is often associated with individuals commonly viewed as dangerous, reckless, irresponsible, or violent, who use charm and manipulation to achieve their personal goals, are evolved cheaters who capitalize on the cooperation of others by lacking the natural emotional and cognitive mechanisms that deter antisocial behavior, show a high risk-taking tendency along with high levels of impulsivity, and thrill-seeking behavior and a drive for power, prestige, and control leading to success in business and politics (Book & Quinsey, 2004; Lilienfeld et al., 2012; Marino & Tucker, 2016; Mathieu & St-Jean, 2013). At the same time, recent studies suggest that psychopathic traits may also be associated with characteristics such as cleverness and ingenuity (Boddy, 2015).

Therefore all components of the Dark Triad share a common trait of pursuing self-advancement ruthlessly, which can take advantage of the cooperative nature of others and eliminate the desire to reciprocate (Cosmides & Tooby, 1992; Zuroff et al., 2010). In addition, individuals with these personalities tend to be inclined towards mate poaching and short-term mating(Jonason et al., 2010). This suggests that the Dark Triad may result from evolved psychological mechanisms (Furnham et al., 2013; Paulhus & Williams, 2002).

The discussion will focus on personality traits rather than personality disorders, although extreme cases of these traits can be associated with personality disorders, as highlighted by Humphreys et al. (2011).

2.3 Technology Propensity

The expression "Technological Propensity" pertains to how much an individual is inclined to adopt and use new technologies. Davis et al. (1989) proposed the Technology Acceptance Model (TAM) to explore consumers' adoption of new technologies, and it identifies perceived usefulness and ease of use as crucial drivers of consumers' attitudes toward new technology. Subsequently, scholars have applied the TAM to an array of contexts, including computer systems, (Davis et al., 1989), telemedicine technology (Hu et al., 1999), and online banking (Pikkarainen et al., 2004). Later on, Parasuraman (2000) developed the Technology Readiness Index (TRI) to assess consumers' innovativeness, optimism, discomfort, and insecurity about adopting new technologies. To adopt new technology, consumers pay attention to the technology itself and their ability to use it (Wood & Moreau, 2006). They form expectations about the complexity of the technology and how challenging it will be to learn (Chung et al., 2012). While the Technology Readiness Index (TRI) remains a valuable tool for assessing consumer readiness to embrace emerging technologies, the specific components of the index may be outdated in today's rapidly evolving digital landscape. It may be necessary to re-evaluate the TRI's items and update them accordingly to ensure the continued relevance and accuracy of the index. Therefore, Ratchford & Barnhart (2012) suggest a new scale, the Technology Adoption Propensity (TAP) index, which incorporates a flexible technology concept and predicts consumers' likelihood of adopting various new high-tech products and services.

2.4 Political attitude in combination with dark triad

Right-wing populists, neo-leftists, separatists, and EU opponents: In Italy and throughout Europe, radical parties have strengthened over the last years (Pausch, 2023). Some studies argue that this shift is linked to financial and other crises in the Eurozone (Funke et al., 2016). Nevertheless, this trend is also seen in the US, considering that Donald Trump, a populist, was the 45th president. Research indicates that demographic factors, such as age, education, gender, and race, influence voting for Trump to some extent but do not fully explain voting behavior. Furthermore, Trump's pathological and malignant narcissism may reflect the narcissism of those who vote for him (Yalch, 2021). However, recent findings challenge intuitive beliefs about the character of populists, revealing that psychopathy and machiavellianism are negatively associated with support for populism, while only narcissism is positively related

(Galais & Rico, 2021). For instance, Yalch (2021) found that self-centered antagonism and indifference (characteristics of narcissism) to others were predictors of intending to vote for Trump. These results give the logical implication for understanding the link between personality traits and voting behavior. Additionally, Ordabayeva et al. (2021) suggest that understanding the complex relationship between personality traits and political ideology can shed light on how consumers navigate the marketplace. As political views become more central to consumers' identities, it is crucial to understand how political ideology influences consumer behavior. Previous research suggests that conservative ideology in the US leads to vertical differentiation through products that signal superiority, while liberal ideology leads to horizontal differentiation through products that signal uniqueness (Fernandes, 2020; Fernandes et al., 2022; Ordabayeva & Fernandes, 2018).

2.5 The Markets of Cars, Watches, Coffee: Definition of Luxury Markets

Luxury is "a condition or situation of great comfort, ease, and wealth" (Britannica Dictionary, n.d.). Therefore, the purchase of luxury goods can stem from various needs, including impressing others with one's wealth (Veblen effect), demonstrating belonging to a specific reference group (Bandwagon effect), self-reward and pleasure (Hedonism effect), and enjoyment of exceptional quality (Perfectionism effect). However, two main reasons motivate the purchase of luxury goods: an interpersonal and a personal motive, which can also be combined in varying degrees for each individual. The interpersonal motive involves using luxury goods to signal social differences and demonstrate social status. The personal motive involves finding joy and satisfaction in the inner value of luxury goods (Müller-Stewens, 2013). The manufacture of luxury goods remains European-dominated and is estimated to account for about 70% of the world market and 3% of the European GDP (Frontier Economics, 2012) . In today's global luxury goods industry, finding the right balance between exclusivity and scalability is crucial, and it is not just about marketing anymore. In principle, luxury and masstige goods are not an independent consumer goods sector in the narrower sense, but rather the high-end (luxury) and middle-high-end (masstige) market segment of a bundle of industries, including, for example, watchmaking and jewellery, but other sectors such as the hotel industry, car industry or even the coffee industry (Müller-Stewens, 2013).

Mundel et al. (2017) mention that coffee and watches are products considered to be affordable luxuries. Additionally, some car brands can be considered luxury from a managerial perspective (Heine & Phan, 2011). An overview of these three markets follows:

2.5.1 The Car Market

Wallentowitz et al. (2009) define the automotive industry as follows: "According to the German Association of the Automotive Industry [...], the term automotive industry refers to manufacturers of motor vehicles and engines, trailers and bodies, and manufacturers of motor vehicle parts and accessories." Furthermore, the automotive industry is one of the largest industries in the world, with revenue ranging from 16% in some countries to 40% in others (European Commision, 2021). The automotive sector has consistently demonstrated the highest level of investment in research and development per individual company. The industry's origins date back to the 1860s, when a multitude of manufacturers began to experiment with the horseless carriage concept. For a significant period, the United States was considered the leading global producer of automobiles (Bunn, 1929). Still, after 1945, Japan took over, and then in 2009, China became the top producer (International Organization of Motor Vehicle Manufacturers, n.d.). The number of automobile models in the US has grown exponentially, from 140 in 1970 to 684 in 2012 (Aichner & Coletti, 2013). Historically, automobiles were assembled manually, but as technology evolved, the production process was refined through the implementation of conveyor belt systems. In the 1960s, the introduction of robotic equipment further revolutionized the assembly process, leading to increased efficiency and precision. Nowadays, most cars are mainly produced with automated machinery (Jarvis, 2010). Several vital participants in the automobile sector have changed their strategies over the last few years. Mercedes has recently modified their strategy a few times between masstige and luxury (Kalyani, 2015). Another company associated with luxury brands is Tesla, the electric vehicle manufacturer. To stay competitive, they constantly change their price strategy (Kapferer & Michaut, 2015). Additionally, Porsche is a typical premium automobile manufacturer. The overall performance of these three brands will be examined to learn more about their marketing strategies and market impacts.

2.5.2 The Coffee Market

Coffee is a widely consumed beverage that has gained commercial significance over the past 150 years (Daglia et al., 2000). The word "coffee" originated from the Arabic word "Quahweh,"

and is known by various names such as "cafe," "caffe," "kaffee," "koffie," and "coffee" in different countries (Smith, 1985). The stimulating effects of roasted coffee beans have been recognized since ancient times. Coffea arabica seeds were brought from Ethiopia to Yemen in the 13th century to establish the first plantation (Monaco et al., 1977). Today, Brazil is the largest producer and exporter of coffee worldwide, with extensive crop cultivation across the globe (Murthy & Naidu, 2012). Developing countries account for over 90% of coffee production, while industrialized economies are the primary consumer (Ponte, 2002). The production of coffee in the 2011 to 2012 season reached 130 million bags, while worldwide consumption amounts to over 2.25 billion cups per day (Murthy & Naidu, 2012). The coffee industry is a highly competitive market, respectively Jacobs as the most known brand in Germany (a developed country) (Hubert, 2023b), the typical masstige example brand Starbucks (Iaia et al., 2022), and the premium/luxury brand Nespresso are investigated.

2.5.3 The Watches Market

The industrial production of clocks began with large clocks, not pocket watches, and the United States was the birthplace of the watch industry. The use of interchangeable parts and machinery greatly affected the watchmaking industry. This led to the creation of affordable, mass-produced watches and caused a crisis in traditional clock and watchmaking methods, including those used in the Black Forest region of Germany and Switzerland, during the mid-19th century (Mahrer & Picard, 2015). The Swiss watch industry underwent a modernization process, which enabled it to compete again. Notably, Jewish entrepreneurs played a significant role in this transformation (Mahrer-Fluss, 2012). At the beginning of the 20th century, the Swiss watch industry had successfully re-established its position as the leading global producer of timepieces. Through the implementation of highly automated processes, human involvement in watch production has been limited to logistics, preparation, maintenance, and quality control. The watch industry has become globalized, with new players emerging from Asian countries such as China, where both original and counterfeit watches are produced (Mahrer & Picard, 2015). This study investigates the masstige and luxury perception of the two leading brands, Rolex and Swatch, accounting for 50% of luxury watches' market share (Statista et al., 2022). In particular, for Swatch, the author investigates the Subsidiary Brand Omega, which produces watches in the middle to the premium segment, accounting for Swatch's most significant revenue share. The third brand researched is Breitling, a watch manufactory in the luxury segment.

2.6 History of the Brands

The following paragraphs briefly overview the investigated brands and their history.

2.6.1 The development of Mercedes, Tesla and Porsche

Mercedes-Benz is a distinguished german carmaker renowned for its luxury and commercial vehicles. Established in 1926, the esteemed Mercedes-Benz AG is headquartered in the region of Stuttgart, Baden-Württemberg. With a strong commitment to innovation and excellence, the company is renowned for producing superior-quality automobiles that proudly bear the Mercedes-Benz badge. A heritage rooted in the pioneering work of Mercedes and Carl Benz has established the company as a true leader in the automotive industry. Widely recognized as the birthplace of the first self-propelled automobile's internal combustion engine, Mercedes-Benz AG remains at the forefront of automotive engineering and design. In 2018, Mercedes-Benz was the most prominent brand of premium vehicles globally, selling 2.31 million passenger cars (Adler, 2008; Reuters, 2019).

Tesla was established in 2003 by Martin Eberhard and Marc Tarpenning, and its headquarters are located in Austin, Texas. The company generated approximately $81.5 billion in revenue in 2022.(Statista Reserach Department, 2023b). Tesla is a company that designs electric vehicles and solar power solutions in order to encourage sustainable transportation and energy usage. The company has produced several car models, with the Model 3 being the all-time bestselling plug-in electric car worldwide (Shahan, 2021). In 2022, Tesla's deliveries were around 1.31 million vehicles, and cumulative sales totaled 3 million as of August 2022 (Business Wire, 2023; Leswing, 2022). However, in recent years Tesla has faced lawsuits and public controversies due to allegations of whistleblower retaliation, product defects, and statements and actions of CEO Elon Musk (Musk & Nagelhout, 2015).

Porsche, headquartered in Stuttgart-Zuffenhausen, is an automobile manufacturer that belongs to the Volkswagen Group. The company's origins date back to 1931, when Ferdinand Porsche established a design office in Stuttgart. After World War II, the office was transformed into a car factory mainly producing sports cars. As of the end of the third Quarter of 2022, Porsche has reported sales of approximately 26.7 billion euros (Statista Reserach Department, 2023a).

2.6.2 The development of Rolex, Omega and Breitling

Rolex is a Swiss luxury watchmaker known for high-quality watches in the upper price range. The company was founded by German businessman Hans Wilsdorf in 1905 in London and later moved its headquarters to Biel (Switzerland) and then to Geneva. Rolex was the first watch company to register its trademark with a five-pointed crown on the dial and to recognize the importance of branding. The non-profit Hans Wilsdorf Foundation owns Rolex. The company produces an estimated 650,000 to 700,000 watches annually and is the market leader in the luxury watch segment, with a turnover of around 5 billion CHF. However, Rolex has not grown as fast as its competitors in recent years, possibly because it does not operate its stores and thus does not compete with retailers for margins (Müller-Stewens, 2013).

Omega is a Swiss watchmaker that produces high-end and luxury watches. The company was founded in 1848 by Louis Brandt and is now a subsidiary of the Swatch Group (accounting for 33 % of watch sales) based in Biel/Bienne. The company became Louis Brandt & Fils after Louis and César Brandt joined. After the founder's death, his sons moved the production to Biel and began the industrial production of watches. The brand "Omega" was first introduced in 1894 and symbolized perfection. Omega switched its strategy towards luxury in the 1990s to compete with Rolex and developed models for specific uses like sports, aviation, and diving. In 1930, Omega established the SSIH group, which included various other watch brands (Donzé, 2011; Kreuzer, 1990). For more information about Omega's history, the author recommends the work of Donzé (2011).

Breitling was founded by Léon Breitling in 1884 in Saint-Imier, Switzerland, and relocated to La Chaux-de-Fonds in 1892. Gaston Breitling succeeded his father as CEO in 1914, and the company focused on developing chronographs, including the introduction of the first independent chronograph pusher in 1923 and the Chronomat in 1942. Breitling supplied onboard clocks to the Royal Air Force and launched the Navitimer in 1952, and the Superocean diving watches in 1958. The company was sold to Ernest Schneider in 1979, and he moved the production to Grenchen in 1982 (Forbes, 2023; Richter, 1995). In 2017, CVC Capital Partners acquired 80% of the company, and Georges Kern became the CEO. The U.S. investment bank Morgan Stanley estimates that Breitling generated sales of around CHF 680 million in 2021(Forbes, 2023).

2.6.3 The development of Starbucks, Nespresso and Jacobs

Starbucks is a multinational chain of coffeehouses and roastery reserves that started as a single coffee roaster in Seattle in 1971. It was acquired by CEO Howard Schultz in 1987 and has since expanded its operations into a multibillion-dollar global enterprise with over 17,000 coffee shops in 50 countries. In addition, Starbucks sells coffee beans, instant coffee, tea, and ready-to-drink beverages in grocery and mass merchandise stores worldwide (Garthwaite et al., 2017; Plog, 2005). As of November 2021, the company operates 33,000 stores in 80 countries, with over 8,900 U.S.-based stores being company-operated (Statista Research Department, 2022). Starbucks is credited with popularizing the second wave of coffee culture and introducing a broader sense and variety of coffee experiences (Garthwaite et al., 2017).

Nespresso is an operating unit of the Nestlé Group, based in Lausanne, Switzerland, that produces espresso and coffee using pre-apportioned single-use containers or capsules inserted into a machine and then processed with water at high pressure to make a single cup (Conley et al., 2013). Nespresso coffee is a premium-priced product, and the brand had annual revenues of over 1,5 billion Euros by 2008 (Statista Reserach Department, 2013). The company sells its machines and capsules worldwide and has factories in Switzerland where the coffee is roasted, ground, and encapsulated (Conley et al., 2013).

Jacobs is a german coffee producer founded in Bremen in 1895. It is the best-known german coffee brand and diversified its operations into other industries. In 1982, it merged with Swiss chocolate maker Interfood to create Jacobs Suchard and made further acquisitions, such as purchasing Brach's Candy in the US in 1987. Later on, Jacobs merged with JDE Peet's, one of the world's largest coffee and tea manufacturers. In 2022, the Group achieved sales of around 8.2 billion euros (Hubert, 2023a; Jacobs Coffee, n.d.).

2.7 Purchase Behavior in the light of the structural approach of Blackwell, Miniard and Engel (2001)

Luxury is an extensive and sometimes impulsive purchase process. Therefore, it is essential to understand the general influencing factors and mechanics. The term purchase decision can generally be defined as the entire process from product perception to selection. Furthermore, these decisions are made collectively, such as in a company or by an individual. In addition, purchase decisions impact other variables, such as satisfaction or basic attitudes (Kirchgeorg, 2018).

More importantly, the process is based on specific purchase decision types that can be distinguished based on the personal value systems of the person (motivation) and his level of involvement (Maier, 2018). The personal value system is defined, for example, by risk aptitude when making a purchase. Risk aptitude means, for instance, that the decision-maker accepts a choice of options without a specific outcome. At the same time, the degree of involvement is determined by the type of product, the environmental influences in the purchase situation itself, the communication medium, or the message of the medium. The strength of involvement significantly influences the intensity of a person's information search, processing, and storage phase in relation to the object in question (Trommsdorff, 2009). Four types of purchase decisions can be distinguished based on the degree of cognitive and emotional involvement of customers:

Type of purchase decision: **Investment levels:**	***Impulsive purchase decision***	***Habitualized purchase decision***	***Simplified purchase decision***	***Extensive purchase decision***
Emotionally	High	Low	Low	High
Cognitive	Low	Low	High	High
Explanation	Strong stimulus situation	Automatically due to habit	Product selection by means of proven decision criteria	Representing a learning process for the consumer
Example	Spot purchases	Brand loyalty	According to the amount of the price	New purchase decision with high economic burden

Table 1 Own Table based on Kirchgeorg (2018)

For example, a higher risk of suffering a negative benefit from purchasing the product primarily triggers an extensive purchase decision. Since, for example, information about brands, products, prices, or retailers must be collected and therefore a higher complexity, as well as a high economic burden, occurs. This is also often the case with the object of the study.

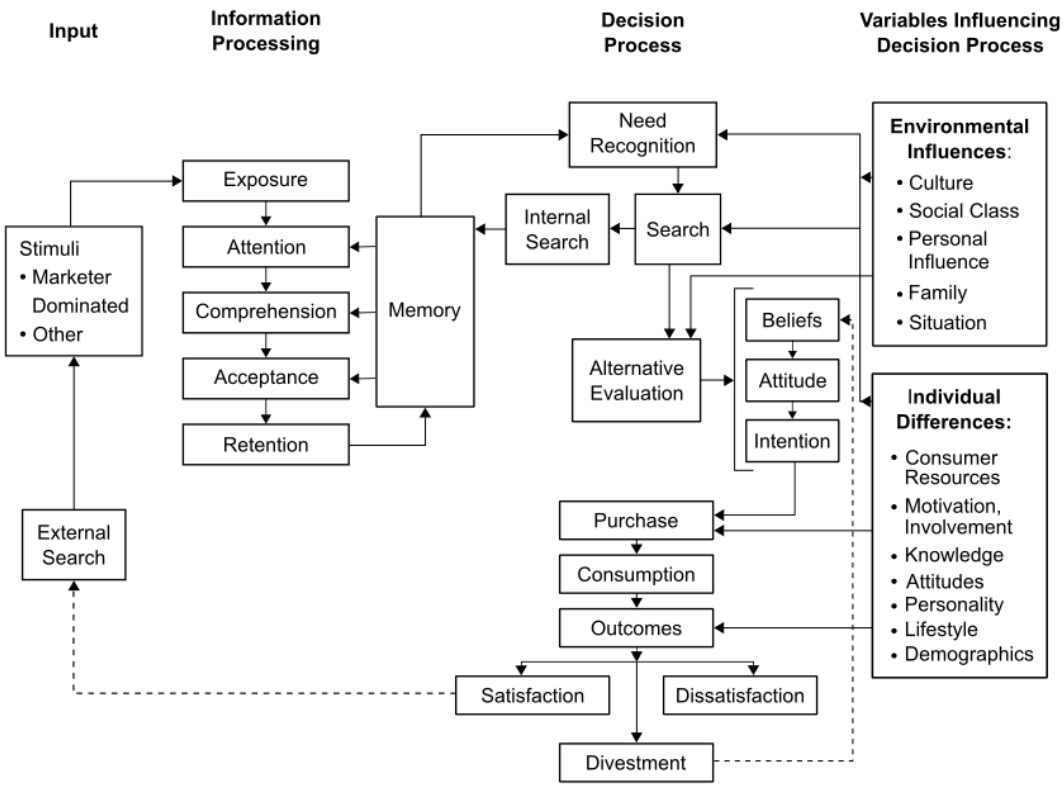

Figure 1 Own model based on Blackwell, Miniard und Engel (2001)

In context, the general process can be explained by the structural model of Blackwell et al. (2001): this means, as shown in Figure 1, that problem recognition begins with a stimulus that is received (Exposure). This, in turn, arouses attention (Attention). Attention is defined here as the allocation of information processing capacity. Through several comparisons with memory, which has stored information, experiences, or convictions, the information reaches long-term memory (Retention) via Comprehension and Acceptance. Here, the feeling of lack or need is now triggered. The process is based on environmental influences such as culture, social class, family, or life situation. In addition, there are individual differences between the consumer, such as motivation, knowledge, attitude, personal perception of values, and lifestyle. Once this has been completed, the second phase, the search for information, begins. If the internal information is insufficient, an external search is started by taking in new stimuli to make the perception of need more precise. Influenced by the new stimuli and the environmental influences already described, the consumer has now developed a conviction (Belief) towards the product. This influences his attitude to the other alternatives (third phase), and finally, the fourth phase occurs. As already described, this results in Satisfaction or Dissatisfaction. The extent of the two consequences (Outcomes) has a feedback effect on the weighing in the

subsequent alternative evaluations. That is, satisfaction increases attitude and the likelihood of repurchasing in a positive sense. Dissatisfaction has the opposite effect. The dissatisfaction and its result can only be counteracted by further actions of the person himself or the seller. It should also be mentioned that the process within the individual is challenging to observe and, therefore, to measure since there are many influencing factors. Marketing impulses of the 4-P marketing mix are effective in all of these phases. The factors researched in this paper especially influence the prepurchase and alternative evaluation. However, they also influence the satisfaction or dissatisfaction after the purchase and should give a first hint for further research to understand all the factors influencing the masstige buying behavior.

2.8 Hypothesis building and the relationship between the different factors

The following paragraph discusses the theoretical relationships between Political attitude, Technology Propensity, the Dark Triad, and Masstige Perception.

Dark Triad and Masstige Perception

Consumers today buy and consume to fulfill various needs beyond utilities. The Dark triad facilitates short-term, exploitative social tactics; therefore, they correlate with short-term-focused traits such as impulsivity and sensation-seeking, evident in persistent personality traits and risky behaviors (Crysel et al., 2013). Furthermore, conscientiousness affects how consumers view and recommend brands, while agreeableness and openness to experiences impact the brand repurchasing (Parmer & Dillard, 2015). Hence, personality traits play a crucial role in discovering consumers purchasing behavior and can be manipulated to influence it. Therefore, personality traits can also influence luxury buying behavior leading to more manipulative interpersonal styles in the marketing (Guido et al., 2020; Hemetsberger, 2018). However, how exactly is it with the dark triad?

Consumers who exhibit narcissistic and Machiavellian traits tend to gravitate towards masstige products and materialism to fulfill their desires for exhibitionism and self-esteem (Pilch & Górnik-Durose, 2016). In contrast, narcissistic consumers may be prone to extreme emotional reactions, and changes in market conditions could trigger such reactions, rendering marketing strategies ineffective (Iaia et al., 2022; Morf & Rhodewalt, 2001). On the other hand, Machiavellians are more likely to buy masstige products to emulate people they admire. They tend to be indecisive and may exhibit habitual consumption behavior to resolve their decision-

making difficulties. As a result, Machiavellians tend to exhibit higher levels of brand loyalty (Iaia et al., 2022).

Psychopathic consumers tend to purchase both expensive luxury goods and cheap or low-quality goods. Despite the challenge of the choice overload, they are skilled at making decisions and can determine what they truly desire. Choice overload is the challenge consumers face when presented with too many options, leading to decreased satisfaction and the possibility of avoiding the transaction (Iaia et al., 2022; Schwartz, 2004).

Political attitude and the Dark Triad

As described in 2.4, populism and the dark triad are connected, especially in the trait of narcissism. Therefore, people could tend to have higher narcissistic, psychopathy, and machiavellistic values if they vote more extreme. This could also mean that they have a favorable perception towards masstige. The author, therefore, hypothesizes that the political attitude is connected to satisfaction and ideology (boycott and buycott) and all dark triad traits.

Technology Propensity, Dark Triad, masstige perception, and the markets

Adopting technological innovations involves higher levels of uncertainty due to the potentially unclear consequences of their implementation (Vishwanath, 2005). To navigate this uncertainty, individuals require certain personality traits that support decision-making in ambiguous situations (Rogers, 2010). Ambiguity can take the form of novelty, complexity, and insolubility, which refer to encountering unfamiliar situations, multiple cues, and contradictory solutions to a problem (Budner, 1962). The theory is that individuals with high levels of the dark triad are more likely to embrace technology adoption because they are more tolerant of uncertainty, sensation seeking, risky behavior, and a desire to support innovation. Additionally, since new technologies often represent a superior alternative to existing products or services, they can enhance the visibility and superiority of individuals who use or possess them. This characteristic aligns with the dark triad. Although many technological innovations require effort to master, individuals with high levels of the dark triad may be more motivated to learn and cope with these innovations, particularly those that are challenging to acquire, to enhance their status (Iaia et al., 2022).

Being the first to own the latest technology is vital to early adopters of innovative products consumers, as it reinforces their identity as technology leaders (Parasuraman, 2000). Masstige

consumers also pursue gratification from their purchases, status, and enhanced experiences (Kumar et al., 2020). These particular consumers exhibit an interest in products that offer both practical and experiential benefits. Initially, they seek out functional advantages; however, their overall satisfaction is significantly influenced by entertainment, social acceptance, status, and pleasure (Arruda-Filho et al., 2010). They are willing to pay a premium for high-quality, innovative, stylish, and visually appealing products (Kumar & Paul, 2018; Paul, 2018). Pursuing prestige and early innovation adoption are interconnected, as both are linked to enjoyable experiences (Norton et al., 2010; Perez et al., 2010).

Hypothesis Building

The goal is to see the three segments in specific countries and compare which brand is more successful in its marketing strategies using the MMI as an indicator. In summary and drawing on the points mentioned above, this study should confirm or reject the following hypothesis:

Hypothesis
1: There are significant differences between the masstige values of the different markets and products
2: The political attitude (extreme and right-wing voting) is influenced by Dark Triad
3: The Dark Triad influences masstige perception of consumers
4: Age, Gender, Income, and the geographic Region impact masstige perception
5: Technology propensity is influenced by the Dark Triad, while it also influences the Political attitude
6: Political attitude and technology propensity mediates the relationship between the Dark Triad and masstige perception

Table 2 Hypothesis

3 Methodology

3.1 Procedure

The paper was conducted deductively with initial hypotheses and followed the methodology suggestions by Iaia et al. (2022). The sources are of quantitative and qualitative origin, as many statistical studies were included on the one hand, and the author conducted precise interviews and a survey on the other hand. Statista, the EBSCO database, Google Scholar, Springer Link, and the Católica Lisbon School of Business and Economics library search engine were used for the research process.

Furthermore, the study is based on data collected by the author between March 29, 2023, and April 20, 2023, using Qualtrics. Subjects were interviewed independently and anonymously during the survey. Here, the complete data of N=197 are considered. Reaching a group of subjects as heterogeneous as possible between the ages of 18-35 - since they can be considered digital natives (Gillis, 2020) who tend to be more receptive towards masstige marketing and technology - was the goal. The foci in this study are developed countries, especially Europe, with a high income and an estimated population of 447.7 million (European Union, n.d.). The distribution was done via social media (Facebook and Instagram) and other direct means of communication (Whatsapp, email, personal contact). Due to network effects (as well as selection bias and measurement bias), however, the distribution could only be targeted to a limited extent. The questionnaire contained 4 Sections: First, demographic measures like age, gender, income, and political attitude were collected. In the second section, the participants were asked about their technology propensity. The third section focused on the Dark Triad items. Lastly, the participants could choose between the three product areas described above (Cars, Watches, Coffee). The survey then focused on the masstige behavior towards the three brands in this area. The different options the participants had to vote for were:

Cars	Watches	Coffee
Mercedes Benz	Rolex	Starbucks
Tesla	Omega	Nespresso
Porsche	Breitling	Jacobs

Table 3 Markets and Brands

3.2 Measurement Scales

Scales measured the independent (MMI and Politics) and dependent variables (TAP, Dark Triad, (Politics)), while the demographics are the control variables, which are all dummies except for age and income. Therefore, the variables for geographical region and gender range between 0 and 1. For the region, 0 means rural, 0,5 means small city and one big city, and for gender, 0 means women, 0,5 nonbinary, and 1 man. Previous research found that income, gender, age, and geographical regions influence the perception and consumer behavior towards luxury and masstige products (Ajitha & Sivakumar, 2019; Granot et al., 2013; Paul, 2019). The scales measure the following variables: First, a seven-point Likert scale indicates the participants' political attitude (1 = Left Wing; 7= Right Wing). Second, to measure the likelihood of consumers adopting new high-tech products, the 14-item scale of the technology propensity index (TAP) by Ratchford & Barnhart (2012) was used. The TAP index is a measure that includes two factors that contribute to consumer behavior, which are optimism and proficiency, and two inhibitors that hinder consumer behavior, which are dependence and vulnerability. The TAP score for a consumer is calculated by adding up their average scores on each of the four factors, with the inhibiting factors being reverse coded. The TAP index was reduced to a 7-item scale to decrease complexity for the participant. Both the inhibiting factors, as well as the contributing factors, are strongly correlated with each other. Furthermore, the contributing factors (optimism and proficiency) are strongly correlated with vulnerability. However, neither of the contributing factors is strongly correlated with the dependence (Ratchford & Barnhart, 2012). Therefore, only the items of optimism and dependence were included in the survey.

The Dark Triad personality traits were measured with the 12-item dirty Dozen scale mentioned by Jonason & Webster (2010). The Scale contains four statements for each trait of the Dark Triad. The TAP and the dirty dozen consist of different statements/items and a five-point Likert scale, where 1 means entirely disagree and 5 means fully agree, whereas 3 means neutral. Fourth, the mass prestige perception was measured with the Masstige Mean Index (MMI) by Paul (2019). The MMI measures brands' masstige marketing effectiveness and popularity, regardless of industry and market, and delivers a comparison and analysis tool. It contains 10 items, where five items stand for brand knowledge and prestige, two for perceived quality, and three for the excitement and status of the perception of a brand. The instrument can measure brand equity by computing the mean of 10 items or using factor analysis (favoring the single

factor). Scores range from 70 to 10, with higher scores indicating higher brand equity. Paul (2015) divided masstige brands into categories, with scores above 60 being regarded as "top-of-mind" brands, scores between 59 and 50 being masstige companies with less prestige, and scores between 49 and 10 not being considered as masstige brands at all.

Afterward, the statistic software R-Studio was used to analyze the collected data and the following outcome of this study.

4 Results and Discussion

4.1 Sample description and descriptive statistics of the variables

Statistic	N	Mean	St. Dev.	Min	Pctl(25)	Pctl(75)	Max
Gender	197	0.5	0.5	0	0	1	1
Region	197	0.7	0.3	0	0.5	1	1
Age	197	25.5	3.3	19	24	26	35
Income	197	1,805.3	1,827.9	0	800	2,500	12,000
Political Attitude	197	3.5	1.2	1	3	4	7

Table 4 Summary descriptive statistics
N = Number of Observations; St. Dev =Standard Deviation; Min/Max =Minimal/Maximal

Table 4 describes the demographic characteristics of the sample. Around 50, 2 % are male, and 47,7% are female while 2,1 % describe themselves as non-binary. 11,2% of the participants live in a rural region, 39,5% in a small city (> Population of 50.000), and 49,3% in a big city. The average age of the participants is 25,5 while they earn on average 1.805,3 Euros per month. The relatively low income compared to the average income of the origin of participants (mainly German) could be because most respondents are probably students. The average political attitude is slightly left, while nine (around 4 %) people stated that they either vote extreme right or left. 66 (33,5 %) of the respondents chose Cars as the area to answer for the MMI for brands. Additionally, 75 (38%) choose coffee, and 56 (28,5%) choose watches. In Table 5 are the descriptive statistics of the TAP, Dirty Dozen, and MMI variables shown. These give a first glance at the outcomes. For instance, Narcissism has the highest mean and the lowest standard deviation among the Dark Triad personality traits. Furthermore, the participants are overall more optimistic towards technology and do not feel dependent on it. Therefore, they are more in favor of technology. Compared to the other variables, the standard deviation of the MMI's seem to be relatively high, but that is because it is a 7 Likert scale, whereas the other

Statistic	N	Mean	St. Dev.	Pctl(25)	Median	Pctl(75)
TAP						
TAP Optimism	197	3.6	0.9	3.2	3.8	4.2
TAP Dependence	197	2.3	0.6	2.0	2.5	2.8
Dark Triad						
Machiavellianism	197	2.6	0.9	2.0	2.5	3.2
Psychopathy	197	2.5	0.9	1.8	2.5	3.0
Narcissim	197	3.1	0.7	2.5	3.2	3.5
Coffee						
Nespresso	75	3.4	1.4	2.2	3.4	4.5
Starbucks	75	3.4	1.4	2.3	2.8	4.3
Jacobs	75	3.3	1.3	2.1	3.1	4.2
Watches						
Rolex	56	4.4	1.1	3.9	4.4	5.1
Omega	56	4.1	1.4	2.8	4.2	5.2
Breitling	56	3.9	1.4	2.7	3.9	5.2
Cars						
Mercedes	66	4.9	1.4	4.1	5.3	5.9
Tesla	66	3.5	1.5	2.6	3.1	4.1
Porsche	66	5.2	1.4	4.1	5.7	6.3

Table 5 TAP, Dirty Dozen and MMI descriptive statistics

ones were 5 Likert points. The outcome of the Masstige Mean Index, is further described in the next chapter. Overall, the values show no surprising results. However, the validity and reliability are checked in Chapter 4.3.1.

4.2 Masstige Mean Index of the Brands

No.	Items	Nespresso	Starbucks	Jacobs	Rolex	Omega	Breitling	Mercedes	Tesla	Porsche
A	Brand Knowledge and Prestige									
1	I like this brand because of brand knowledge.	3,13	3,08	3,24	4,5	3,86	3,57	5	3,88	5,18
2	I would buy this brand because of its mass prestige.	2,83	3,28	2,91	4,42	3,97	3,61	4,31	3,21	4,76
3	I would pay a higher price for this brand for status quo.	2,97	2,92	2,6	4,67	3,54	3,57	4,52	3,37	4,76
4	I consider this brand a top-of-mind brand in my country, state, or district.	3,85	4,03	4,17	4,57	4,04	3,86	5,54	3,58	5,73
5	I would recommend this brand to friends and relatives.	3,14	2,92	3,21	4,11	3,86	3,36	4,73	3,52	4,97
	Sum A (max 35)	**15,92**	**16,23**	**16,13**	**22,27**	**19,27**	**17,97**	**24,1**	**17,56**	**25,4**
B	Perceived Quality									
6	I believe this brand is known for its high quality.	4,17	3,5	4	4,71	4,83	4,54	5,82	3,36	5,97
7	I believe this brand meets international standards.	4,39	4,06	4,28	5,04	5,04	4,68	5,94	4,28	5,88
	Sum B (max 14)	**8,56**	**7,56**	**8,28**	**9,75**	**9,87**	**9,22**	**11,76**	**7,64**	**11,85**
C	Excitment Status									
8	I love to buy this brand regardless of price.	2,81	2,96	3,07	3,6	3,72	3,39	3,97	2,73	4,25
9	Nothing is more exciting than this brand.	2,23	2,2	2,28	3,11	3,33	3,32	3,28	2,81	4,19
10	I believe that individuals in my country, state, or district perceive this brand as prestigious.	4,4	4,56	3,28	5,32	4,68	4,64	5,76	4,31	6,09
	Sum C (max 21)	**9,44**	**9,72**	**8,63**	**12,03**	**11,73**	**11,35**	**13,01**	**9,85**	**14,53**
	Sum Total (max 70)	**33,92**	**33,51**	**33,04**	**44,05**	**40,87**	**38,54**	**48,87**	**35,05**	**51,78**

Table 6 Masstige Mean Index for the Brands based on Iaia et al. (2022) and Paul (2015)

According to the reported values in the sample, none of the brands can be considered masstige brands, and only Porsche, with 51,78, is a masstige brand. Mercedes and Rolex scoring 48,87 and 44,05, are not yet masstige brands but are on the right track to build a brand following the "masstige" marketing criteria. Omega (40,87), Breitling (38,54), Tesla (35,05), Nespresso (33,92), Jacobs (33,04), and even Starbucks (33,51), which is usually referred to as a masstige brand in the literature, failed to create mass prestige in the market. Furthermore, the averages of the different markets show significant differences. These outcomes are surprising since the MMI is a reliable index across industries and markets measuring the masstige of brands. Therefore, it should be investigated in future research if there are differences in the markets or whether the differences are only due to the selected brands and their masstige scores. This study investigates only the differences between the brands in more detail. However, in detail, Starbucks scores the highest in the Brand knowledge/prestige and excitement section. At the same time, Nespresso delivers more quality, and even Jacobs scores higher than Starbucks in perceived quality. In the watches market, Rolex (22,27), Omega (19,27), and Breitling (17,97) show significant differences in prestige level. Rolex also scores highest in this section (A) and Section C, whereas Omega is perceived as more qualitative. Finally, Mercedes and Porsche scored significantly higher than Tesla in all three sections. Furthermore, even though Mercedes

is the second brand in the overall ranking, Porsche scores in the Excitement status and Prestige section on average one point more.

Anova: Single Factor Coffee

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Nespresso	75	2544	33,92	210,236757
Starbucks	75	2513	33,5066667	206,658739
Jacobs	75	2478	33,04	174,255135

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	29,0755556	2	14,5377778	0,07377702	0,92890155	3,03652369
Within Groups	43745,1467	222	197,05021			
Total	43774,2222	224				

Table 7 ANOVA Coffee Brands

Anova: Single Factor Watches

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Rolex	56	2470	44,1071429	126,642857
Omega	56	2286	40,8214286	205,24026
Breitling	56	2158	38,5357143	186,362338

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	878,47619	2	439,238095	2,54264514	0,08173688	3,05078701
Within Groups	28503,5	165	172,748485			
Total	29381,9762	167				

Table 8 ANOVA Watches Brands

ss = sum of squares; df = degrees of freedom; MS = Mean of squares

To investigate the differences between the brands statistically in the markets, the author used a one-way ANOVA test (Table 7,8,9). These tests showed no significant difference (shown by the grey values) in the case of Coffee and Watches. However, the results showed a significant difference for the car brands (F2,195) =25,745; p= 0,000000000012). Therefore, a post hoc Bonferroni correction (Table 9) was used to see where the differences in the means originate from. This revealed that Tesla compared to both, Mercedes and Porsche, differed significantly, while there is no significant difference between Mercedes and Porsche.

Anova: Single Factor Cars

SUMMARY

Groups	*Count*	*Sum*	*Average*	*Variance*
Mercedes	66	3224	48,8484848	194,8382284
Tesla	66	2312	35,030303	216,8913753
Porsche	66	3416	51,7575758	202,5249417

ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	10542,54545	2	5271,27273	25,74473123	1,1968E-10	3,0422299
Within Groups	39926,54545	195	204,751515			
Total	50469,09091	197				

POST HOC TEST

Groups	P-value (t-test)	Siginificant?
Mercedes vs Tesla	1,66939E-07	YES
Mercedes vs Porsche	0,237945834	NO
Tesla vs Porsche	7,92661E-10	YES

ALPHA

Test	*Alpha*
ANOVA	0,05
Post-hoc (Bonferroni correction)	0,01666667

Table 9 ANOVA and Bonferroni Cars Market

4.3 The Results in detail: Multiple Regression to test the Structural Equation Model

The following paragraphs analyze the correlation and reliability, the meaning of the political attitude, and path analysis, used to see the relationship between the variables. In some of the analyses, only the corresponding answers are taken into account as the data set has many “NA” (non-answer) values, and this would distort the analyses (e.g., the path analysis of the car market

only takes the 66 answers considered). In contrast, in all other analyses, all answers are considered.

4.3.1 Correlation and reliability of the values

The reliability and correlation were checked to understand the overall construct of the Dark Triad traits impacting the other variables (More Information and Tables on Cronbach's Alpha and Correlation can be found in the Appendix). A first typical indicator to see if the dataset is valid is the correlation between Age and Income, which is given on a five percent significance level here. However, Cronbach's Alpha (standardized because of different scales) explains the internal consistency and reliability of the construct, which ranges between 0 and 1 (Meaning as follows: >0,500 = unacceptable, 0,600 = acceptable, 0,700 = good, 0,800 = very good, 0,9 = excellent) and shows for the different data sets (Cars 0,609; Coffee 0,709, Watches 0,752) an acceptable level. In detail, the values range for cars between 0,516 and 0,683, for coffee between 0,628 and 0,752, and for watches between and for 0,677 and 0,788.

4.3.2 Political Extremism and the Dark Triad

As described in Chapter 2.4, political attitude could influence the outcomes. To test this, three things were examined: (1) The Dark Triad leads to more extreme voting behavior, (2) the Dark Triad traits are an indicator of the voting behavior (more right-wing or more left-wing), and (3) the political attitude influences all other variables. Point (3) is tested in 4.3.3 and, therefore, in the markets (reduced data set), respectively. Table 10 shows the linear regression and its models used to examine points (1) and (2). Since only the extreme voting behavior is analyzed in the first step, the data were recorded (to variable Pol) on a scale ranging from 0 (neutral voting behavior) to 3 (extreme left or right voting behavior). While the variable Politics_1 shows the right and left-wing behavior. The Dark Triad (see Appendix) is correlated (0,191) with extreme voting behavior on a five percent significance level.

Moreover, machiavellianism is correlated (0,161) with extremism on a ten percent significance level. Additionally, Age (0,241), Gender (0,236), and Income (0,252) are related on a one percent significance level with more right-wing voting behavior. Furthermore, the Dark Triad as a total construct is also correlated (0,166) on a ten percent significance level, and here, especially psychopathy (0,187, significance 5 percent level) seems to play a role. Since the TAP only correlates with age and geographic area, not with any other variables, these variables were

not considered in the models. The final models are shown in Table 10 and report the following results:

(1) Model 1 shows that the Dark Triad as an entire construct (β = 0,036; p<0,01) plays a crucial role in extreme voting behavior. The main driver for extreme voting behavior seems to be Machiavellianism (Model 4), while psychopathy and narcissism are irrelevant and even hinder the significance. Lastly, Age also impacts extreme voting behavior.

(2) Model 5-7 show that the Dark Triad as a total construct plays a role in more right-wing voting behavior. Furthermore, other than in the findings of Galais & Rico (2021), psychopathy drives this behavior. Additionally, the models report that especially men vote more right and women more left. However, more Income and getting older also account for a tendency to vote more right.

	Dependent variable:						
	Pol				Politics_1		
	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Dark Triad	0.036***	0.037***			0.045**		
	(0.013)	(0.014)			(0.019)		
Machiavellianism			0.141	0.158**		-0.068	
			(0.089)	(0.070)		(0.122)	
Psychopathy			0.045			0.213*	0.168*
			(0.079)			(0.108)	(0.093)
Narcissim			-0.012			-0.044	
			(0.095)			(0.131)	
Age		0.036*	0.038*	0.038*		0.052*	0.054*
		(0.020)	(0.020)	(0.020)		(0.028)	(0.028)
Income		-0.00003	-0.00003	-0.00003		0.0001*	0.0001*
		(0.00004)	(0.00004)	(0.00004)		(0.0001)	(0.0001)
Gender		-0.003	-0.0001	0.012		0.378**	0.356**
		(0.123)	(0.126)	(0.124)		(0.173)	(0.169)
Constant	0.594***	-0.265	-0.390	-0.376	3.102***	1.659**	1.409**
	(0.142)	(0.506)	(0.577)	(0.531)	(0.206)	(0.792)	(0.710)
Observations	197	197	197	197	197	197	197
R2	0.036	0.052	0.045	0.044	0.028	0.134	0.131
Adjusted R2	0.032	0.032	0.015	0.024	0.023	0.107	0.113
Residual Std. Error	0.794 (df = 195)	0.793 (df = 192)	0.800 (df = 190)	0.797 (df = 192)	1.149 (df = 195)	1.098 (df = 190)	1.095 (df = 192)
F Statistic	7.386*** (df = 1; 195)	2.637** (df = 4; 192)	1.504 (df = 6; 190)	2.195* (df = 4; 192)	5.555** (df = 1; 195)	4.909*** (df = 6; 190)	7.233*** (df = 4; 192)
Note:							*p<0.1; **p<0.05; ***p<0.01

Table 10 Regression models explaining voting behaviors *Pol = Political Extremism (0 = Neutral; 3 = Extreme); Politics_1 = Political attitude (1 = left wing; 7 = right-wing*

All models show a low R2, indicating high scatter and variability around the regression. Nevertheless, Model 2 and Model 7 (Adjusted R2: 0,032 and 0,113) describe the data best. This means, in conclusion, that extreme voting behavior can be explained by the Dark Triad (in total but especially with Machiavellianism) and Age. In contrast, more right-wing voting can be explained by Gender (more men), Age (older people), Income (higher Income), and psychopathy (more psychopathic). Therefore, future studies should research the outcomes and possible other influencing factors in more detail.

4.3.3 Structural Equation Model of the different markets and hypothesis testing

The variance inflation factor (VIF) is used to check for multicollinearity. The analysis has revealed almost no correlation among all variables under consideration since all (except for the masstige brands) VIF values were below five (not reported) (Hair et al., 2011). Additionally, the bootstrapping method (percentile) with 3,000 samples was employed to assess the mediation (Hayes, 2009). This non-parametric resampling technique enabled the estimation of indirect effects and mediation without relying on specific distributional assumptions. To test for model fit in the Structural Equation Models (SEM), two parameters were considered: The standardized root mean square residual (SRMR), which is a goodness of fit measure allowing to avoid model specification, and the Comparative Model Fit Index (CFI), which analyzes the model fit by examining the discrepancy between the data and the hypothesized model, while adjusting for the issues of sample size inherent in the chi-squared test (Caughlin, 2020; Henseler et al., 2014). After conducting a thorough analysis of the Cars dataset, it was determined that the SRMR value was excessively high at 0.104. As a result, certain variables were removed by the author to enhance the model's fit. Furthermore, Cronbach's Alpha indicated that the TAP values within the dataset might not be reliable or correlated with other variables, resulting in their omission from the final model. These decisions were made with the intention of ensuring that the model accurately reflected the data and produced reliable outcomes (Tables of both models with TAP and without can be found in the appendix). The SRMR and CFI in our models are for Cars (without TAP) 0,086 (SRMR threshold = < 0,1) and 0,964 (CFI threshold= >0,9), for Coffee 0,88 (SRMR) and 0,932 (CFI) and Watches 0,056 (SRMR) and 0,983 (CFI). Figure 2 shows the models for the Watch Market. These representations symbolize the different variables, paths, and effects (indirect effects, total indirect effects, and total effects). Please refer to the detailed tables in the appendix for exact estimators and alphas.

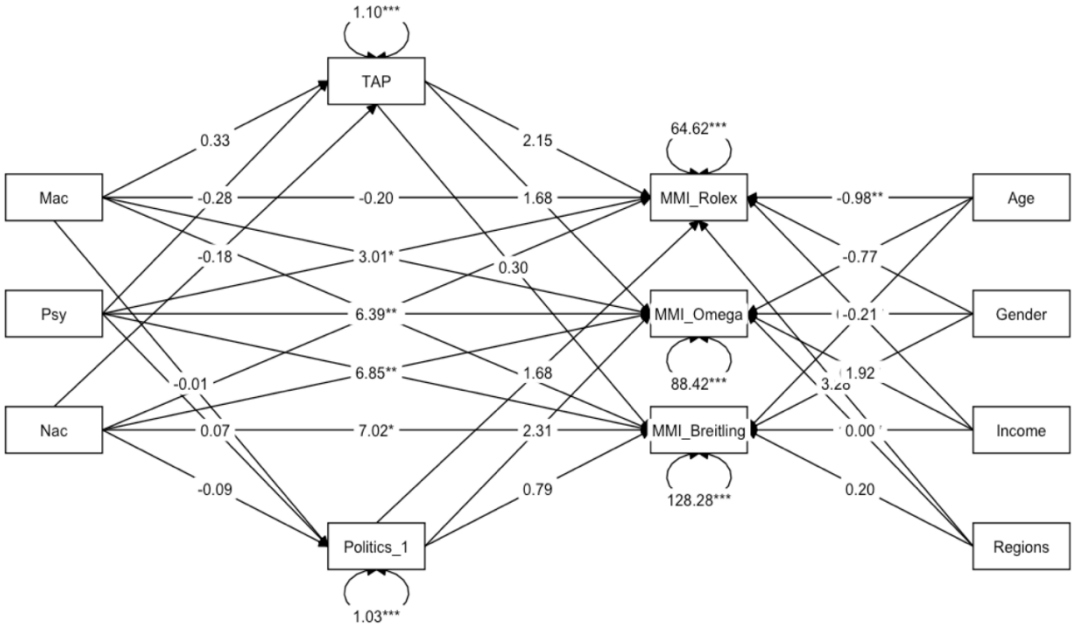

Figure 2 Relationships in the Watches Market

Mac = machiavellianism; Psy = psychopathy; Nac =narcissism; TAP = Technology Adoption Propensity; Politics_1 = Political attitude (1 =left-wing; 7 = right-wing); MMI =Masstige Mean Index

In detail, the following results are reported for the different markets:

Cars Market Results

The research results indicate that the Dark Triad does not have a universal effect (neither direct nor indirect or total) impact on masstige perception. Only in the case of Tesla, narcissism (β= 10,245; p< 0,05), machiavellianism (β = -5,180; p< 0,1), and psychopathy (β= 5,806; p< 0,05) are identified to influence the perception. This could be explained, as already mentioned, by the relationship between the CEO Elon Musk and the consumers buying Tesla products. The total effect from narcissism (β= 9,076; p< 0,05) and psychopathy (β= 6,430; p< 0,05) to Tesla confirm these relationships. Furthermore, machiavellianism (β =0,404; p< 0,05) leads to more right-wing voting, while narcissism (β = -0,370; p< 0,1) leads to more left-wing voting. A surprising direct effect is that voters' masstige perception of Tesla (β= 3,160; p< 0,1) grows as they vote more right. Left-wing voters are often considered more sustainable, and still, the masstige perception of an E-cars manufacturer is increasing by the perception of the right-wing voters. Moreover, extremist voters have a decreasing TAP (see Appendix), indicating that Tesla's perception could also decrease in the extremes. Control variables demonstrated varying effects on different brands. At the same time, men have a growing perception of Mercedes (β= 7,209; p< 0,1), and women like Tesla more (β= -10,612; p< 0,05). Additionally, the age (β=

1,467; p< 0,05) positively influences the masstige perception of Tesla. The masstige perception of Porsche (β= 10.549; p< 0,05) tends to increase among individuals residing in metropolitan areas, whereas, for Tesla, it tends to rise among those living in rural areas (β= -11,572; p< 0,05).

In conclusion, there are direct effects of the Dark Triad on Tesla and politics. Further, right-wing voters have a growing masstige perception, but since there is no indirect effect of Politics as a mediator, these variables influence the perception independently. Therefore, Hypotheses H2, H3, H4, and H5 for the car market can be partially supported and should be researched in more detail. However, H6 can be rejected for the Cars Market.

Coffee Market Results

Following the results of the coffee industry, there is a direct effect of consumers' masstige perception of the three different brands (Nespresso (β= 6,298; p< 0,05), Starbucks (β= 4,788; p< 0,1), Jacobs (β= 6,190; p< 0,05)) and psychopathy. Moreover, the findings indicate that machiavellianism (β= -5,511; p< 0,05) harms the perception of Jacobs. Politics has direct effects on Starbucks (β= 4,068; p< 0,05) and Jacobs (β= 4,175; p< 0,05). Politics has also been identified as a mediator for psychopathy (Indirect effects Starbucks (β= 2,093; p<= 0,05), Jacobs (β= 2,148; p< 0,1)) and machiavelianism (β= -1,216; p< 0,1)), while Technology Propensity Values (TAP) do not appear to have a significant influence at all. The control variables examined did not reveal any significant impact on masstige perception, except for age (older people have lower masstige perception) in the context of Jacobs (β= -1,297; p< 0,05). Notably, the mediators seem to impact each other, with more right-wing individuals exhibiting higher TAP values (β= -0,147; p<= 0,1). Overall, the data suggests a correlation between machiavellianism (Total effect (β= -11,875; p< 0,05) and psychopathy (Total effect (β= 21,628; p< 0,01)) with regards to the masstige perception of coffee brands. This partially supports the relationship identified by Sagioglou & Greitemeyer (2016) that psychopaths are more likely to drink (and value) coffee. In conclusion, H2, H3, H5, and H6 can be partially supported, while H4 is rejected in the coffee market.

Watches Market Results

Analyzing the watches industry, it has been observed that a direct effect exists between psychopathy and the brands Rolex (β= 3,009; p< 0,05) and Omega (β= 6,300; p< 0,001). Moreover, it is noteworthy that narcissism directly impacts all three brands (Rolex (β= 6,395;

p< 0,05), Omega (β= 6,846; p< 0,05), Breitling (β= 7,015; p< 0,05)). These outcomes are reinforced by a review of the total impacts, indicating a relationship between psychopathy (β= 12,179; p< 0,05) and narcissism (β= 19,062; p< 0,05) concerning the masstige perception of watches. However, the mediator's TAP and Politics do not exhibit any direct influence on the masstige perception, nor are they affected by the Dark Triad, except for psychopathy, which influences the TAP negatively (β= -0,277; p< 0,1). The control variables also reveal that the perception of Rolex is influenced by age, with younger individuals having a higher perception of the brand (β= -0,977; p< 0,05). Additionally, income shows a positive relationship with both Rolex (β= 0,002; p< 0,001) and Omega (β= 0,003; p< 0,05). In conclusion, H3, H4, and H5 can be partially supported in the watches market, while H2 and H6 can be rejected.

From analyzing the Covariance, it appears that the MMIs of all the different brands have a correlation and impact on each other, meaning that participants who, for example, valued Rolex more also valued Omega and Breitling more. Table 11 gives an overview of all results:

Hypothesis	Overall Results (Weighted)	Cars (N=66)	Coffee (N=75)	Watches (N=56)
1: There are significant differences between the masstige values of the different markets and products	Supported (Between the brands and the markets)	Supported	Partially (No significant difference between the brands)	Supported
2: The political attitude (extreme and right-wing voting) is influenced by Dark Triad	Supported (In both cases for the DT as total construct, in detail for extreme behavior in the case of machiavellianism and for right-wing in the case of psychopathy)	Partially (machiavellianism leads to left-wing and narcissism leads to right wing voting.	Partially (psychopathy and machiavelianism)	Rejected
3: The Dark Triad influences the masstige perception of consumers	Partially	Partially (In the case of Tesla)	Partially (In the case of psychopathy)	Partially (In the Case of psychopathy and narcissism)
4: Age, Gender, Income and the geographic Region impact masstige perception	Partially	Supported	Rejected (Only in the case of Jacobs and age, but not in General)	Partially (Rolex and Omega)
5: Technology propensity is influenced by the Dark Triad, while it also influences the political attitude	Partially	Not tested because of the reliability and model fit	Partially (Only in the case of Politics)	Partially (Psychopathy)
6: Political attitude and technology propensity mediates the relationship between the Dark Triad and masstige perception	Rejected	Rejected	Partially	Rejected

Table 11 Results

5 Conclusion

This study offers a novel perspective on consumer behavior and aims to elucidate the relationship between masstige perception, personality traits, political attitude, and technological propensity while highlighting the importance of exploring the dark side of personality in the context of luxury brands. Through an analysis of the luxury markets of Cars, Coffee, and Watches, the study reveals that specific masstige brand perceptions are significantly influenced by consumers' personalities. At the same time, the relationship between young European consumers' personality traits and perceptions of masstige brands is mediated by their political attitude and partly by the technology propensity.

5.1 Theoretical and managerial Implications

The study made significant theoretical contributions in several areas. One of the areas it explored was the perception of Porsche, Mercedes, Tesla, Rolex, Omega, Breitling, Nespresso, Starbucks, and Jacobs in Europe in terms of masstige marketing. The results revealed that only Porsche, Mercedes, and Rolex are considered masstige brands. On the other hand, Tesla, Omega, Breitling, Nespresso, Starbucks, and Jacobs were not noticed as masstige brands. The study additionally addressed the need to investigate masstige phenomena in developed European countries, highlighting the consistency of perceptions across different cultural and economic contexts.

In addition, the research examined the relationship between consumers' behavior and dark personality traits in the context of masstige marketing. First, the results showed that the political attitude is influenced by the Dark Triad as a total construct in both extreme voting behavior and right-wing voting behavior. Moreover, machiavellianism is the driver for extreme voting behavior, while psychopathy is correlated with more right-wing voting. Additionally, the Dark Triad also influenced the masstige perception of specific brands. In detail, this effect can be seen by the Dark Triad leading to higher perception in the case of Tesla and by psychopaths valuing coffee more. This expanded the understanding of the masstige theory by introducing personality as an external variable and contributed to the luxury and masstige literature.

Furthermore, the study showed that the relationship between consumers' personality traits and perceived masstige brands was partially mediated by their political attitudes and technological adoption propensity, particularly narcissism and psychopathy. In detail, the political attitude

mediated the effect in the coffee industry, but this cannot indicate a general trend and was therefore rejected.

From a practical point of view, this research offers valuable insights for marketers seeking to cater to the needs of masstige brand consumers. By considering personal traits that influence the values and behaviors of these consumers, entrepreneurs and managers can develop strategies emphasizing product quality and innovation, as well as communication strategies that appeal to their target audience's internal or external motives. This approach is crucial in creating a sense of mass prestige and brand value within the industries researched here. Furthermore, it is crucial to comprehend the influence of factors like the political standpoint or the technological propensity to understand marketing concepts deeply. Educators should incorporate discussions of dark personality traits into marketing strategy courses to better prepare future managers for working with masstige products. In conclusion, the research demonstrates the potential effectiveness of masstige as a marketing strategy.

5.2 Limitations and future research

Nevertheless, it is crucial to consider several known limitations of this study. For instance, the data was collected in a limited regional area (Europe, with participants mainly from Germany) without considering cultural and national differences. In addition, the sample contains only 197 participants, who are also divided through the masstige market decision during the survey. This is also the reason why other model fit indexes reported in the appendix, like the Chi-Square test (acceptable from $p > .05$), Tucker-Lewis Index ($TLI > .95$), Root Mean Square Error of Approximation ($RMSEA < .08$), perform poor, indicating a flawed model fit. The analysis could be performed more accurately by replicating the survey with a broader, more significant, balanced sample. Furthermore, using SEM implicates the assumption that there are no measurement errors, which cannot be said certainly here. Moreover, the reduced Design of the TAP leads to lower reliability (especially in the car market), which calls for reproducing the results with the complete TAP. In order to gain a deeper understanding of the various motivations behind luxury consumption, it is imperative to conduct further research involving diverse disciplinary backgrounds. This research should encompass a broad range of product and service categories, as well as take into account factors such as gender and cultural background. Additionally, the study only focuses on the 18-35-year-old group and certain

behavioral aspects. Considering more aspects, like ethics and propensities towards sustainability, science, and innovation.

Another limitation is the design of the survey. Not only do the scales used come with their own limitations (Jonason & Webster, 2010; Paul, 2015; Ratchford & Barnhart, 2012), but the subjects had only selected information available at the time of the survey. Further, it was only distributed via the Web; therefore, it is likely that the participants already have a high propensity toward technology. Furthermore, only quantitative self-reported data was collected, which can influence the robustness of the analysis. In future studies, experiments and qualitative data may add value to the robustness and eliminate the scales' limitations.

Lastly, Iaia et al. (2022) mentioned that advertising and promotional activities could have a possible impact on the masstige perception of customers, since it is likely that brands perform different promotional activities in each country (differentiating between developed and developing countries in particular). Future research is essential to explore the intricate correlations between the Dark Triad, politics, technology propensity, and masstige perception more comprehensively.

Despite the limitations, the results are of practical relevance for educators and businesses in the luxury industry with regard to the target group.

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Appendix

Table of Content

Acronym's and Abbreviations

average_r = Average interitem correlation

Bre = Breitling

Corr = Correlation

DT = Dark Triad

G6(smc) = Guttman's Lambda 6 reliability

Jac = Jacobs

Mac = machiavellianism

Mas = masstige

Mer = Mercedes

MMI = Masstige Mean Index

Nac = narcissism

Nes = Nespresso

Ome = Omega

Pie = partial indirect effect

Pol = Political extremism (1 = neutral; 3 = extreme)

Politics_1 = Political attitude (1 = left wing; 7 = right wing)

Por = Porsche

Psy = psychopathy

r.cor = Item whole correlation corrected for item overlap and scale reliability

r.drop = Item whole correlation for this item against the scale without this item

Raw. Alpha = Cronbach's Alpha

raw.r = correlation of each item with the total score, not corrected for item overlap

RMSEA = Root Mean Square Error of Approximation

Rol = Rolex

SRMR = Standardized Root Mean Square Residual

Star = Starbucks

Std. Alpha = he standardized alpha based upon the correlations

std.r = Correlation of each item with the total score (not corrected for item overlap) if the items were all standardized

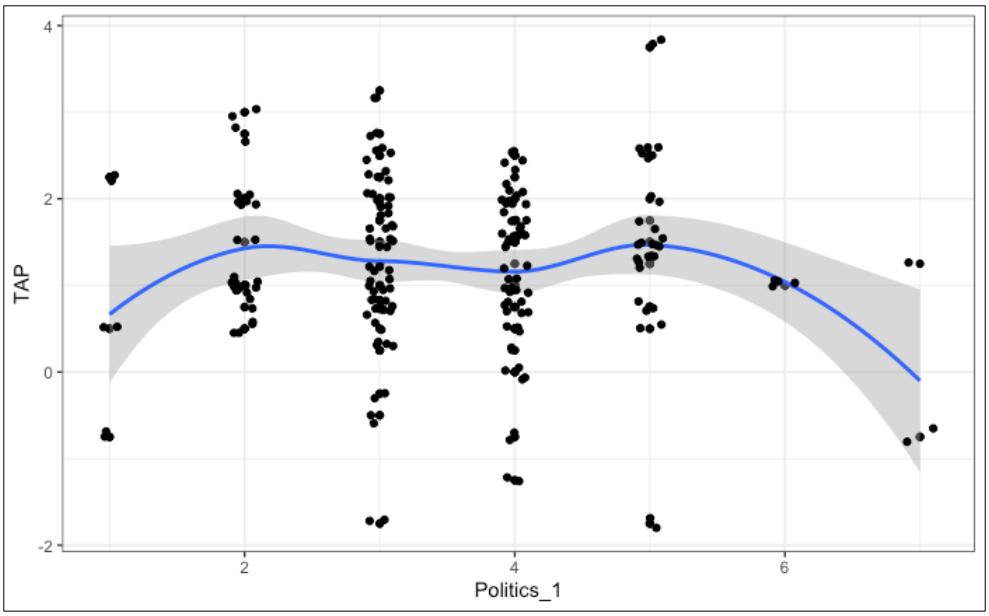
TAP = Technology Adoption Propensity

Te = total effect

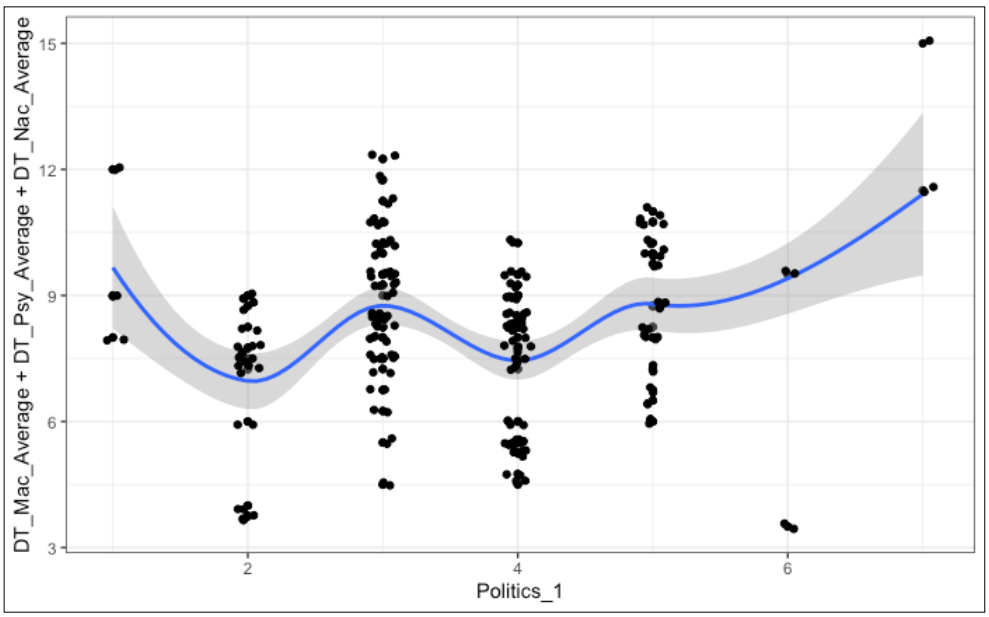
Tes = Tesla

Tie = Total indirect effect

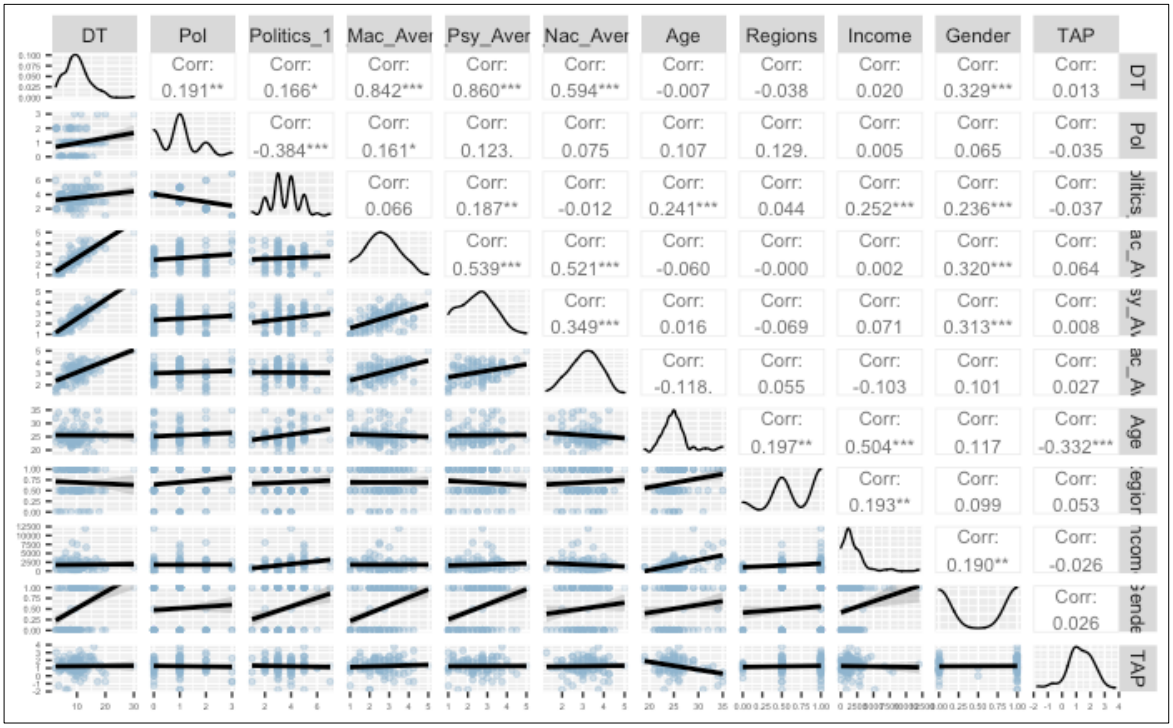
1. Politics Results



Appendix 1 Relationship TAP and Politics



Appendix 2 Relationship Dark Triad and Politics



Appendix 3 Correlation-Table all Participants (N=197)

2. Results table Cars

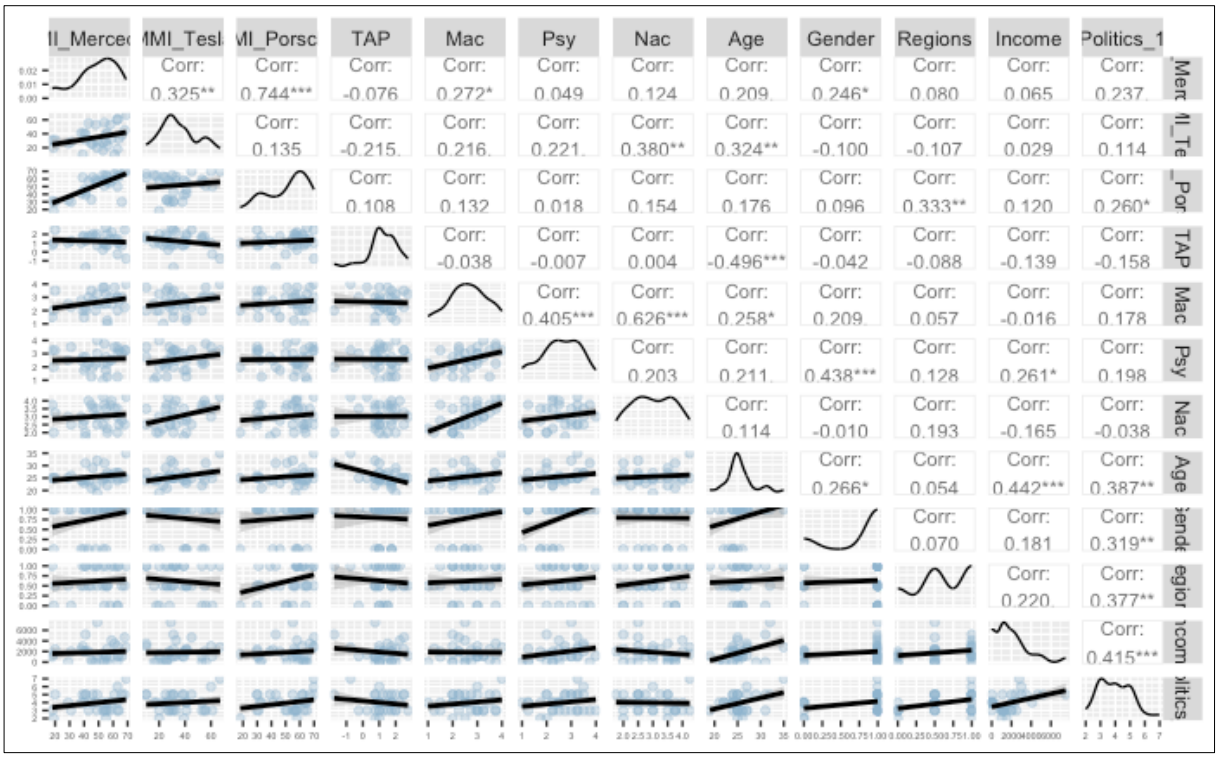
raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	ase <dbl>	mean <dbl>	sd <dbl>	median_r <dbl>
0.5303853	0.6095216	0.7294419	0.1632641	1.560961	0.05602356	18.62973	4.244879	0.1443381

	lower <dbl>	alpha <dbl>	upper <dbl>
Feldt	0.34	0.53	0.68
Duhachek	0.42	0.53	0.64

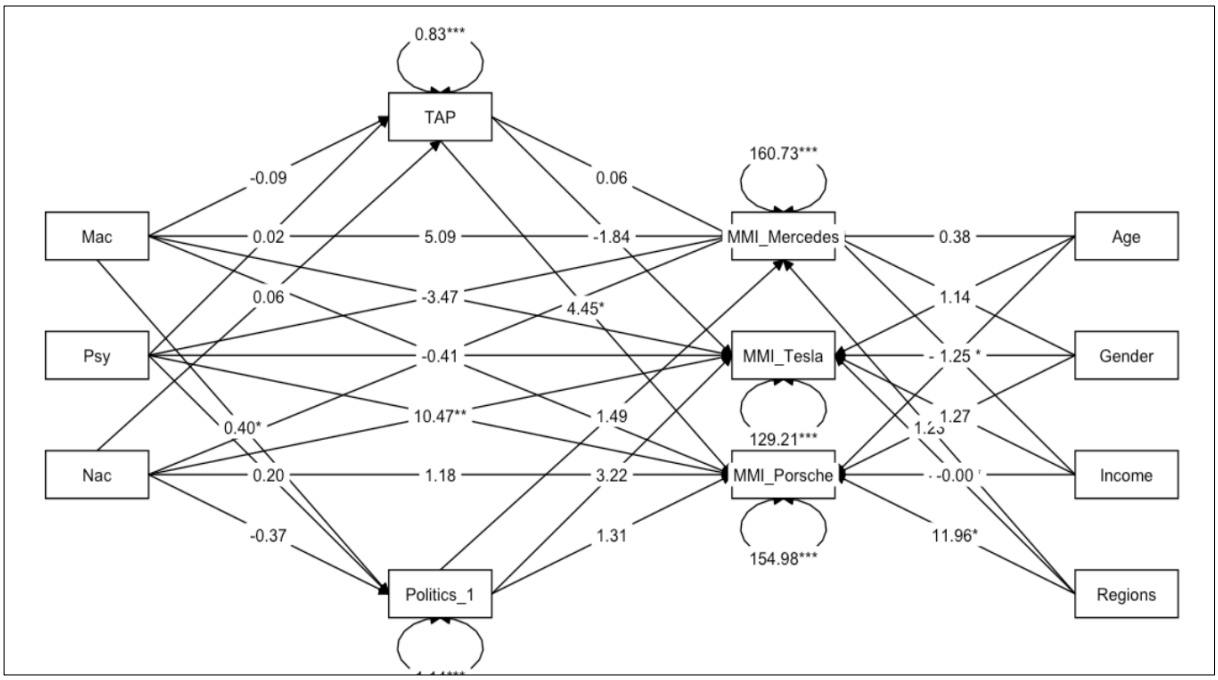
	raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	alpha se <dbl>	var.r <dbl>	med.r <dbl>
MMI_Mercedes	0.2066404	0.5282418	0.5995834	0.1379024	1.119730	0.10373185	0.03672447	0.1345137
MMI_Tesla	0.5260896	0.5745639	0.6905916	0.1617298	1.350529	0.02388909	0.04878030	0.1318593
MMI_Porsche	0.3325082	0.5404822	0.6179900	0.1438559	1.176194	0.07112830	0.04101263	0.1780713
TAP	0.5447008	0.6835740	0.7728658	0.2358326	2.160296	0.05686916	0.03447428	0.2032341
Mac	0.5336400	0.5163759	0.6123557	0.1323449	1.067722	0.05769666	0.04259113	0.1236248
Psy	0.5376238	0.5820674	0.7134611	0.1659448	1.392730	0.05728168	0.05366593	0.1345137
Nac	0.5337877	0.5496267	0.6352039	0.1484579	1.220381	0.05765518	0.04332063	0.1345137
Politics_1	0.5311355	0.6058407	0.7290302	0.1800442	1.537045	0.05801153	0.05166114	0.1345137

	n <dbl>	raw.r <dbl>	std.r <dbl>	r.cor <dbl>	r.drop <dbl>	mean <dbl>	sd <dbl>
MMI_Mercedes	66	0.87948726	0.6461825	0.66618218	0.70148935	48.848485	13.9584465
MMI_Tesla	66	0.63937941	0.5253300	0.43104307	0.25844290	35.030303	14.7272324
MMI_Porsche	66	0.80142594	0.6159859	0.62128669	0.53863217	51.757576	14.2311258
TAP	66	-0.05824643	0.1494811	-0.07190186	-0.08511484	1.212121	0.9180272
Mac	66	0.31028228	0.6743699	0.67052857	0.29012955	2.621212	0.7496697
Psy	66	0.16553338	0.5039512	0.37287406	0.14326512	2.575758	0.7733167
Nac	66	0.31840157	0.5926448	0.56841200	0.29940638	3.022727	0.7108057
Politics_1	66	0.29196155	0.4324396	0.27776922	0.26128948	3.969697	1.1227671

Appendix 4 Cronbach's Alpha Car Industry



Appendix 5 Correlation-Table Car Industry (N=66)



Appendix 6 Path-Graph Cars Industry (TAP included)

a. Table with TAP

```
lavaan 0.6.15 ended normally after 108 iterations

  Estimator                                         ML
  Optimization method                           NLMINB
  Number of model parameters                        42

  Number of observations                            66

Model Test User Model:

  Test statistic                                47.354
  Degrees of freedom                                 8
  P-value (Chi-square)                           0.000

Model Test Baseline Model:

  Test statistic                               714.013
  Degrees of freedom                                45
  P-value                                        0.000

User Model versus Baseline Model:

  Comparative Fit Index (CFI)                    0.941
  Tucker-Lewis Index (TLI)                       0.669

Loglikelihood and Information Criteria:

  Loglikelihood user model (H0)                -918.585
  Loglikelihood unrestricted model (H1)        -894.908

  Akaike (AIC)                                 1921.170
  Bayesian (BIC)                               2013.135
  Sample-size adjusted Bayesian (SABIC)        1880.911

Root Mean Square Error of Approximation:

  RMSEA                                          0.273
  90 Percent confidence interval - lower         0.201
  90 Percent confidence interval - upper         0.351
  P-value H_0: RMSEA <= 0.050                    0.000
  P-value H_0: RMSEA >= 0.080                    1.000

Standardized Root Mean Square Residual:

  SRMR                                           0.104

Parameter Estimates:

  Standard errors                            Bootstrap
```

```
  Number of requested bootstrap draws             3000
  Number of successful bootstrap draws            3000

Regressions:
                   Estimate     Std.Err  z-value  P(>|z|)
  Politics_1 ~
    Mac      (a11)       0.404    0.184    2.201    0.028
    Psy      (a12)       0.197    0.165    1.196    0.232
    Nac      (a13)      -0.370    0.218   -1.693    0.090
  TAP ~
    Mac      (b11)      -0.089    0.195   -0.457    0.647
    Psy      (b12)       0.016    0.126    0.124    0.901
    Nac      (b13)       0.061    0.222    0.275    0.784
  MMI_Mercedes ~
    TAP      (b21)       0.062    2.616    0.024    0.981
  MMI_Tesla ~
    TAP      (b22)      -1.842    1.981   -0.930    0.352
  MMI_Porsche ~
    TAP      (b23)       4.447    2.257    1.970    0.049
  MMI_Mercedes ~
    Poltcs_1 (a21)       1.492    2.095    0.712    0.476
  MMI_Tesla ~
    Poltcs_1 (a22)       3.216    1.754    1.834    0.067
  MMI_Porsche ~
    Poltcs_1 (a23)       1.312    1.935    0.678    0.498
  MMI_Mercedes ~
    Mac      (c11)       5.090    4.267    1.193    0.233
  MMI_Tesla ~
    Mac      (c12)      -5.099    3.262   -1.563    0.118
  MMI_Porsche ~
    Mac      (c13)       0.857    4.328    0.198    0.843
  MMI_Mercedes ~
    Psy      (c21)      -3.473    2.863   -1.213    0.225
  MMI_Tesla ~
    Psy      (c22)       5.869    2.485    2.362    0.018
  MMI_Porsche ~
    Psy      (c23)      -2.510    3.258   -0.770    0.441
  MMI_Mercedes ~
    Nac      (c31)      -0.407    3.793   -0.107    0.915
  MMI_Tesla ~
    Nac      (c32)      10.472    3.383    3.095    0.002
  MMI_Porsche ~
    Nac      (c33)       1.180    3.774    0.313    0.755
  MMI_Mercedes ~
    Gender   (d11)       7.199    4.337    1.660    0.097
    Age      (d21)       0.379    0.693    0.548    0.584
    Regions  (d31)       1.229    5.731    0.214    0.830
    Income   (d41)      -0.000    0.001   -0.107    0.915
  MMI_Tesla ~
    Gender   (d12)     -10.311    4.154   -2.482    0.013
    Age      (d22)       1.139    0.646    1.762    0.078
    Regions  (d32)     -12.155    4.837   -2.513    0.012
    Income   (d42)      -0.001    0.001   -0.620    0.536
  MMI_Porsche ~
    Gender   (d13)       1.265    4.862    0.260    0.795
    Age      (d23)       1.251    0.756    1.655    0.098
```

```
    Regions  (d33)      11.956    5.203    2.298    0.022
    Income   (d43)      -0.000    0.001   -0.274    0.784

Covariances:
                   Estimate     Std.Err  z-value  P(>|z|)
 .Politics_1 ~~
   .TAP                -0.148    0.148   -1.002    0.317
 .MMI_Mercedes ~~
   .MMI_Tesla          60.959   14.692    4.149    0.000
   .MMI_Porsche       124.992   24.663    5.068    0.000
 .MMI_Tesla ~~
   .MMI_Porsche        26.996   15.871    1.701    0.089

Variances:
                   Estimate     Std.Err  z-value  P(>|z|)
   .Politics_1          1.138    0.183    6.219    0.000
   .TAP                 0.828    0.196    4.225    0.000
   .MMI_Mercedes      160.732   27.290    5.890    0.000
   .MMI_Tesla         129.215   19.821    6.519    0.000
   .MMI_Porsche       154.977   22.378    6.925    0.000

Defined Parameters:
                   Estimate     Std.Err  z-value  P(>|z|)
    pie_Pol_MacMer       0.603    0.935    0.644    0.519
    pie_Pol_MacTes       1.299    1.012    1.283    0.199
    pie_Pol_MacPor       0.530    0.867    0.611    0.541
    pie_Pol_PsyMer       0.294    0.597    0.493    0.622
    pie_Pol_PsyTes       0.635    0.744    0.853    0.393
    pie_Pol_PsyPor       0.259    0.564    0.459    0.646
    pie_Pol_NacMer      -0.552    0.929   -0.594    0.552
    pie_Pol_NacTes      -1.190    1.001   -1.189    0.235
    pie_Pol_NacPor      -0.485    0.865   -0.561    0.575
    pie_TAP_MacMer      -0.006    0.567   -0.010    0.992
    pie_TAP_MacTes       0.164    0.605    0.272    0.786
    pie_TAP_MacPor      -0.397    1.049   -0.378    0.705
    pie_TAP_PsyMer       0.001    0.342    0.003    0.998
    pie_TAP_PsyTes      -0.029    0.365   -0.079    0.937
    pie_TAP_PsyPor       0.070    0.646    0.108    0.914
    pie_TAP_NacMer       0.004    0.604    0.006    0.995
    pie_TAP_NacTes      -0.112    0.674   -0.167    0.868
    pie_TAP_NacPor       0.271    1.099    0.247    0.805
    tie_MacMer           0.597    1.061    0.563    0.574
    tie_MacTes           1.464    1.254    1.167    0.243
    tie_MacPor           0.133    1.259    0.106    0.916
    tie_PsyMer           0.295    0.677    0.436    0.662
    tie_PsyTes           0.606    0.814    0.744    0.457
    tie_PsyPor           0.329    0.842    0.390    0.696
    tie_NacMer          -0.548    1.112   -0.493    0.622
    tie_NacTes          -1.302    1.274   -1.022    0.307
    tie_NacPor          -0.214    1.370   -0.156    0.876
    te_MacMer            5.687    4.365    1.303    0.193
    te_MacTes           -3.636    3.284   -1.107    0.268
    te_MacPor            0.990    4.537    0.218    0.827
    te_PsyMer           -3.177    2.847   -1.116    0.264
    te_PsyTes            6.475    2.647    2.446    0.014
    te_PsyPor           -2.182    3.224   -0.677    0.499
```

```
    te_NacMer          -0.955    3.682   -0.259    0.795
    te_NacTes           9.170    3.441    2.665    0.008
    te_NacPor           0.966    4.016    0.241    0.810
    te_MacMas           3.042   10.383    0.293    0.770
    te_NacMas           9.181    8.853    1.037    0.300
    te_PsyMas          -8.536    8.631   -0.989    0.323
```

Appendix 7 Path-Analysis Car Industry with TAP included

b. Table without TAP

```
lavaan 0.6.15 ended normally after 92 iterations

  Estimator                                         ML
  Optimization method                           NLMINB
  Number of model parameters                        34

  Number of observations                            66

Model Test User Model:

  Test statistic                                26.944
  Degrees of freedom                                 4
  P-value (Chi-square)                           0.000

Model Test Baseline Model:

  Test statistic                               679.891
  Degrees of freedom                                34
  P-value                                        0.000

User Model versus Baseline Model:

  Comparative Fit Index (CFI)                    0.964
  Tucker-Lewis Index (TLI)                       0.698

Loglikelihood and Information Criteria:

  Loglikelihood user model (H0)                -837.951
  Loglikelihood unrestricted model (H1)        -824.479

  Akaike (AIC)                                 1743.901
  Bayesian (BIC)                               1818.350
  Sample-size adjusted Bayesian (SABIC)        1711.311

Root Mean Square Error of Approximation:

  RMSEA                                          0.295
  90 Percent confidence interval - lower         0.196
  90 Percent confidence interval - upper         0.405
  P-value H_0: RMSEA <= 0.050                    0.000
  P-value H_0: RMSEA >= 0.080                    1.000
```

Standardized Root Mean Square Residual:

SRMR	0.086

Parameter Estimates:

Standard errors	Bootstrap
Number of requested bootstrap draws	3000
Number of successful bootstrap draws	3000

Regressions:

		Estimate	Std.Err	z-value	P(>|z|)
Politics_1 ~					
Mac	(a11)	0.404	0.184	2.201	0.028
Psy	(a12)	0.197	0.165	1.196	0.232
Nac	(a13)	-0.370	0.218	-1.693	0.090
MMI_Mercedes ~					
Poltcs_1	(a21)	1.494	2.090	0.715	0.475
MMI_Tesla ~					
Poltcs_1	(a22)	3.160	1.668	1.894	0.058
MMI_Porsche ~					
Poltcs_1	(a23)	1.447	1.988	0.728	0.466
MMI_Mercedes ~					
Mac	(c11)	5.093	4.244	1.200	0.230
MMI_Tesla ~					
Mac	(c12)	-5.180	3.056	-1.695	0.090
MMI_Porsche ~					
Mac	(c13)	1.052	4.454	0.236	0.813
MMI_Mercedes ~					
Psy	(c21)	-3.471	2.792	-1.243	0.214
MMI_Tesla ~					
Psy	(c22)	5.806	2.353	2.467	0.014
MMI_Porsche ~					
Psy	(c23)	-2.359	3.475	-0.679	0.497
MMI_Mercedes ~					
Nac	(c31)	-0.399	3.673	-0.109	0.913
MMI_Tesla ~					
Nac	(c32)	10.245	3.255	3.147	0.002
MMI_Porsche ~					
Nac	(c33)	1.728	3.880	0.446	0.656
MMI_Mercedes ~					
Gender	(d11)	7.209	4.189	1.721	0.085
Age	(d21)	0.368	0.685	0.537	0.591
Regions	(d31)	1.209	5.617	0.215	0.830
Income	(d41)	-0.000	0.001	-0.107	0.915
MMI_Tesla ~					
Gender	(d12)	-10.612	3.984	-2.663	0.008
Age	(d22)	1.467	0.489	2.999	0.003
Regions	(d32)	-11.572	4.636	-2.496	0.013
Income	(d42)	-0.001	0.001	-0.747	0.455
MMI_Porsche ~					
Gender	(d13)	1.992	4.947	0.403	0.687
Age	(d23)	0.460	0.723	0.637	0.524
Regions	(d33)	10.549	5.101	2.068	0.039
Income	(d43)	0.000	0.001	0.036	0.971

X

Covariances:

	Estimate	Std.Err	z-value	P(>|z|)
.MMI_Mercedes ~~				
.MMI_Tesla	60.890	14.837	4.104	0.000
.MMI_Porsche	125.156	23.834	5.251	0.000
.MMI_Tesla ~~				
.MMI_Porsche	22.135	15.902	1.392	0.164

Variances:

	Estimate	Std.Err	z-value	P(>|z|)
.Politics_1	1.138	0.183	6.219	0.000
.MMI_Mercedes	160.734	27.192	5.911	0.000
.MMI_Tesla	131.229	19.810	6.624	0.000
.MMI_Porsche	166.710	22.289	7.479	0.000

Defined Parameters:

	Estimate	Std.Err	z-value	P(>|z|)
pie_Pol_MacMer	0.603	0.928	0.650	0.516
pie_Pol_MacTes	1.276	0.967	1.320	0.187
pie_Pol_MacPor	0.585	0.902	0.648	0.517
pie_Pol_PsyMer	0.295	0.594	0.496	0.620
pie_Pol_PsyTes	0.624	0.722	0.864	0.388
pie_Pol_PsyPor	0.286	0.582	0.491	0.624
pie_Pol_NacMer	-0.553	0.932	-0.593	0.553
pie_Pol_NacTes	-1.169	0.938	-1.246	0.213
pie_Pol_NacPor	-0.535	0.898	-0.596	0.551
tie_MacMer	0.603	0.928	0.650	0.516
tie_MacTes	1.276	0.967	1.320	0.187
tie_MacPor	0.585	0.902	0.648	0.517
tie_PsyMer	0.295	0.594	0.496	0.620
tie_PsyTes	0.624	0.722	0.864	0.388
tie_PsyPor	0.286	0.582	0.491	0.624
tie_NacMer	-0.553	0.932	-0.593	0.553
tie_NacTes	-1.169	0.938	-1.246	0.213
tie_NacPor	-0.535	0.898	-0.596	0.551
te_MacMer	5.696	4.461	1.277	0.202
te_MacTes	-3.904	3.214	-1.215	0.224
te_MacPor	1.637	4.598	0.356	0.722
te_PsyMer	-3.176	2.804	-1.133	0.257
te_PsyTes	6.430	2.572	2.500	0.012
te_PsyPor	-2.073	3.421	-0.606	0.544
te_NacMer	-0.952	3.656	-0.260	0.795
te_NacTes	9.076	3.434	2.643	0.008
te_NacPor	1.193	3.884	0.307	0.759
te_MacMas	3.429	10.531	0.326	0.745
te_NacMas	9.317	8.713	1.069	0.285
te_PsyMas	-8.425	8.771	-0.961	0.337

Appendix 8 Path-Analysis Car Industry without TAP

3. Results Coffee

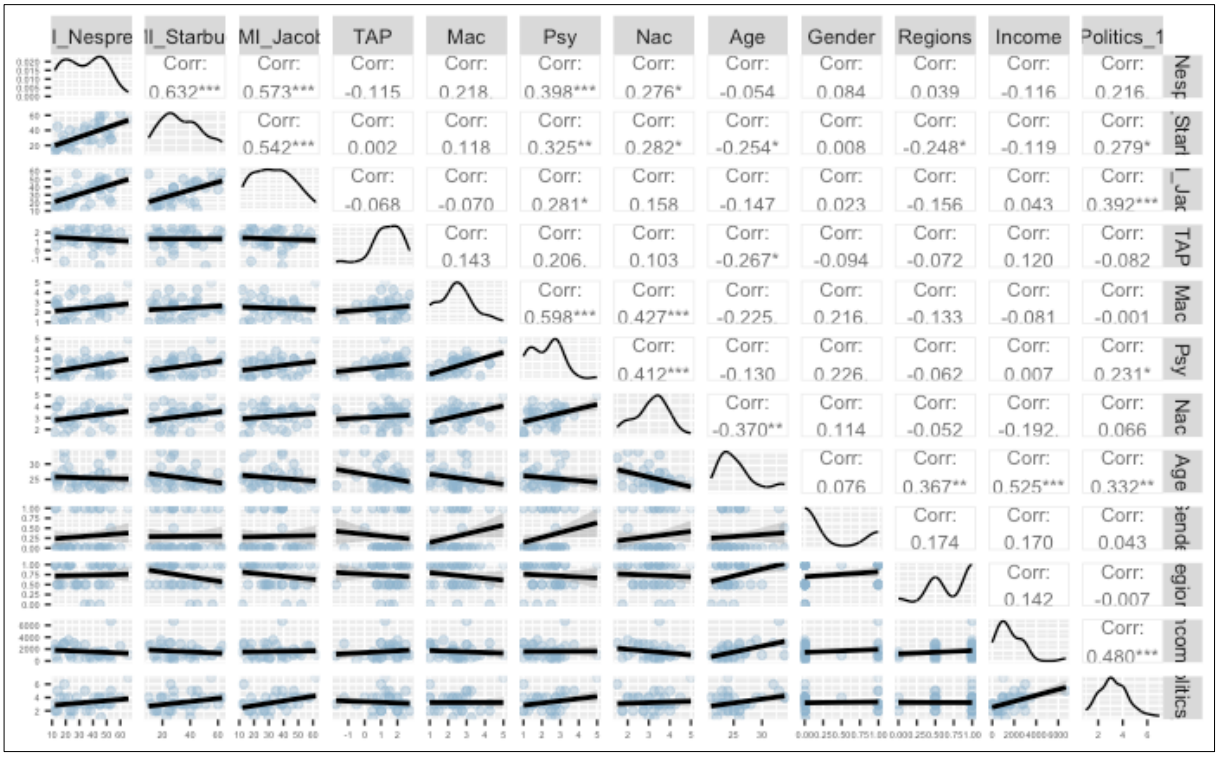
	lower <dbl>	alpha <dbl>	upper <dbl>
Feldt	0.50	0.64	0.75
Duhachek	0.59	0.64	0.70

raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	ase <dbl>	mean <dbl>	sd <dbl>	median_r <dbl>
0.6415776	0.7092507	0.7655911	0.2336717	2.43939	0.02874297	14.09792	4.606454	0.2244277

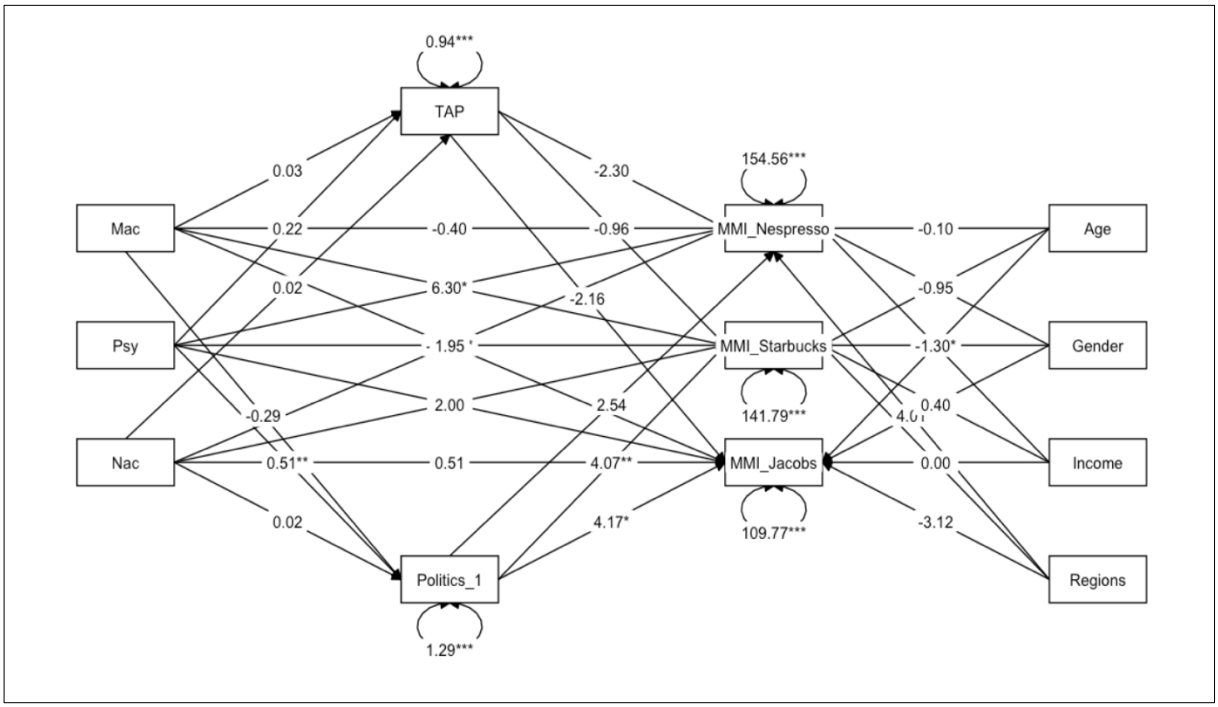
	raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	alpha se <dbl>	var.r <dbl>	med.r <dbl>
MMI_Nespresso	0.4631775	0.6461130	0.6975599	0.2068673	1.825761	0.04017632	0.03936240	0.2056846
MMI_Starbucks	0.4743022	0.6473007	0.7089846	0.2077215	1.835277	0.03727950	0.04399795	0.2163727
MMI_Jacobs	0.5026618	0.6708282	0.7174461	0.2254861	2.037927	0.03143302	0.03998535	0.2181492
TAP	0.6571093	0.7523062	0.7914280	0.3025973	3.037242	0.02893746	0.03678267	0.2805978
Mac	0.6519865	0.6923542	0.7252382	0.2432835	2.250492	0.02923878	0.04429421	0.2762834
Psy	0.6454140	0.6288297	0.6851156	0.1948638	1.694181	0.02959342	0.04963436	0.1582607
Nac	0.6487295	0.6757521	0.7440084	0.2294194	2.084060	0.02950132	0.05512538	0.2181492
Politics_1	0.6441436	0.7100112	0.7643295	0.2591345	2.448409	0.02968819	0.05019058	0.2762834

	n <dbl>	raw.r <dbl>	std.r <dbl>	r.cor <dbl>	r.drop <dbl>	mean <dbl>	sd <dbl>
MMI_Nespresso	75	0.86939091	0.6965720	0.68124718	0.69372459	33.920000	14.4995433
MMI_Starbucks	75	0.85812414	0.6926655	0.65999165	0.67366803	33.506667	14.3756300
MMI_Jacobs	75	0.81391207	0.6114230	0.57178954	0.61716215	33.040000	13.2005733
TAP	75	-0.03419168	0.2587735	0.07380184	-0.06113485	1.290000	0.9958020
Mac	75	0.15739194	0.5300312	0.47558113	0.13340254	2.420000	0.9015377
Psy	75	0.44263131	0.7514670	0.73953134	0.42426564	2.226667	0.8293327
Nac	75	0.32100181	0.5934351	0.49336098	0.30206712	3.140000	0.7702667
Politics_1	75	0.37110856	0.4575401	0.32252642	0.34264663	3.240000	1.1950348

Appendix 9 Cronbach's Alpha Coffee Industry



Appendix 10 Correlation-Table Coffee Industry (N=75)



Appendix 11 Path-Graph Coffee Industry

```
lavaan 0.6.15 ended normally after 85 iterations

  Estimator                                         ML
  Optimization method                           NLMINB
  Number of model parameters                        42

  Number of observations                            75

Model Test User Model:

  Test statistic                                42.947
  Degrees of freedom                                 8
  P-value (Chi-square)                           0.000

Model Test Baseline Model:

  Test statistic                               559.030
  Degrees of freedom                                45
  P-value                                        0.000

User Model versus Baseline Model:

  Comparative Fit Index (CFI)                    0.932
  Tucker-Lewis Index (TLI)                       0.618
```

```
Loglikelihood and Information Criteria:

  Loglikelihood user model (H0)              -1059.666
  Loglikelihood unrestricted model (H1)      -1038.192

  Akaike (AIC)                                2203.332
  Bayesian (BIC)                              2300.666
  Sample-size adjusted Bayesian (SABIC)       2168.293

Root Mean Square Error of Approximation:

  RMSEA                                          0.241
  90 Percent confidence interval - lower         0.173
  90 Percent confidence interval - upper         0.315
  P-value H_0: RMSEA <= 0.050                    0.000
  P-value H_0: RMSEA >= 0.080                    1.000

Standardized Root Mean Square Residual:

  SRMR                                           0.088

Parameter Estimates:

  Standard errors                             Bootstrap
  Number of requested bootstrap draws              3000
  Number of successful bootstrap draws             3000

Regressions:
                   Estimate     Std.Err  z-value  P(>|z|)
  Politics_1 ~
    Mac      (a11)      -0.291    0.157   -1.857    0.063
    Psy      (a12)       0.515    0.195    2.636    0.008
    Nac      (a13)       0.019    0.198    0.097    0.922
  TAP ~
    Mac      (b11)       0.029    0.169    0.173    0.863
    Psy      (b12)       0.220    0.191    1.156    0.248
    Nac      (b13)       0.020    0.174    0.118    0.906
  MMI_Nespresso ~
    TAP      (b21)      -2.304    1.817   -1.268    0.205
  MMI_Starbucks ~
    TAP      (b22)      -0.963    1.723   -0.559    0.576
  MMI_Jacobs ~
    TAP      (b23)      -2.157    1.654   -1.304    0.192
  MMI_Nespresso ~
    Poltcs_1 (a21)       2.537    1.676    1.514    0.130
  MMI_Starbucks ~
    Poltcs_1 (a22)       4.068    1.307    3.113    0.002
  MMI_Jacobs ~
    Poltcs_1 (a23)       4.175    1.778    2.348    0.019
  MMI_Nespresso ~
    Mac      (c11)      -0.395    1.884   -0.210    0.834
  MMI_Starbucks ~
    Mac      (c12)      -2.671    2.331   -1.146    0.252
  MMI_Jacobs ~
    Mac      (c13)      -5.511    1.837   -2.999    0.003
  MMI_Nespresso ~
```

```
    Psy      (c21)       6.298    2.707    2.326    0.020
  MMI_Starbucks ~
    Psy      (c22)       4.788    2.611    1.834    0.067
  MMI_Jacobs ~
    Psy      (c23)       6.190    2.442    2.535    0.011
  MMI_Nespresso ~
    Nac      (c31)       1.947    2.679    0.727    0.467
  MMI_Starbucks ~
    Nac      (c32)       2.003    2.491    0.804    0.421
  MMI_Jacobs ~
    Nac      (c33)       0.507    2.390    0.212    0.832
  MMI_Nespresso ~
    Gender   (d11)      -0.336    3.295   -0.102    0.919
    Age      (d21)      -0.097    0.652   -0.149    0.882
    Regions  (d31)       4.011    5.234    0.766    0.443
    Income   (d41)      -0.002    0.002   -0.883    0.377
  MMI_Starbucks ~
    Gender   (d12)       0.466    3.733    0.125    0.901
    Age      (d22)      -0.949    0.700   -1.356    0.175
    Regions  (d32)      -6.797    4.851   -1.401    0.161
    Income   (d42)      -0.001    0.002   -0.989    0.323
  MMI_Jacobs ~
    Gender   (d13)       0.405    2.790    0.145    0.885
    Age      (d23)      -1.297    0.641   -2.022    0.043
    Regions  (d33)      -3.122    4.546   -0.687    0.492
    Income   (d43)       0.000    0.002    0.223    0.824

Covariances:
                   Estimate     Std.Err  z-value  P(>|z|)
 .Politics_1 ~~
   .TAP                -0.147    0.090   -1.642    0.100
 .MMI_Nespresso ~~
   .MMI_Starbucks      87.537   13.884    6.305    0.000
   .MMI_Jacobs         71.785   13.989    5.132    0.000
 .MMI_Starbucks ~~
   .MMI_Jacobs         46.333   12.558    3.689    0.000

Variances:
                   Estimate     Std.Err  z-value  P(>|z|)
   .Politics_1          1.292    0.237    5.440    0.000
   .TAP                 0.936    0.180    5.200    0.000
   .MMI_Nespresso     154.560   20.790    7.434    0.000
   .MMI_Starbucks     141.793   21.785    6.509    0.000
   .MMI_Jacobs        109.767   15.468    7.096    0.000

Defined Parameters:
                   Estimate     Std.Err  z-value  P(>|z|)
    pie_Pol_MacNes     -0.739    0.598   -1.236    0.216
    pie_Pol_MacStr     -1.185    0.830   -1.427    0.154
    pie_Pol_MacJac     -1.216    0.661   -1.841    0.066
    pie_Pol_PsyNes      1.306    0.948    1.377    0.169
    pie_Pol_PsyStr      2.093    1.069    1.958    0.050
    pie_Pol_PsyJac      2.148    1.279    1.680    0.093
    pie_Pol_NacNes      0.049    0.650    0.075    0.940
    pie_Pol_NacStr      0.079    0.890    0.088    0.930
    pie_Pol_NacJac      0.081    0.945    0.085    0.932
```

pie_TAP_MacNes	-0.067	0.475	-0.141	0.888
pie_TAP_MacStr	-0.028	0.335	-0.084	0.933
pie_TAP_MacJac	-0.063	0.459	-0.137	0.891
pie_TAP_PsyNes	-0.507	0.703	-0.722	0.470
pie_TAP_PsyStr	-0.212	0.569	-0.373	0.709
pie_TAP_PsyJac	-0.475	0.666	-0.714	0.475
pie_TAP_NacNes	-0.047	0.476	-0.099	0.921
pie_TAP_NacStr	-0.020	0.337	-0.058	0.953
pie_TAP_NacJac	-0.044	0.457	-0.096	0.923
tie_MacNes	-0.806	0.786	-1.026	0.305
tie_MacStar	-1.213	0.916	-1.324	0.186
tie_MacJac	-1.279	0.842	-1.518	0.129
tie_PsyNes	0.798	1.275	0.626	0.531
tie_PsyStar	1.881	1.194	1.575	0.115
tie_PsyJac	1.673	1.569	1.066	0.286
tie_NacNes	0.002	0.819	0.002	0.998
tie_NacStar	0.059	0.958	0.061	0.951
tie_NacJac	0.036	1.077	0.034	0.973
te_MacNes	-1.202	1.830	-0.656	0.512
te_MacStar	-3.884	2.381	-1.632	0.103
te_MacJac	-6.790	1.934	-3.511	0.000
te_PsyNes	7.096	2.575	2.756	0.006
te_PsyStar	6.669	2.593	2.572	0.010
te_PsyJac	7.863	2.338	3.363	0.001
te_NacNes	1.949	2.670	0.730	0.466
te_NacStar	2.062	2.542	0.811	0.417
te_NacJac	0.543	2.314	0.235	0.814
te_MacMas	-11.875	4.787	-2.481	0.013
te_NacMas	4.554	6.585	0.692	0.489
te_PsyMas	21.628	6.614	3.270	0.001

Appendix 12 Path-Analysis Coffee Industry

4. Results table Watches

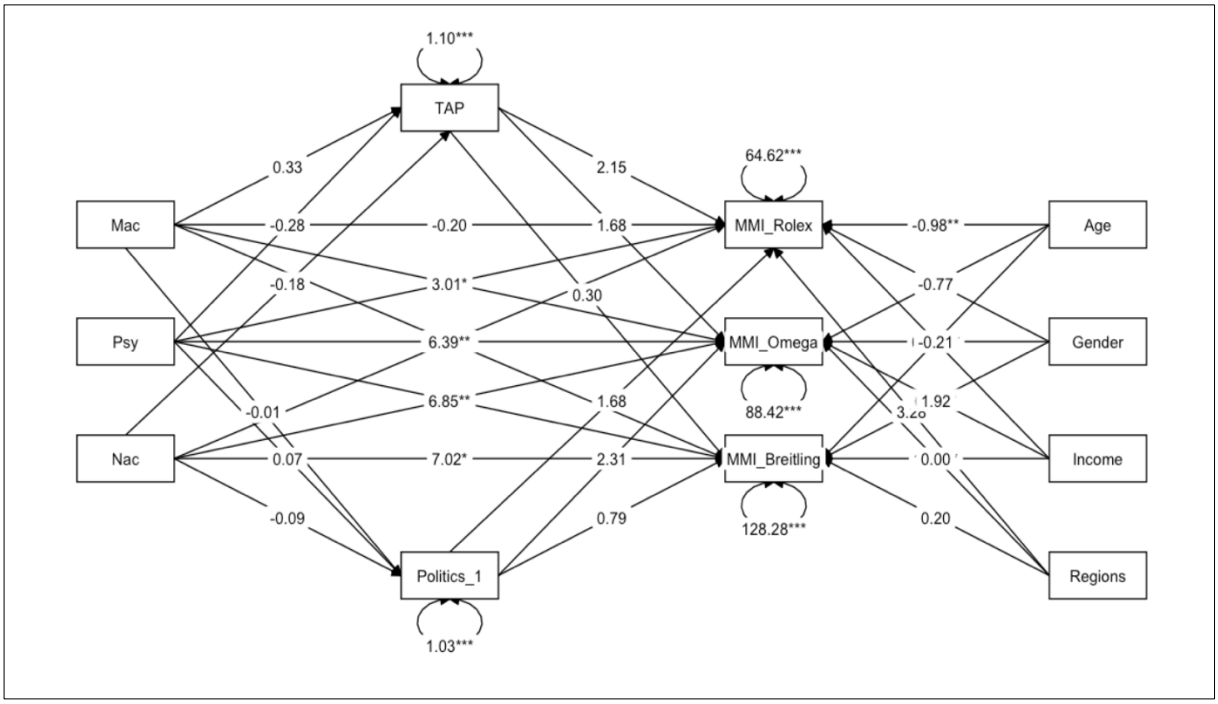
raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	ase <dbl>	mean <dbl>	sd <dbl>	median_r <dbl>
0.6962889	0.7527412	0.8212652	0.2756475	3.044346	0.0218362	17.09152	4.571954	0.2803582

	lower <dbl>	alpha <dbl>	2 rows	upper <dbl>
Feldt	0.56	0.7		0.80
Duhachek	0.65	0.7		0.74

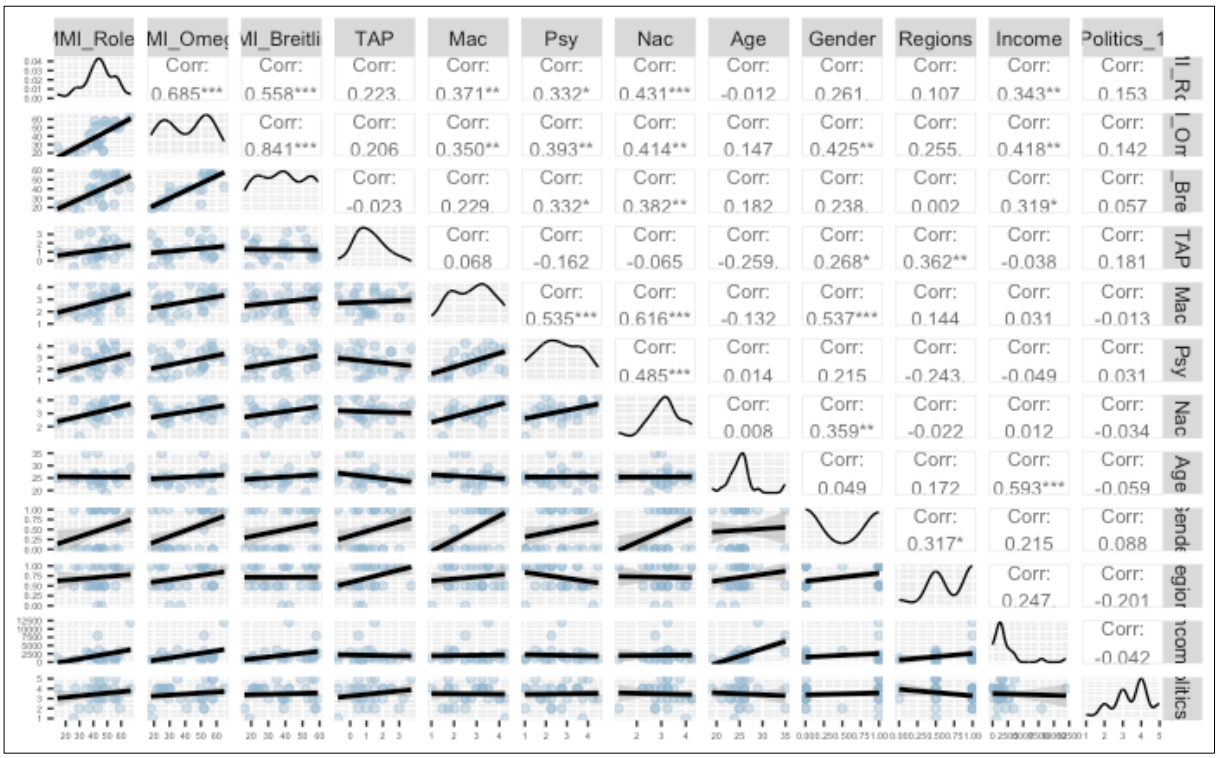
	raw_alpha <dbl>	std.alpha <dbl>	G6(smc) <dbl>	average_r <dbl>	S/N <dbl>	alpha se <dbl>	var.r <dbl>	med.r <dbl>
MMI_Rolex	0.5806838	0.6843259	0.7777287	0.2364600	2.167824	0.01772156	0.06637511	0.2059308
MMI_Omega	0.4857542	0.6679127	0.7196317	0.2231938	2.011256	0.04455589	0.05271737	0.2233193
MMI_Breitling	0.5423459	0.7048738	0.7533581	0.2543975	2.388381	0.03014306	0.05492269	0.2233193
TAP	0.7075212	0.7882018	0.8323166	0.3471048	3.721476	0.02208528	0.05487426	0.3708163
Mac	0.7029839	0.7161401	0.7836731	0.2649271	2.522865	0.02218481	0.06661287	0.2233193
Psy	0.7011427	0.7262123	0.7978252	0.2747967	2.652465	0.02244044	0.06392614	0.2233193
Nac	0.7033790	0.7124601	0.7862130	0.2614303	2.477779	0.02240473	0.06153162	0.2233193
Politics_1	0.7080232	0.7850561	0.8469633	0.3428696	3.652376	0.02207715	0.06187622	0.3708163

	n <dbl>	raw.r <dbl>	std.r <dbl>	r.cor <dbl>	r.drop <dbl>	mean <dbl>	sd <dbl>
MMI_Rolex	56	0.8209566	0.7751272	0.7445714	0.6685224	44.107143	11.2535709
MMI_Omega	56	0.9532907	0.8326742	0.8768056	0.8806984	40.821429	14.3262088
MMI_Breitling	56	0.8968011	0.6973169	0.7141943	0.7638035	38.535714	13.6514592
TAP	56	0.1719955	0.2951660	0.1621037	0.1426912	1.241071	1.0964450
Mac	56	0.3882381	0.6516412	0.6025539	0.3672333	2.794643	0.8920191
Psy	56	0.4252998	0.6088282	0.5370857	0.4023874	2.642857	1.0055043

Appendix 13 Cronbach's Alpha Watches Industry



Appendix 14 Path-Graph Watches Industry



Appendix 15 Correlation-Table Watches Industry (N=56)

```
 lavaan 0.6.15 ended normally after 103 iterations

  Estimator                                         ML
  Optimization method                           NLMINB
  Number of model parameters                        42

  Number of observations                            56

Model Test User Model:

  Test statistic                                21.095
  Degrees of freedom                                 8
  P-value (Chi-square)                           0.007

Model Test Baseline Model:

  Test statistic                               833.493
  Degrees of freedom                                45
  P-value                                        0.000

User Model versus Baseline Model:

  Comparative Fit Index (CFI)                    0.983
  Tucker-Lewis Index (TLI)                       0.907

Loglikelihood and Information Criteria:

  Loglikelihood user model (H0)                -734.782
  Loglikelihood unrestricted model (H1)        -724.235

  Akaike (AIC)                                 1553.565
  Bayesian (BIC)                               1638.630
  Sample-size adjusted Bayesian (SABIC)        1506.625

Root Mean Square Error of Approximation:

  RMSEA                                          0.171
  90 Percent confidence interval - lower         0.084
  90 Percent confidence interval - upper         0.262
  P-value H_0: RMSEA <= 0.050                    0.017
  P-value H_0: RMSEA >= 0.080                    0.956

Standardized Root Mean Square Residual:

  SRMR                                           0.056

Parameter Estimates:
  Standard errors                             Bootstrap
  Number of requested bootstrap draws              3000
  Number of successful bootstrap draws             3000

Regressions:
                   Estimate     Std.Err  z-value  P(>|z|)
  Politics_1 ~
    Mac      (a11)      -0.015    0.197   -0.075    0.940
    Psy      (a12)       0.068    0.132    0.517    0.605
```

```
    Nac      (a13)      -0.092    0.286   -0.322    0.748
  TAP ~
    Mac      (b11)       0.332    0.233    1.427    0.153
    Psy      (b12)      -0.277    0.158   -1.756    0.079
    Nac      (b13)      -0.182    0.360   -0.507    0.612
  MMI_Rolex ~
    TAP      (b21)       2.152    1.596    1.349    0.177
  MMI_Omega ~
    TAP      (b22)       1.675    1.389    1.207    0.228
  MMI_Breitling ~
    TAP      (b23)       0.302    1.762    0.171    0.864
  MMI_Rolex ~
    Poltcs_1 (a21)       1.684    1.645    1.024    0.306
  MMI_Omega ~
    Poltcs_1 (a22)       2.308    1.782    1.295    0.195
  MMI_Breitling ~
    Poltcs_1 (a23)       0.794    2.324    0.342    0.732
  MMI_Rolex ~
    Mac      (c11)      -0.199    2.406   -0.083    0.934
  MMI_Omega ~
    Mac      (c12)      -3.546    2.214   -1.602    0.109
  MMI_Breitling ~
    Mac      (c13)      -2.743    2.885   -0.951    0.342
  MMI_Rolex ~
    Psy      (c21)       3.009    1.481    2.031    0.042
  MMI_Omega ~
    Psy      (c22)       6.300    1.517    4.152    0.000
  MMI_Breitling ~
    Psy      (c23)       3.687    2.306    1.599    0.110
  MMI_Rolex ~
    Nac      (c31)       6.395    2.252    2.840    0.005
  MMI_Omega ~
    Nac      (c32)       6.846    2.303    2.973    0.003
  MMI_Breitling ~
    Nac      (c33)       7.015    3.195    2.195    0.028
  MMI_Rolex ~
    Gender   (d11)      -2.770    3.010   -0.920    0.358
    Age      (d21)      -0.977    0.370   -2.642    0.008
    Regions  (d31)       3.284    6.201    0.530    0.596
    Income   (d41)       0.002    0.001    4.600    0.000
  MMI_Omega ~
    Gender   (d12)       3.200    4.588    0.698    0.485
    Age      (d22)      -0.771    0.801   -0.963    0.336
    Regions  (d32)      12.178    5.592    2.178    0.029
    Income   (d42)       0.003    0.001    2.955    0.003
  MMI_Breitling ~
    Gender   (d13)       1.917    5.345    0.359    0.720
    Age      (d23)      -0.210    1.114   -0.188    0.851
    Regions  (d33)       0.202    7.147    0.028    0.977
    Income   (d43)       0.002    0.002    1.004    0.315

Covariances:
                   Estimate     Std.Err  z-value  P(>|z|)
  .Politics_1 ~~
    .TAP                0.209    0.178    1.178    0.239
  .MMI_Rolex ~~
```

```
   .MMI_Omega          33.355    8.818    3.783    0.000
   .MMI_Breitling      35.512   12.101    2.935    0.003
 .MMI_Omega ~~
   .MMI_Breitling      91.210   17.732    5.144    0.000

Variances:
                   Estimate     Std.Err  z-value  P(>|z|)
   .Politics_1          1.030    0.171    6.008    0.000
   .TAP                 1.102    0.229    4.817    0.000
   .MMI_Rolex          64.623   13.410    4.819    0.000
   .MMI_Omega          88.415   19.439    4.548    0.000
   .MMI_Breitling     128.278   21.039    6.097    0.000

Defined Parameters:
                   Estimate     Std.Err  z-value  P(>|z|)
    pie_Pol_MacRol     -0.025    0.422   -0.059    0.953
    pie_Pol_MacOme     -0.034    0.562   -0.061    0.952
    pie_Pol_MacBre     -0.012    0.510   -0.023    0.982
    pie_Pol_PsyRol      0.115    0.325    0.353    0.724
    pie_Pol_PsyOme      0.157    0.407    0.386    0.699
    pie_Pol_PsyBre      0.054    0.376    0.144    0.886
    pie_Pol_NacRol     -0.155    0.691   -0.224    0.823
    pie_Pol_NacOme     -0.212    0.876   -0.243    0.808
    pie_Pol_NacBre     -0.073    0.826   -0.088    0.930
    pie_TAP_MacRol      0.715    0.886    0.807    0.420
    pie_TAP_MacOme      0.556    0.682    0.816    0.415
    pie_TAP_MacBre      0.100    0.785    0.128    0.898
    pie_TAP_PsyRol     -0.595    0.598   -0.996    0.319
    pie_TAP_PsyOme     -0.463    0.502   -0.922    0.356
    pie_TAP_PsyBre     -0.083    0.568   -0.147    0.883
    pie_TAP_NacRol     -0.392    1.163   -0.337    0.736
    pie_TAP_NacOme     -0.305    0.870   -0.351    0.725
    pie_TAP_NacBre     -0.055    0.747   -0.074    0.941
    tie_MacRol          0.690    0.963    0.716    0.474
    tie_MacOme          0.522    0.849    0.615    0.538
    tie_MacBre          0.088    0.958    0.092    0.926
    tie_PsyRol         -0.481    0.705   -0.682    0.495
    tie_PsyOme         -0.306    0.666   -0.460    0.645
    tie_PsyBre         -0.029    0.641   -0.046    0.963
    tie_NacRol         -0.547    1.284   -0.426    0.670
    tie_NacOme         -0.518    1.181   -0.438    0.661
    tie_NacBre         -0.128    1.108   -0.116    0.908
    te_MacRol           0.491    2.254    0.218    0.828
    te_MacOme          -3.024    2.168   -1.395    0.163
    te_MacBre          -2.655    2.804   -0.947    0.344
    te_PsyRol           2.528    1.491    1.695    0.090
    te_PsyOme           5.993    1.626    3.686    0.000
    te_PsyBre           3.657    2.362    1.549    0.121
    te_NacRol           5.847    2.026    2.886    0.004
    te_NacOme           6.328    2.242    2.822    0.005
    te_NacBre           6.887    3.094    2.226    0.026
    te_MacMas          -5.188    5.816   -0.892    0.372
    te_NacMas          19.062    6.389    2.984    0.003
    te_PsyMas          12.179    4.572    2.664    0.008
```

Appendix 16 Path-Analysis Watches Industry