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Toward a 'MASSTIGE' theory and strategy for global brand management

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The term "Masstige" stands for mass prestige. Masstige marketing is a strategic phenomenon with the goal of global market penetration and brand management. We contribute towards the development of masstige marketing theory based on a new conceptual framework - focused on product, promotion and place strategies. Besides, as part of the effort to contribute to the theory development with empirical evidence, we assess and contrast the effectiveness of marketing strategy of foreign and domestic corporate car brands in the United States using Masstige Mean Index (MMI). It was found that brands can create higher mass prestige value in a foreign country if they follow masstige marketing strategy. The study shows how MMI may facilitate masstige score estimates, allowing comparisons and aiding brands in devising strategies.

Generation Y Consumers, Luxury Brands and Social Responsibility: What are the main motivations of Generation Y luxury consumers to engage in a socially responsible consumption behaviour?

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The fast-growing segment of younger luxury consumers, the generational size, and their spending power transform the Generation Y cohort in an appealing group for luxury brand managers, as well as academics in the fields of Consumer Behaviour, International Business, and International Marketing. Millennials' increasing demand for socially responsible products has led some luxury brands to focus a considerable part of their efforts on the development and promotion of socially responsible initiatives. The present study was conducted to explore the relationship between the purchase of luxury brands and the socially responsible consumption behaviour of the Generation Y segment from the consumer behaviour perspective. Based on the literature and the different perspectives of distinct researchers, the authors developed seven distinct propositions and designed a conceptual model which showed that Millennials' luxury socially responsible purchase conduct is mainly driven by six variables: signalling behaviour, status, the impact of brands' CSR activities on environmental and/or social issues, consumers' objectives and context of display, negative feelings, and brands' attributes. Hence, through the presentation of a framework, this paper tried to enhance scholars and practitioners' knowledge about luxury socially responsible consumers and the driving forces that propel Generation Y consumers to purchase luxury socially responsible brands.

Drivers and Barriers of Cross-Border Online Shopping: A Cross-National Comparison between Germany and Romania

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Cross-border online shopping describes the phenomenon of consumers conducting online purchases in foreign countries, instead of buying online in their home country market. While market data indicates globally increasing numbers of cross-border online purchases, little is known about the benefits that drive or the risks that impede consumers' intention for cross-border online shopping. Besides, it is unclear if the drivers and barriers are the same for consumers in different country markets, especially in advanced versus emerging markets. We develop and empirically test a cross-border online shopping model to investigate cross-border online shopping behavior in two European country markets. Our results show that consumers' cross-border online purchasing intentions are affected by perceived benefits and risks of cross-border online shopping as well as by cosmopolitanism. A negative effect of consumer ethnocentrism on the intention to make cross-border online purchases was found only in one country market.

Decision-making Logic and Brand Orientation of International New Ventures: The Performance Consequences of Strategic Fit

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Brand orientation has received a lot of attention over two decades. Yet our understanding into decision - making logic, that is, dealing with branding under uncertainty has not been topic of study focus. Moreover, this is especially important to international new ventures (INVs) that have international vision from inception or immediately thereafter but face resource constraints. Based on these type of special firms this study makes novel contribution to international branding and entrepreneurship literature by examining how effectuation (vs. causation) as two routes to decision-making logic affects brand orientation to understand how these firms can build their strategies on the core of a brand under uncertainty and achieve superior performance. Theoretical framework and hypotheses explain decision-making logic impact on brand orientation (i.e. values, norms, artefacts and behavior) and the need to co-align with contextual factors (i.e. entrepreneurial orientation and cultural distance) to attain superior brand performance.