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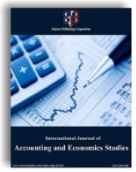

Masstige, Brand Love, and Brand Loyalty: Insights from Over-The-Top (OTT) Platforms

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Abstract

Masstige marketing is an approach to promoting prestigious goods and services among numerous consumers. Materialistic people often exhibit deep love for brands that provide high social status. Brand love can have an enormous effect on users, particularly increasing brand loyalty. Online streaming, which was considered a luxury, has become steadily more common among a large number of Indians. For this reason, the current survey sought to ascertain the impact of masstige on viewers' loyalty to OTT (Over-the-Top) brands, whereby brand love serves as an intervening factor. Data from 247 respondents were collected via an adapted questionnaire, and valid responses were evaluated using statistical analyses. The outcomes of research show that masstige tactics played a major role in creating an intense love for a brand, which is considered significant for achieving substantial rises in brand loyalty. When it comes to influencing brand loyalty, the results of the IPMA (Importance Performance Map Analysis) reveal that brand love is more important than masstige. Besides this, it is also important for the brand to develop a positive emotional connection as well as the passion-driven behaviour of the consumers concerning the OTT (Over-the-Top) brands for influencing brand loyalty. Furthermore, the research also provides the financial and policy implications for the OTT service providers.

Keywords: *Masstige, Brand Love; Brand Loyalty; OTT (Over-the-Top); IPMA (Importance Performance Map Analysis).*

1. Introduction

Brands have a unique effect on consumer behaviour all around the world, which makes brand management more important (Štreimikienė & Ahmed, 2021). As a consequence of the sustained economic growth, the size of middle-class consumers started increasing, which offers vast opportunities to marketers to offer their brands to numerous shoppers (Beinhocker et al., 2007). Concurrently, the notion of "new luxury" has come to light, encouraging the creation of distinctive marketing approaches for high-end goods that offer customers improved experiences, social standing, and enthusiasm (Kumar & Paul, 2018; Baber et al., 2020). By emphasising the middle-income group, the notion of the "new luxury" allows well-known companies to connect with a large number of consumers and improve their affordability by simultaneously boosting brand image among a sizable stratum of the target group (Kumar et al., 2020).

The idea regarding "Masstige" was put forward by Silverstein and Fiske (2003) by publishing an article in a magazine named 'Harvard Business Review'. Masstige is a tactic focused on the large number of middle-class consumers looking for high-end goods or services. Authors noticed that the middle-income bracket of the United States has grown, which led to a growing desire for superior goods. In addition, ordinary people may now more easily obtain luxury products that were only within the reach of the rich. Later, Paul (2015) reformed 'Masstige' as an approach for middle-income bracket consumers and massive businesses looking to gain a foothold within the marketplace by following this tactic. In a nutshell, Paul (2015, 2019) defines it as a "Prestige for the Masses," successfully fusing mass market appeal with prestigious qualities.

Kapferer (2015) described this strategy as the "Democratisation of Luxury" demonstrated by taking the instance of Ford's Jaguar brand. In an effort to reach a wider audience and make the brand more accessible, they cut expenses and employed a number of tactics. Multiple strategies are being implemented by marketers to take advantage of the masstige trend. The introduction of offshoot brands, which are a less expensive extension of the main brand, is a well-known strategy. For instance, Emporio Armani is the less expensive extension of Giorgio Armani's brand, Prada's offshoot line is Miu Miu, and L'Oréal's masstige brand is Garnier. Using these tactics by parent companies has stimulated the proliferation of masstige marketing and strengthened consumer engagement with these brands (Arora et al., 2015).

Products including televisions, jewellery, laptops, smartphones, cosmetics, and fragrances are on the list of masstige (Paul, 2018). Furthermore, the notion of "masstige" appears to be a fairly recent development across the field of marketing and has not received much

attention. Likewise, researchers found a dearth of research evaluating the interaction between the masstige, consumer brand love, and consumer loyalty concerning brand (Rodrigues et al., 2021; Shin et al., 2021; Iqbal et al., 2022; Rodrigues et al., 2022; Robertson et al., 2022; Pourazad et al., 2023).

During the past few years, cinema and television have generally used by people to watch movies and entertainment programs. However, enjoying various films and programs has now become much easier due to technological improvements. Online streaming services, sometimes referred to as Video on Demand (VoD), have entirely transformed the way we watch movies or programs. Video on Demand is a way of incorporating OTT applications in order to transmit video content across the internet. Online streaming, which used to be considered a luxury, has become steadily more commonly used by a large number of Indians (Sharma, 2022). Not only this, but OTT platforms have evolved into an essential aspect of mainstream media that has had an enormous effect on the viewing patterns of viewers (Kumari, 2020). Relating to this, in the present research, researchers investigated whether the notion of "masstige" affects the loyalty of OTT viewers with special consideration of the mediating factor in this interaction, i.e., brand love.

2. Theoretical Framework

The study focuses on aligning the current research with the Consumer-Brand Relationship Theory (CBRT). Fournier (1998) originally put forth the Consumer-Brand Relationship Theory. The theory has been continuously applied widely over the years in several academic fields, including branding, marketing, and the development of relationships with brands. The focus of the Consumer-Brand Relationship Theory (CBRT) is on creating connections and the special bonds between the customers and brands (Fournier, 1998). Customers often imbue brands with human traits, creating stronger psychological and emotional connections.

Brands integrating affordability and prestige are referred to as masstige (mass prestige), which enables them to appeal to a wider range of customers. Masstige brands provide customers a feeling of status and prestige, aligning with their aspirations. This aspirational quality generates emotional attachment, which is an essential element of brand love (Kumar & Paul, 2018). The term "emotional attachment" describes the strong sense of connection and link that customers develop with a brand, which often develops brand loyalty and inspires them to spread the positive word about it (Thomson et al., 2005). In light of this, Figure 1 demonstrates the framework applied in the current research.

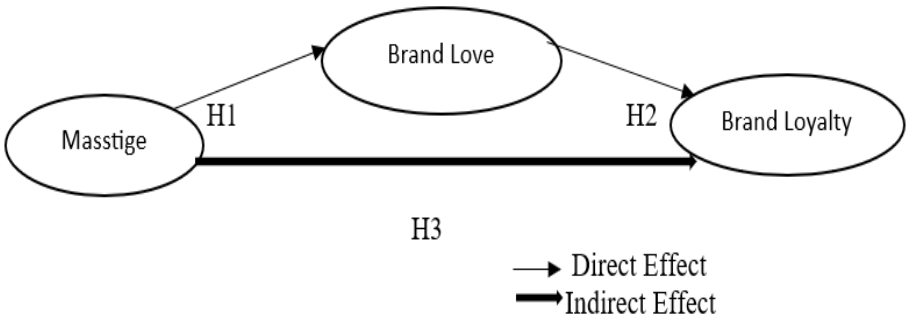

Fig. 1: Theoretical Framework.

3. Hypothesis Development

3.1. Masstige and brand love

Brand love is widely recognised and described as the “degree of passionate emotional attachment a satisfied consumer has for a particular trademark” (Carroll & Ahuvia, 2006). Moreover, brand love was described as a strong fondness that customers have towards brands (Bergkvist & Bech-Larsen, 2010). We come across the notion of love regularly in every aspect of our lives. The term "love" has recently been used to represent both the affection that people have for brands and products and the strong bonds they develop with them. Just like in human relationships, love for a brand expresses a profound emotional alliance among the consumers for whatever product they use (Nawaz et al., 2020).

Not long ago, the phenomenon concerning brand love have been investigated among several sectors such as fashion brands (Hegner et al., 2017); restaurant (Kim & Kim, 2018); apparel, eyewear, shoes, handbags, and watches (Khandeparkar & Motiani, 2018); Apple and Michael Kors brand (Rodrigues & Rodrigues, 2019); apparels brands (Joshi & Garg, 2020); electronics and automobiles (Pontinha & Coelho do Vale, 2020); hypermarket brand’s stores (Singh et al., 2020); and luxury cars (Bhalla & Pathak, 2023).

Particularly, after studying the existing literature, it was found that there was no research concerning how masstige affects consumer love for brands. However, rather than for a masstige brand, an investigation done by Bairrada et al. (2018) has indicated saying brand prestige and brand love are correlated in a positive manner. Despite this, studies like those by Madadi et al. (2021) and Bairrada et al. (2018) demonstrated the fact that consumers' love for the brand was not greatly affected by perceived quality. Furthermore, excitement performed the role of a forerunner to foster love towards the brand (Roy et al., 2016; Gumparthi & Patra, 2019). Still, in contrast to this, excitement affected brand love indirectly by its effect on brand image; it did not influence brand love directly (Rageh Ismail & Spinelli, 2012). Moreover, materialistic people often have a deep love for brands that are linked to high social status (Ahuvia et al., 2020).

Brand knowledge, brand prestige, and perceived quality are the main parts of masstige (Paul 2019; Alagarsamy et al., 2022). According to research on the OTT sector, strong recognition of the brand and prestige-driven positioning, achieved via exclusive, unique content, an excellent user experience, as well as through an elevated brand image, greatly increase customer involvement and readiness to pay (Savanta, 2024; Gavit et al., 2024). In the context of the OTT setting, brand knowledge of OTT users transforms into feelings of brand love whenever service providers successfully explain the intrinsic worth inherent in their content, services, and positioning, and enhance prestige by means of premium exclusives, a flawless experience among users, and aesthetically prominent services (Shahid et al., 2025).

Perceived quality, which involves aspects like the diversity of content, the consistency in the quality of streaming, and the overall satisfaction of users, is an important explanation why people feel strongly connected with a brand, which is also known as "brand love." Datta and Ghosh (2025) assert that essential components regarding Video-on-Demand (VoD) service quality, including video streaming quality as

well as content accessibility, greatly impact consumer opinions and develop long-lasting emotional bonds with OTT platforms (Datta & Ghosh, 2025). Kumar et al. (2024) point out that the choices of users to obtain OTT platforms are greatly impacted by their views regarding content as well as quality of service, which consequently affect their feelings of attachment and devotion towards the brand (Kumar et al., 2024). The results show how essential it is to constantly offer high perceived quality for the purpose of building brand love and keeping viewers hooked and committed in the highly competitive OTT industry.
Therefore, it led to the proposal of:
H_1: Masstige has a significant influence on brand love.

3.2. Brand love and brand loyalty

Loyalty denotes an overwhelming urge to make use of or to purchase specific goods or services of a brand even when there are other options available (Oliver, 2010). Consumers' sense of belonging towards a brand manifests their bond, devotion, and loyalty towards the brand. Customers who exhibit a deep attachment to a brand are threefold greater beneficial to the business because they have a greater inclination to remain connected with it for a long time (Shahid et al., 2022).
According to Bairrada et al. (2018), brand love can have an enormous effect on users, particularly increasing brand loyalty. According to Iqbal et al. (2022), the affection that customers have for a brand fosters brand loyalty, thus being essential for establishing brand equity. Carroll and Ahuvia (2006) and Batra et al. (2012) confirmed this concept, stating that brand love was the root cause of brand loyalty. An additional study by Bıçakcıoğlu et al. (2016) discovered that customers' deep feelings for a brand boost their likelihood to utilise and buy similar goods and services again. This suggests that brand love positively promotes brand loyalty. Similar discoveries were made by Pontinha and Coelho do Vale (2020), suggesting that consumer love for the brand is the key motivator behind brand loyalty. Based on the results of Pourazad et al. (2023), brand love was recognised as the cornerstone of a higher desire of buyers to purchase high-quality goods, an increased tendency of consumers to communicate positively about brands with others, and a greater commitment towards brands.
Millennials exhibit a greater connection between brand love and brand loyalty compared to Gen Z OTT viewers. This indicates that millennials who feel strongly connected to an OTT brand tend to be less inclined to make the move to a rival. The users of streaming platforms from Generation Z tend to be more receptive to trying new brands (Santos & Schlesinger, 2024). Nonetheless, the magnitude of OTT users' devotion to a brand has become diminishing, since younger consumers have become more prone to switch brands based on preferences involving affordability, ease of use, and uniqueness of content. The same pattern is observable in various studies, including the study by Kumar et al. (2024). Users often search for intriguing experiences distinct from the experience of the brand they are currently using, which makes it more likely that they are going to switch. The outcomes reveal that brand love by itself might not be enough for sustaining customers; therefore, brands must continue to remain involved, come up with new ideas, and adapt to meet evolving demands from consumers (Kumar et al., 2024).
H_2: Brand love has a significant influence on brand loyalty.

3.3. Masstige, brand love, and brand loyalty

Establishing an intense emotional bond, or love for the premium brand, is the first step towards boosting the loyalty of the customer for the brand (Pourazad et al., 2023). A thorough analysis of the existing research reveals that no empirical research has been done to precisely evaluate the role that "brand love" plays in mediating the impact of "masstige" on "brand loyalty." Contrarily, Rodrigues et al. (2024) looked into a more or less similar research model in which brand loyalty was chosen as the dependent variable, masstige brand value served as the mediating component, and brand love was the independent variable. Brand loyalty is viewed as an essential result of masstige branding, while "brand love" represents an essential component influencing the prosperity of masstige brands. Similarly, research by Pourazad et al. (2023) reported that loyalty to a brand was affected by brand love, which was greatly influenced by symbolism and prestige. In addition to this, Rodrigues et al. (2022) take the dimensions of masstige as independent, brand loyalty as dependent, and brand addiction as the mediating variable.
However, the dimension of masstige, i.e., brand knowledge, defined as the extent to which individuals know and comprehend a brand, is what makes them feel strongly connected and devoted to it (Palomba, 2022). Long-term devotion of viewers of online streaming platforms, and their retention, relies on enduring connection to brands and emotional ties by means of brand love (Chatzi et al., 2024). However, the report of MBLM presents the detailed correlations among excitement, social standing, brand love, and brand loyalty across the OTT platform marketplace. Viewers' motivation, generated by providing new content as well as deeply enjoyable experiences of OTT platforms, appears as an essential force in developing profound connections among audiences. These connections lead to brand love, and that, in turn, strengthens users' devotion and bonding (MBLM, 2025).
Although the study on masstige branding continues to grow, an extensive review of the available literature has not found any empirical study that looks specifically at how masstige influences brand loyalty, especially through the mediating component of brand love.
H_3: Brand love mediates the relationship between masstige and brand loyalty.

4. Conceptual Framework

A thorough literature review conducted across the constraints of the research constituted an outline for the preparation of the conceptual framework (Figure 2). According to the study's findings, the exogenous construct, i.e., Masstige, reflects three dimensions: ‘Brand Knowledge and Prestige’; ‘Excitement and Status’; and ‘Perceived Quality’ (Paul 2019; Alagarsamy et al., 2022). Brand love, an important aspect of the present research, is a mediator construct that also reflects their six dimensions namely, ‘Self-Brand Integration’; ‘Passion Driven Behaviour’; ‘Attitude Strength’; ‘Attitude Valence’; ‘Long-Term Relationship’, and ‘Positive Emotional Connection’ (Batra et al., 2012; Kim & Kim, 2018; Pourazad et al., 2023). Masstige and Brand Love are both measured as second-order constructs to project how OTT users are loyal to the specific OTT brand.

5. Research Objectives

The present investigation seeks to determine (i) how masstige affects brand love, (ii) how brand love affects brand loyalty, and (iii) how brand love mediates the relationship between masstige and brand loyalty.

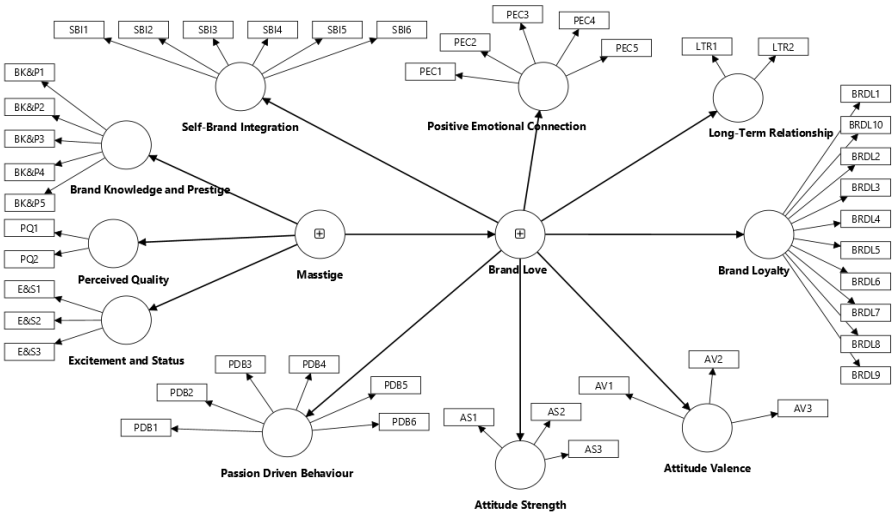

Fig. 2: Conceptual Model.

6. Methodology

6.1. Study measures

The present study followed the following steps, as mentioned in Figure 3:

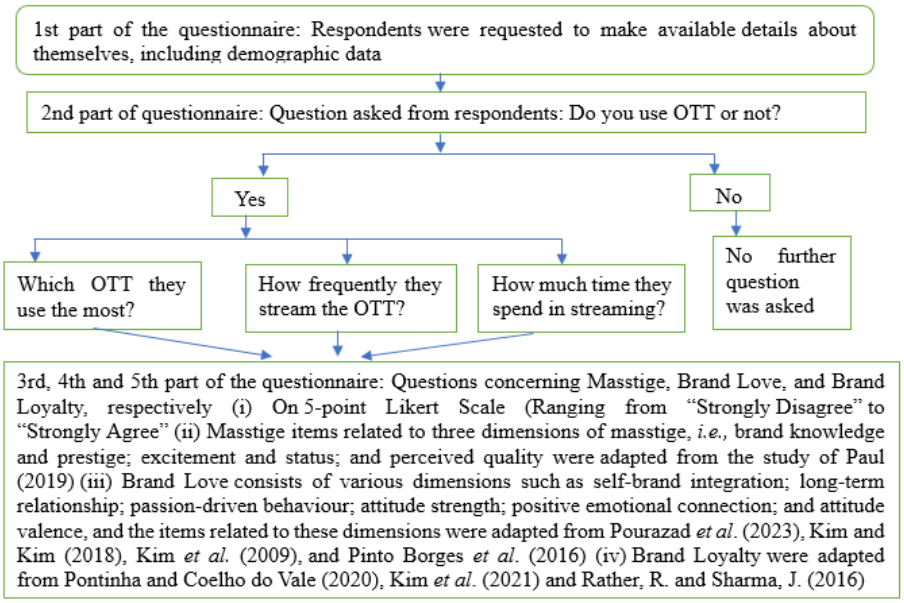

Fig. 3: Study Measures.

6.2. Participants, data collection, and techniques of data analysis

Individuals or groups who participate in the study are referred to as participants. The approaches employed for gathering data are referred to as data collection, while methodologies applied for analysing and assessing the data obtained are referred to as data analysis techniques. An overview regarding the research's participants, data collection strategies, as well as techniques of data analysis is provided in Table 1.

Table 1: Information Concerning Participants, Data Collection, and Techniques of Data Analysis

Focal point of research	Indian OTT users. India was strategically chosen as the research environment owing to its rapid economic development, which makes this country a good place to look into masstige brands (Kumar et al., 2020). This nation is also becoming a major centre for online streaming services, with earnings projected to exceed $4.5 billion by 2025, indicating that it offers a lot of business potential (Hemang Palan, 2025). By 2025, the estimated number of viewers of online streaming platforms is expected to expand to over 500 million, due to the rapidly increasing usage of smartphone devices, inexpensive internet access, and continuing developments in the digital realm (Tyagi & Anand, 2025). This quick growth affects the consumption patterns of the users of the streaming services (Hemang Palan, 2025).
Selected OTT platforms	Disney+ Hotstar, Amazon Prime Video, and Netflix (based on the number of subscribers- https://www.theglobalstatistics.com/ott-platforms-market-share-india/).
Software used to calculate sample size	G*Power (variant 3.1.9.4) has been employed to figure out the minimal count of respondents by following the recommendations of Faul et al. (2009) (ii) Taking into account the two predictors of brand loyalty, a sample size of 159 was determined, with an alpha level of 0.05 and a statistical power of 0.80 (iii) Furthermore, the size of samples falls within the standard range of 100 to 200 or more, which is considered suitable for conducting structural equation modelling (Bollen, 1989).
Data collection	Directly contacting OTT users and sending the questionnaire on WhatsApp, Instagram, and Facebook.

Response collected	Researchers collected 330 responses, out of which 277 used the OTT platforms. From these 277 responses, 9 respondents used platforms different from those that were selected for our study, and 21 responses were deemed to be outliers. As a consequence, 247 respondents were deemed to be valid for the present study.
Techniques of data analysis	SmartPLS 4 and PLS-SEM approaches. PLS-SEM has been recognised as being suitable because it provides a projection framework that includes pertinent theories and data from empirical studies (Sobaih & Elshaer, 2022).
Approaches	Using Leguina's recommendation, an approach with two stages was followed. Primarily, the convergent and discriminant validity based on the outer model of the suggested conceptual framework had been examined. After that, the inner model was subsequently assessed to validate the hypotheses (Leguina, 2015).

Source: Authors' Own Compilation.

7. Multivariate Normality Test and Common Method Bias (CMB)

For gaining insight into full collinearity for each variable within the dataset being studied, inner Variance Inflation Factors (VIFs) were calculated, which came to 1 for all. Such VIF scores are under Kock's (2015) criterion range of 3.3, suggesting that there are no serious concerns about multicollinearity. Construct validity was further tested using Harman's single-factor test, revealing that only 33.087% of the variation is capable of being explained by a single factor. It is confirmed that CMB is not problematic because this is far below the cutoff of fifty percent suggested by Podsakoff et al. (2003).

Researchers adopted the 'Web Power' tool to figure out whether the data gathered were normal or not (Cain et al., 2017; Zhang and Yuan, 2018). Based on the statistical evaluation, the data failed to fulfill the requirements for multivariate normality because the p-values of both kurtosis as well as skewness do not exceed the threshold limit of 0.05. Because of the prevalence of multivariate non-normality, the use of Partial Least Squares- SEM, a technique that is not parametric, was selected for this study (Hair et al., 2019; 2022).

8. Findings and Data Analysis

8.1. Descriptive statistics

Table 2 provides descriptive information concerning demographic traits of the OTT platform users who used the selected OTT platforms. Respondents in the study are between the ages of 18 to 37 years and beyond; while most of them (52.2%) are within the age range of 18 to 24. Among the different occupations taken in the study, the OTT platforms are used mostly by students. Netflix is used by the majority of the respondents, followed by Disney+ Hotstar and Amazon Prime Video.

Table 2: Demographic Traits of Participants (N= 247)

Category	Sub-Category	Frequency	Percentage
Gender	Male	106	42.9
	Female	141	57.1
Age	18-24	129	52.2
	25-36	103	41.7
	37 & over	15	6.1
Educational Qualification	12^{th}	26	10.5
	Baccalaureate	87	35.2
	Master's Degree	122	49.4
	Other	12	4.9
Occupation	Student	136	55.0
	Employed	81	32.8
	Self-Employed	16	6.5
	Other	14	5.7
Annual family income	Less than 5 lakhs	121	49
	5 to10 lakhs	68	27.5
	Above 10 lakhs	58	23.5
Mostly use the OTT brand	Disney+ Hotstar	70	28.3
	Amazon Prime Video	52	21.1
	Netflix	125	50.6
Frequency	Daily	81	32.8
	Every week	106	42.9
	Fortnightly	26	10.5
	Every month	34	13.8
Time spending	Less than one hour	68	27.5
	One to three hours	143	57.9
	Four to six hours	25	10.1
	More than six hours	11	4.5

Source: Authors' Calculations.

8.2. Evaluating the measurement model for first-order constructs

An extensive review of the validity and reliability concerning measurement models is crucial for ensuring their robustness (Hair et al., 2019; 2022). The researchers tested the outer loadings for every indicator, accompanied by its corresponding construct, with the aim of ensuring the reliability as well as internal consistency of the construct. As per the recommendations of Hair et al. (2019), the loading value of every indicator needs to be higher than the predefined cutoff of 0.708. Furthermore, every single construct exhibited indicator loadings above the 0.708 criterion (Sarstedt et al., 2021), with the exception of two notable indicators, i.e., BRDL3 = 0.696 and BRDL6 = 0.691. However, these indicators were preserved since the loading exceeded the value of 0.60 (Hair et al., 2022) (Table 3). There are also various studies where the authors retained their items when the outer loadings were less than 0.708, such as by Gulati et al. (2024), Kaur and Singh (2023), Yadav et al. (2024), and Arora et al. (2025). The calculated values of composite reliability (CR) and Cronbach's alpha (α) for every construct are shown in Table 3. Both coefficients indicate satisfactory internal consistency, lying between an ideal span of 0.70 to 0.95, as suggested by Hair et al. (2019, 2022). Following that, the framework's convergent validity was then evaluated by applying the average

variance extracted (AVE) approach, and each reflective construct exceeded the standard score of 0.50 (Hair et al., 2017; 2022), confirming that validity seems to be good.

The results in Table 4 indicate that discriminant validity was successfully established among the constructs taken in the study. A method called the Heterotrait-Monotrait (HTMT) ratio of correlations, a highly acclaimed approach renowned for its sensitivity and efficacy, was applied in examining discriminant validity. Consistent with the threshold of $HTMT_{.85,}$ the results obtained are less than 1.00, hence validating the distinctiveness between various constructs (Henseler et al., 2015; Hair et al., 2022). Additionally, the HTMT ratios displayed in Table 4 strengthen the assertion of discriminant validity by falling within the range of the Confidence Intervals (CIs) of 95 % (Shaffer, 1995; Hair et al., 2022).

Table 3: Measurement of Reliability and Validity

Construct	Item Code	Outer Loadings	α	CR rhoA	CR rhoc	AVE
Brand Knowledge and Prestige (BK&P)	BK&P1	0.708				
	BK&P2	0.71				
	BK&P3	0.796	0.851	0.86	0.894	0.631
	BK&P4	0.879				
	BK&P5	0.862				
Perceived Quality (PDQ)	PDQ1	0.911	0.783	0.784	0.902	0.822
	PDQ2	0.903				
Excitement and Status (E&S)	E&S1	0.916				
	E&S2	0.816	0.807	0.817	0.887	0.723
	E&S3	0.815				
Self-Brand Integration (SBI)	SBI1	0.773				
	SBI2	0.863				
	SBI3	0.855	0.886	0.889	0.914	0.639
	SBI4	0.78				
	SBI5	0.767				
	SBI6	0.751				
Passion Driven Behaviour (PDB)	PDB1	0.823				
	PDB2	0.734				
	PDB3	0.796	0.875	0.878	0.906	0.618
	PDB4	0.878				
	PDB5	0.737				
	PDB6	0.738				
Positive Emotional Connection (PEC)	PEC1	0.846				
	PEC2	0.811				
	PEC3	0.755	0.865	0.869	0.903	0.651
	PEC4	0.833				
	PEC5	0.785				
Long-Term Relationship (LTR)	LTR1	0.935	0.87	0.874	0.939	0.884
	LTR2	0.946				
Attitude Strength (AS)	AS1	0.904				
	AS2	0.896	0.856	0.861	0.913	0.777
	AS3	0.842				
Attitude Valence (AV)	AV1	0.838				
	AV2	0.808	0.731	0.742	0.847	0.649
	AV3	0.769				
Brand Loyalty (BRDL)	BRDL1	0.783				
	BRDL2	0.765				
	BRDL3	0.696				
	BRDL4	0.722				
	BRDL5	0.743	0.907	0.911	0.923	0.544
	BRDL6	0.691				
	BRDL7	0.721				
	BRDL8	0.738				
	BRDL9	0.774				
	BRDL10	0.738				

Source: Authors' Calculations.

Table 4: Discriminant Validity by HTMT Ratio with A Range of Confidence Interval

Con-struct	AS	AV	BK&P	BRDL	E&S	LTR	PDB	PDQ	PEC
AV	0.457 [0.327, 0.586]								
BK&P	0.475 [0.365, 0.574]	0.389 [0.278, 0.513]							
BRDL	0.557 [0.466, 0.642]	0.638 [0.506, 0.759]	0.511 [0.403, 0.609]						
E&S	0.52 [0.401, 0.627]	0.412 [0.287, 0.538]	0.667 [0.57, 0.756]	0.449 [0.323, 0.567]					
LTR	0.471 [0.365, 0.574]	0.611 [0.479, 0.74]	0.321 [0.205, 0.434]	0.623 [0.524, 0.712]	0.394 [0.264, 0.517]				

PDB	0.623 [0.512, 0.722]	0.576 [0.476, 0.672]	0.604 [0.516, 0.686]	0.612 [0.511, 0.704]	0.703 [0.618, 0.778]	0.533 [0.436, 0.622]			
PDQ	0.234 [0.119, 0.357]	0.537 [0.401, 0.669]	0.386 [0.27, 0.5]	0.494 [0.381, 0.605]	0.435 [0.311, 0.555]	0.481 [0.363, 0.595]	0.373 [0.259, 0.487]		
PEC	0.667 [0.579, 0.747]	0.542 [0.423, 0.656]	0.511 [0.404, 0.611]	0.559 [0.464, 0.648]	0.571 [0.476, 0.659]	0.522 [0.403, 0.629]	0.719 [0.638, 0.795]	0.288 [0.178, 0.425]	
SBI	0.632 [0.527, 0.729]	0.389 [0.264, 0.515]	0.587 [0.486, 0.68]	0.439 [0.335, 0.539]	0.62 [0.513, 0.717]	0.305 [0.186, 0.418]	0.709 [0.627, 0.781]	0.203 [0.104, 0.329]	0.659 [0.569, 0.739]

Source: Authors' Calculations.

8.3. Evaluating the measurement model for second-order constructs

After examining the lower-order construct, the subsequent phase involves gauging the second-order construct since masstige, an independent variable, and brand love, a mediating variable, are both considered second-order constructs. To calculate this, Latent Variable Scores (LVS) were derived of the various components of masstige, namely "Brand Knowledge and Prestige"; "Perceived Quality"; and "Excitement and Status" and of the underlying components of brand love, namely, "Self-Brand Integration"; "Attitude Strength"; "Passion-Driven Behaviour"; "Long-Term Relationship"; "Attitude Valence"; and of "Positive Emotional Connection". After that, the LVS was utilized for evaluating these second-order constructs. A brief review of the findings from the higher-order construct analysis is presented in Table 5, which covers outer loadings, composite reliability, rhoA, and AVE. First of all, by assessing the values of outer loading, it is observed that all the indicators have exhibited indicator loadings above 0.708 (Sarstedt et al., 2021), with the exception of three notable indicators, including Perceived Quality, Long-Term Relationship, and Attitude Valence. However, these indicators were also preserved since the loading was higher than 0.60 (Hair et al., 2022).

The scores of Cronbach's alpha and CR for brand love surpassed the suggested cutoff of 0.70, except Masstige's Cronbach's alpha, which is on the borderline (Hair et al., 2019, 2022). This suggests that there is a high level of internal consistency in the results. When assessing construct reliability in PLS-SEM, CR is typically chosen over Cronbach's alpha. CR provides a more accurate assessment than Cronbach's alpha, as it might be inferred that Cronbach's alpha underestimates the consistency of the scale. Owing to the higher precision of CR, it is observed as a top choice of researchers using PLS-SEM, as CR provides results more legitimately and consistently (Garson, 2016). Furthermore, the outcomes of the AVE of every construct surpass the recommended cutoff point of 0.50, satisfying the criteria for convergent validity (Hair et al., 2017; 2022).

Additionally, the discriminant validity had been examined through the application of the HTMT ratio. All of the measured values were below 1.00, as shown in Table 6, satisfying the Gold et al. (2001) $HTMT_{.90}$ criterion, which shows that the constructs are sufficiently distinct from each other. Additionally, the HTMT ratios strengthen the assertion of discriminant validity by falling within the range of the confidence intervals of 95 % (Shaffer, 1995; Hair et al., 2022).

Table 5: Reliability and Validity of Higher-Order Constructs

Higher-Order Constructs	Indicators	Outer loadings	α	CR (rho_a)	CR (rho_c)	AVE
Masstige	BK&P	0.831	0.671	0.715	0.819	0.606
	PDQ	0.625				
	E&S	0.859				
	SBI	0.742				
Brand Love	PDB	0.841	0.846	0.852	0.887	0.569
	PEC	0.814				
	LTR	0.679				
	AS	0.759				
	AV	0.675				

Source: Authors' Calculations.

Table 6: Discriminant Validity of Higher Order Constructs by HTMT Ratio with Confidence Interval

Construct	Brand Love	Brand Loyalty
Brand Loyalty	0.759 [0.687, 0.823]	
Masstige	0.866 [0.777, 0.954]	0.688 [0.581, 0.789]

Source: Authors' Calculations.

8.4. Evaluation of the structural model

After a thorough examination of the reliability and validity of the measurement model, the subsequent phase entails a thorough assessment of the structural model. This assessment closely adheres to the guidelines established by Hair et al. (2019, 2022). First of all, according to the rules established by Hair et al. (2017a), the coefficient of determination, which is denoted by $R^{2,}$ was assessed for every single endogenous variable. The R-squared score of 0.444 for brand love indicates that the masstige variable contributes to 44.4% of the variability in brand love. Similarly, the R-squared score of 0.448 for brand loyalty means that brand love contributes to 44.8 % of its variability. It therefore implies that brand love and brand loyalty both have moderate explanatory power (Chin, 1998). The Variance Inflation Factor (VIF) has been utilized to figure out multicollinearity amongst the variables being predicted. According to Kock (2015), the calculated VIF value was 1 is considerably less than the typically accepted criterion of 3.3. This suggests that multicollinearity in the model is negligible and unproblematic.

The hypothesis has been assessed by employing 10,000 subsamples using the bootstrap technique to obtain an accurate estimation (Hair et al., 2022). The statistical results confirmed every single one of the hypotheses, which is apparent in Table 7. With a β value of 0.667 and a p-value of 0.000, Hypothesis 1 was confirmed by research, indicating a positive as well as statistically significant effect of masstige on brand love (Figure 4). In the same way, having a β of 0.67 and a p-value of 0.000, Hypothesis 2 was also confirmed, showing a favourable and statistically significant effect of brand love on brand loyalty. Lastly, with a β value of 0.446 and a p-value =0.000, Hypothesis 3 was confirmed and showed a favourable and statistically significant effect of masstige on brand loyalty through brand love.

Following Cohen's (1988) recommendations, the effect size was determined, which is displayed in Table 7, and found to be 0.8 and 0.813, suggesting a large effect. The goodness of fit concerning the model was calculated by employing the Standardized Root Mean Square Residual (SRMR). As stipulated in the standards set forth by Hair et al. (2019), if the SRMR value does not exceed 0.08, then the author can consider the model as fit. Considering that the computed SRMR is 0.076, which is smaller than the specified threshold, suggested that the estimated model accurately reflects the data (Henseler et al., 2015).

Table 7: Outcomes of the Structural Model

Hypothesis	Path Relationship	Beta (β)	P value	CI at 5 % and 95%	Significance?	VIF Inner	f^2	R^2
H1	Masstige -> Brand Love	0.667	0.000	[0.602,0.73]	Yes	1	0.8	0.444
H2	Brand Love -> Brand Loyalty	0.67	0.000	[0.606,0.734]	Yes	1	0.813	0.448
H3	Masstige -> Brand Love -> Brand Loyalty	0.446	0.000	[0.373, 0.508]	Yes			

Source: Authors' Calculations.
Note: CI Confidence Interval.

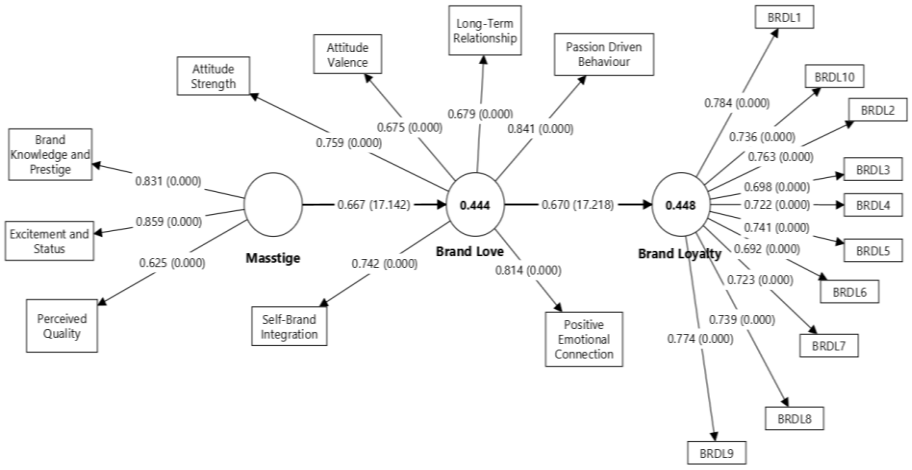

Fig. 4: Evaluation of the Structural Model.

8.5. Assessment of predictive relevance

PLS-predict was employed to figure out the predictive relevance regarding brand loyalty concerning the brand love generated from the masstige brands (Danks & Ray, 2018; Shmueli et al., 2019). Researchers measured the Q2 prediction to show the model's predictive capability, and the results showed a significant predictive link as the score for Q2 surpasses the cutoff point of zero. Brand loyalty, which is taken as the final endogenous construct in the study, was subjected to the Q^2 predict test to determine the prediction error and Root Mean Squared Error (RMSE). Under the recommendations given by Shmueli et al. (2019), RMSE values of the PLS (theorised) were matched with Linear Regression (untheorised) since the errors associated with prediction appeared to be symmetrically distributed, as displayed in Table 8. The $RMSE_{PLS}$ values for BRDL1, BRDL2, and BRDL10 are less than the standard value of the $RMSE_{LM,}$ while the $RMSE_{PLS}$ values for BRDL3, BRDL4, BRDL5, BRDL6, BRDL7, BRDL8, and BRDL9 are higher than the $RMSE_{LM}$ benchmark values. As per the specifications set up by Hair et al. (2019), this implies a low degree of predictive power for brand loyalty.

Table 8: Assessment of PLS Predict

		PLS (Partial Least Squares)		LM (Linear Regression Model)		
Construct	Indicators	RMSE	Q^2 Predict	RMSE	PLS-LM RMSE	Predictive Relevance
Brand Loyalty	BRDL1	0.58	0.131	0.581	-0.001	Low Predictive Power
	BRDL2	0.618	0.179	0.619	-0.001	
	BRDL3	0.622	0.108	0.621	0.001	
	BRDL4	0.633	0.189	0.622	0.011	
	BRDL5	0.704	0.172	0.702	0.002	
	BRDL6	0.584	0.137	0.579	0.005	
	BRDL7	0.593	0.095	0.59	0.003	
	BRDL8	0.713	0.155	0.711	0.002	
	BRDL9	0.609	0.114	0.604	0.005	
	BRDL10	0.718	0.164	0.722	-0.004	

Source: Authors' Calculations.
Note: RSME Root Mean Squared Error.

8.6. Importance performance map analysis (IPMA)

Following the recommendations of Ringle and Sarstedt (2016), a matrix was created that focuses on specific indicators utilising an approach called 'Importance Performance Map Analysis' (IPMA). A comprehensive examination highlighting the importance and observed performance of the key factors that contribute to brand loyalty is shown in Table 9 and Figure 5. With an importance score of 0.448, brand love is perhaps the most important factor, trailed by masstige (with an importance score of 0.285), influencing brand loyalty. An expansion of one unit concerning the performance of brand love (from 62.187 to 63.187) will result in a 0.448-point improvement in the performance of brand loyalty (from 67.337 to 67.785). In the same line of thought, the performance of brand loyalty will rise by 0.285 points (from

67.337 to 67.622) for every single unit of increment in the performance of masstige (from 59.692 to 60.692). Table 9 and Figure 5 show that, despite possessing the lowest importance rating of 0.285, masstige works reasonably well with a performance score of 59.692.

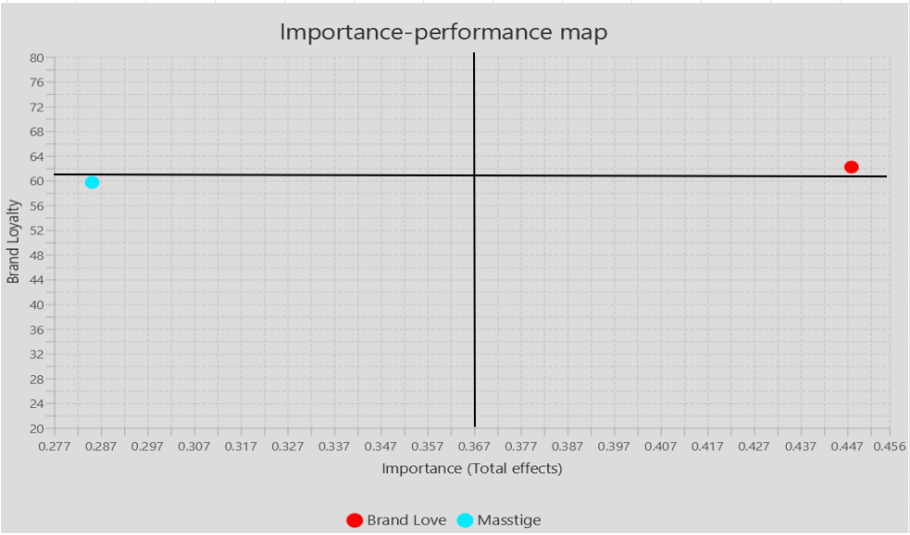

Fig. 5: IPMA Based on Constructs.

Table 9: Outcomes of IPMA

Constructs	Importance	Performance
Brand Love	0.448	62.187
Masstige	0.285	59.692
Average	0.367	60.94

Source: Authors' Calculations.

9. Economic, Managerial, Policy, and Theoretical Implications

9.1. Economic and financial implications

Masstige marketing on online streaming services, which maintains a balance among affordable prices for the masses and an elite brand image, is an essential component for developing brand love (the feeling of emotional connection) as well as brand loyalty (consistent subscription choice). These elements have an enormous impact on the amount of money users spend and consequently affect the platform's financial performance. Consumers are more inclined toward upgrading to premium subscription packages, picking ad-free options, and buying exclusive content whenever they are emotionally attached to the platform. This boosts the average revenue per user (ARPU). Enhanced loyalty prolongs retention periods, lowers turnover, and assures more stable and consistent earnings over the long run (Santos & Schlesinger, 2021; Junaid et al., 2022). These impacts work together to enhance customer lifetime value (CLV = ARPU ÷ churn rate) as well as help OTT service providers manage their customer acquisition costs in a better manner. This is because greater emotional attachment results in organic recommendations as well as word-of-mouth (Robertson et al., 2022). Increased earnings per user, lower churn, and fewer expenses for acquisition all contribute to increasing overall profitability, cash inflows, and EBITDA (Earnings before interest, tax, depreciation, and amortisation). This allows platforms to make investments in novel offerings, stand out from rivals, and establish brand equity (Santos & Schlesinger, 2021; Dutta, 2025).

To gain insight into the financial effects, two major outcomes have been evaluated separately. The first outcome is the willingness of consumers to spend a higher price for the OTT brand for the status quo, and another outcome is choosing the same OTT platform by consumers at the time of renewal, demonstrating the likelihood that consumers will stay with the platform or abandon it.

One-way ANOVA was carried out to explore variations in the willingness of consumers among the three different loyalty sectors to pay higher prices for the continuation of their OTT subscriptions. The analysis found a substantial distinction (F 13.87 and $p < 0.001$). The consumers in a highly loyal segment ($M = 3.46$, $SD = 1.105$) were far more inclined to pay higher prices than the consumers in the Medium-Loyalty segment ($M = 2.76$, $SD = 1.025$) or the low-loyalty segment ($M = 2.73$, $SD = 0.594$). These outcomes have significant financial repercussions. Highly loyal consumers are 26.7% [((High mean-low mean)/low mean) *100] and are willing to pay more for a subscription as compared to the typical user. This indicates that there is an avenue for a rise in revenue and greater profits. Additionally, it signifies that OTT platforms could potentially be able to raise prices by just a small amount, given that the highly loyal group ($N = 104$) makes up a large part of their clientele and is quite willing to pay more. Elasticity of prices, along with loyalty, in tandem lowers the risk of consumers leaving, and raises Customer Lifetime Value (CLV) (Gupta and Lehmann, 2003; Rust et al., 2003), which means more money for the company throughout the span of the customer's subscription.

Similarly, for the second outcome, the one-way ANOVA technique was employed to assess the impact of brand loyalty groups on renewal intention. The outcomes seemed highly significant (F 79.97, $p < 0.001$), suggesting that variances in renewal intent among loyalty groups are notable and unlikely to happen by mere chance. Further, post-hoc evaluation identified significant variations across all three groups. The consumers in the highly loyal group possessed the greatest renewal intention ($M = 4.50$, $SD = 0.557$), followed by the Medium-loyalty group ($M = 3.77$, $SD = 0.554$), and the consumers belonging to the Low-Loyalty group had the lowest ($M = 3.00$, $SD = 0.378$) renewal intention.

These outcomes illuminate the manner in which loyalty may impact client retention and turnover in terms of financial value. Consumers with low loyalty are more inclined to switch OTT brands, whilst consumers with high loyalty are pretty sure to stay. In the OTT marketplace, although it costs much more to attract prospective customers, maintaining current consumers is far more financially rewarding. This shows the significance of masstige-driven loyalty is for retaining money flowing in. Further, the disparities between loyalty segments create a financial gradient that may be measured. 25.7% [((Medium loyalty mean-low loyalty mean)/low loyalty mean) * 100] renewal intention

rises when a consumer moves from Low to Medium Loyalty, and it rises by a further 19.4% [((High loyalty mean-medium loyalty mean)/medium loyalty mean * 100] when they move from Medium to High Loyalty. This helps managers to get a better idea of how loyalty-building initiatives will affect sales. Consumers with a high degree of loyalty are more inclined to renew their subscription than consumers with low levels of loyalty, which signifies that prospective income sources are steadier and readily apparent. The apparent variations in renewal intention indicate that it's worth spending money on masstige marketing tactics that build strong loyalty, result in higher sales in subsequent years, as well as reduce the cost of losing customers. Masstige-driven loyalty provides the streaming service provider with real financial advantages. Higher loyalty ultimately results in greater customer retention and lower churn (Oliver, 1999; Hallowell, 1996), thus explaining why renewal intention is such an important financial indicator for OTT platforms. So, the masstige tactic serves more than just a marketing target; it's also an effective strategy to sustain customers, cut costs for customer acquisition, and make greater profits in the long run.

9.2. Managerial implications

The insights from the present study will likely be beneficial to both policymakers and marketing managers. Policymakers must consider the results while making policies. Marketing managers will benefit from these results as they will get to know about the various determinants that create a zeal among consumers to procure the same goods or services again and again. On the grounds of the findings from the IPMA technique, customers do not acknowledge masstige as important, although the OTT brand providers' performance is satisfactory in this domain. Marketing strategies ought to concentrate on brand love to boost the brand loyalty of OTT consumers and make them purchase the same brand again and again, as the construct name brand love is high in both importance and performance values.
In light of an analysis of the importance and performance values of masstige and brand love, identified that, as compared to masstige, brand love is found to be more important. Now, considering the results of IPMA for brand love indicators as shown in Figure 6, it has been found that managers first focus on positive emotional connection and passion-driven behaviour, as these indicators have low-performance value, but their importance value is high. Based on the IPMA matrix, consumers do not view attitude valence and long-term relationship as being important when it comes to brand loyalty, despite having realised that these indicators are strong-performing indicators of brand love. In a similar vein, self-brand integration and attitude strength do not give productive output, as these indicators have low importance values, as shown in Figure 6.

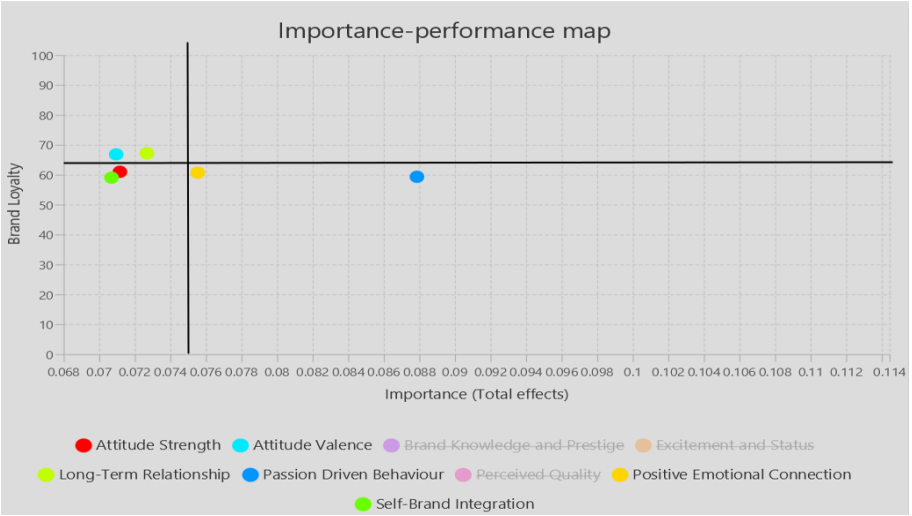

Fig. 6: IPMA Based on Indicators.

9.3. Policy implications

Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, provide comprehensive guidelines for managing digital content. These regulations require that platforms must have parental control features, sort content according to the age group in a systematic manner, and thoroughly track any offensive or harmful content. Failure to comply with these guidelines might result in disciplinary actions, which can include penalties or explicit content removal. Therefore, to preserve regulation as well as to safeguard their position in the marketplace, streaming platforms are obliged to restructure their content management practices and invest greater amounts of money in content moderation services. This gives rise to greater compliance expenditure (ET Bureau, 2025).
OTT platforms that operate in India have to charge an 18% GST since they are classified as a component of the OIDAR (Online Information and Database Access or Retrieval) group of services. This levy has a big impact on pricing approaches, given that service providers have to choose whether to pay for a portion of the associated expenses by themselves or transfer it to their consumers, which could reduce their profits (Mani, 2023; RSM, 2023). According to Ind AS 115 and IFRS 15, the amount of GST that is obtained serves as an obligation until it has been submitted to the taxation body. Recurring GST filings and difficulties in acquiring credits for input taxes render the rules more complicated and continually influence the financial health of OTT providers (RSM, 2023). The aforementioned regulatory and financial limits have rendered it harder for the streaming platforms to obtain cash, which means they are unable to devote a sufficient amount to promotion and creating content. In light of this, OTT service providers ought to be extremely cautious about the way they set prices, invest funds in promotions, conduct their businesses, and handle their total cash flow. Ultimately, the proceeds of GST assist the government in making more money, which it employs to set up its digital infrastructure. Such kinds of ventures are required to assist the streaming video sector in flourishing in a manner to grow over time (Joseph & Ramalingam, 2021).
The study further provides the various policy implications based on the analysis of the impact of brand loyalty on the willingness of consumers to pay a higher price for the OTT platform by considering the moderating impact of the income of the consumers. The findings revealed that the existence of this moderation was not substantially significant, which shows the β value of 0.040, t-value of 0.519, and p-value of 0.604 (Table 10 and Figure 7), demonstrating that income had no impact on the relationship between brand loyalty and willingness

to pay higher prices for an OTT streaming platform. To put it another way, brand loyalty has a favourable impact on higher price acceptability, and this impact remains the same for consumers belonging to different ranges of income ranges.

These outcomes of the research are extremely useful for regulators as well as policymakers within the OTT and digital entertainment spheres. Because loyalty affects how much the consumers are prepared to shell out more as compared to their income, small price rises from taxes such as GST don't seem likely to have an enormous impact on low as well and middle-income consumers, as long as platforms keep delivering programs that foster loyalty. This implies that governments may modify digital service taxes without being concerned about losing subscribers, and this will keep the sector's profits constant. Instead of endeavouring to set pricing according to income levels, policymakers ought to concentrate on cultivating healthy rivalry among OTT service providers through rendering transparent prices, granting equal access to content to all consumers, while offering high-quality services. Platforms are likely to compete by improving content, services, and user engagement, as loyalty is more important than income. This will be beneficial for customers and the marketplace as a whole. Likewise, stringent measures involving price restrictions or subsidies might not be essential for the reason that consumers with low incomes are eager to pay when loyalty is high.

Regulations that enable platforms to allocate money into customer loyalty schemes, original content, and fun experiences will render customers happier and keep the platforms making money. In a wider sense, these outcomes show how essential it is to develop taxes and regulations that depend on how consumers genuinely devote their money, instead of merely on how much money they earn. Although regulations like GST move up and down, robust customer loyalty schemes will probably keep subscriptions as well as earnings steady. This will decrease the requirement for government regulations and assist in developing an enduring and consumer-focused digital entertainment economy.

Table 10: Moderating Effect of Income

	β	T statistics	P values
Income x Brand Loyalty -> Willingness of consumers to pay a higher price	0.040	0.519	0.604

Source: Author's Calculations.

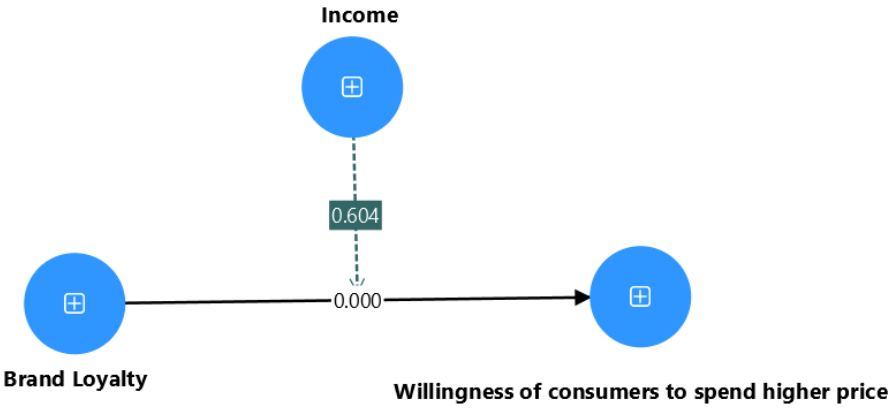

Fig. 7: Moderating Effect of Income.

9.4. Theoretical implications

Masstige brands create an intense emotional connection with customers by maintaining a balance of affordability and prestige. According to CBRT, this connection fosters brand love by positioning the brand as both aspirational and easily available. Masstige brands possess the ability to generate emotions of delight and self-enhancement, both of which are vital to develop brand love (Albert et al., 2008; Batra et al., 2012). CBRT enriches the current research by emphasising the fact that deep emotional ties, often alluded to as brand love, are the strong foundation of brand loyalty. Brand love operates as a mediator, turning emotional connection into enduring loyalty and recurring buying patterns of masstige brands. Customers who foster an intense emotional attachment with a masstige brand tend to disregard its flaws and continue with the same brand despite having rival brands.

CBRT also focuses on one more important component, i.e., self-connection. By integrating affordability and prestige, masstige brands resonate with customers' self-concept, which further boosts brand love. Likewise, customers perceive the brand as a reflection of their identity, which deepens their emotional bond with the brand. The present research advances insights into how masstige brands cultivate emotional connection with customers through incorporating CBRT into masstige research. This incorporation provides a theoretical foundation for additional studies on masstige brands through integrating masstige marketing with relationship marketing.

10. Discussion and Conclusion

This research tends to generate an innovative approach that incorporates existing proven constructs into a unified framework. The present study reveals that the masstige exhibits a favourable and statistically significant influence on brand love. The aforementioned result coincides with the outcomes of the previous studies, where it was found that in the era of marketing, consumer buying intent is extremely crucial, especially for premium goods that often serve as status symbols. Such intention signifies that the brand, which has attained a certain degree of prestige, is deeply loved by prospective buyers (Iqbal et al., 2022). Likewise, symbolism and prestige were considered important factors in building brand love (Pourazad et al., 2023). Brand love is widely considered essential to comprehend the mechanics of masstige consumer-brand relationships. Even individuals who have not yet bought masstige brands have demonstrated an intense love for them (Robertson et al., 2022).

Further, brand love exhibits a statistically significant and favourable impact on brand loyalty, coinciding with the results concerning the previous outcome, where Malhotra (2021) found that consumers exhibited an overwhelming love for several OTT platforms. It came to light that behavioural loyalty was significantly impacted by this brand love. In the highly competitive television streaming marketplace, brand love serves an important function in assessing consumer buying habits and preferences for particular brands (Santos & Schlesinger,

2021). The affection for a brand is an essential factor in establishing long-lasting consumer relationships and has a profound impact on strengthening brand loyalty (Batra et al., 2012). In line with Bıçakcıoğlu et al. (2016), the results highlight the importance of love for the brand in promoting brand loyalty. The customers were much more willing to persist in repeatedly consuming the same products of the brand once they formed an indelible connection with the brand. However, the results further show that masstige drives brand loyalty indirectly via brand love. This study marks the first exploration of brand love as a mediating component in the relationship between masstige and brand loyalty. Besides this, Robertson et al. (2022) revealed that consumers have shown an intense level of love with masstige brands, albeit they have not exhibited loyalty to those brands.

11. Limitations and Scope for Future Research

Although the study provides valuable insights, the current investigation might have certain drawbacks that could be thoroughly addressed in subsequent studies. The focus of the study was three different OTT platforms—Netflix, Disney+ Hotstar, and Amazon Prime Video. This could be further expanded in prospective studies by incorporating additional platforms such as Jio Cinema, Zee5, and Sony Liv. A comparative analysis among multiple OTT platforms can be executed to investigate disparities in their efficacy, specifically regarding brand loyalty. The subsequent research might investigate how different demographic variables moderate the relationships explored in this study. The study was undertaken in the northern Indian state of Haryana, prompting subsequent investigators to look into other geographical regions to identify both similarities as well as variations in the phenomenon that they have discovered.

The main limitation of the present research is its sole focus on Haryana, with its stated goal of studying the relationship among marketing practices such as masstige, brand love, and loyalty. The state of Haryana has been chosen for the reason that it is one of the nation's fastest-growing technological marketplaces. It has an abundance of consumers accessing OTT services, a significant number of consumers using smartphones, and a substantial number of consumers who have access to the internet. The TRAI Telecom Indicators Report (2025) exhibits that Haryana is an ideal setting for studying digital entertainment behaviour, given that it has a greater proportion of wireless broadband connectivity, along with regular users of the internet, in comparison to other states located in the north of India. Deloitte (2023) asserts that second-tier cities, as well as new urban centres within states like Haryana, are also significant to the continued growth of the online streaming business in India. The significance of concentrating on this area has been demonstrated by the observation that disposable incomes have been increasing as more individuals embrace masstige digital services (Kumar et al., 2020). Also, Haryana's powerful internet infrastructure, along with the rapid deployment of technological advances, renders it an excellent choice for carrying out research. The mere fact that the NIC Haryana infrastructure connects each of the 22 districts signifies that the administration is concerned about electronic governance and offers digital amenities promptly and effectively (Bansal & Sawant, 2024). Haryana is considered one of the nation's wealthier states, having a larger per capita income and an impressive industrial foundation. Haryana possesses a wide variety of socio-economic strata, from prosperous places like Gurugram to low-to-middle-income places, like Mahendragarh and Rohtak. This implies that income, job status, use of media, and readiness to spend may all be quite distinct among the various states. This range of experiences is crucial since aspects like masstige, brand love, and loyalty may appear extremely distinct between different socio-economic backgrounds. These aspects affect how people use OTT services, how much they cost, and how they perceive them as masstige. In conclusion, Haryana serves as a setting that is both theoretically and practically ideal for this research. It demonstrates that OTT patterns of consumption have evolved and have enough variety in socio-economic status to provide insight into the relationship between marketing behaviour and economic issues. The chosen state of Haryana will make it possible for the study to comprehensively examine the dynamics of marketing and economic functions in a technologically evolving but socio-economically distinct region. Haryana has undergone rapid development, even though Indian states differ greatly when it comes to income, possession of technology, and broader economic standing. Meanwhile, India still endures a big technological gap, owing to numerous low-income or underprivileged families having no access to technology like computers and smartphones or the ability to utilise them efficiently (Tewathia et al., 2020). Nevertheless, emphasising only one state in the current study may hinder the generalizability of the outcomes; therefore, further studies ought to include numerous states and regions to shed light on national trends and regional disparities in economics.

A qualitative study can be conducted by prospective researchers to examine the emotions of consumers towards the OTT platforms. The low predictive power of the model is another limitation of the current research. This low prediction can be due to different economic conditions and regional disparities. Because the outcomes are confined to the urban population and may not be generalized to rural residents, this could be a reason for the low predictive power. For better prediction precision, subsequent research ought to employ a large number of respondents from urban and rural areas.

The Q^2 indicator was employed to determine the extent to which the model was capable of making predictions in the current study. Stone (1974) and Geisser (1974) say that a lower Q^2 does not signify that the model's relationship was invalid; rather, it suggests that the structural model might not have entirely captured several significant variables that affect the prediction. Even though the collected data contained respondents' income and employment insights, these elements had been purposefully overlooked as the research was primarily meant to investigate the relationships among masstige, brand love, and brand loyalty. Encompassing economic considerations like income or employment status demands a more comprehensive theoretical structure that embraces economic decision-making, along with price sensitivity elements that go beyond the stated goal of the present study. Nonetheless, previous research findings constantly indicate that economic variables, particularly income disparities as well as socio-economic status, significantly impact willingness to pay, subscription behaviour, as well as loyalty (Ghali, 2022; Kumar et al., 2020; Nagaraj et al., 2021). Sridevi and Sarathy (2025) underscore that affordable price, along with perceived value for money, greatly influences subscription decisions, particularly for financially cautious users. Similarly, Chaudhary and Kansal (2025) suggest that consumer loyalty regarding online streaming services has been influenced by their views on affordability as well as prejudices regarding economic decision-making. Likewise, Agrawal (2025) suggests the potency of psychological factors, including masstige and brand love, might wane if income variation, price elasticity, and economic heuristics are not sufficiently considered. Whenever these economic variables are left out of the statistical framework, a part of the variability is overlooked, giving rise to lower predictive power. Thereby, future studies should take into account the factors involving income, employment status, digital access, as well as subscription portfolios to be control factors for boosting prediction precision. Reassessing the framework incorporating these economic constraints could potentially raise both of the Q^2 metrics and prediction accuracy beyond the sample (Shmueli et al., 2019). The present study employs these economic indicators merely in a descriptive way, but they ought to be recognised as significant indicators in subsequent research studies to accomplish a greater understanding of predictive capability.

Hence, the moderate R^2 also opens new avenues for potential researchers to explore the various mediators, moderators, and control variables, particularly satisfaction, brand trust, social influence, and advocacy, to give the model a high explanatory power.

Declaration of Interest

The authors declare that they have no conflicts of interest.

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Ethical Considerations

Not applicable.

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