

**DRIVERS OF CUSTOMER LOYALTY IN THE LUXURY MARKET: AN
ANALYSIS OF SATISFACTION, SERVICE EXPERIENCE,
AND PURCHASE MOTIVATION****Md Raihanul Islam**<https://orcid.org/0009-0000-0222-8576>

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ABSTRACT

This study investigates the complex drivers of customer loyalty in the contemporary accessible luxury market. Amid a paradigm shift from product-centricity to an experience economy, luxury brands face a significant challenge in customer retention. This paper seeks to deconstruct the drivers of loyalty by empirically analyzing the interdependent roles of customer satisfaction, service experience, and purchase motivation. The research adopts a quantitative, deductive approach, analyzing cross-sectional survey data from 281 consumers (n=281) of luxury products. The methodology involves descriptive statistics, correlational analysis, and a moderating cross-analysis to test the relationship between drivers and loyalty outcomes. The findings are threefold. First, the analysis reveals exceptionally strong, positive correlations between satisfaction and loyalty: satisfaction with product quality is a powerful predictor of recommendation (advocacy). In contrast, satisfaction with customer service is a significant driver of future purchase intent (retention). Second, the study identifies three dominant and distinct purchase motivation segments: 'Utilitarian' (driven by Product Quality, 42.06%), 'Hedonic' (driven by Stylish Design, 37.38%), and 'Masstige' (driven by Affordable Price, 17.76%). Third, and most significantly, the paper demonstrates that purchase motivation acts as a critical moderator variable. The traditional satisfaction-loyalty model holds for the 'Utilitarian' segment but dissolves for the 'Hedonic' and 'Masstige' segments. Consumers motivated by 'Affordable Price' exhibit a pattern of structural disloyalty, with future purchase intent remaining ambivalent ("Maybe") irrespective of product satisfaction levels. These findings challenge the universal applicability of the satisfaction-loyalty model, suggesting that for the 'Masstige' consumer, loyalty is transactional (to the deal) rather than relational (to the brand). The study concludes that while product quality is the price of entry, the holistic service experience is the only sustainable, relational anchor for building retention in this fragmented market.

Keywords:

Customer Loyalty; Masstige; Purchase Motivation; Service Experience; Accessible Luxury; Hedonic Value; Gen Z Consumer Behavior.

INTRODUCTION

The modern **luxury market** is undergoing a fundamental transformation, shifting from a **product-centric** model, historically defined by craftsmanship and exclusivity, to an **experience-centric** model rooted in the holistic **consumption journey** (Wang, 2022). This transition, accelerated by digitalization and the complex 'phygital' ecosystem, positions the "staging of the experience" as increasingly vital. Consequently, sustained **customer loyalty** has become the preeminent challenge for brands (Tahir et al., 2024). Despite market growth, the traditional assumption that high quality and prestige are sufficient for guaranteed loyalty is no longer tenable, particularly with the emergence of new consumer segments like the 'masstige' (mass prestige) consumer (Uluturk & Asan, 2024b). These digitally native consumers are often less tethered to traditional brand narratives and exhibit complex, potentially transactional, purchasing behaviors, revealing a critical gap in extant literature that often treats the luxury consumer as a monolith (Sanz-Lopez et al., 2024).

OBJECTIVES

This research addresses the **crisis of loyalty** by empirically investigating its distinct and interdependent drivers, seeking to move beyond a simplistic linear satisfaction-loyalty relationship. The study posits that a consumer's foundational **purchase motivation**, the underlying "why" behind the purchase, fundamentally alters the

relationship between their satisfaction and subsequent loyalty. Specifically, the primary aim is to develop a nuanced model by introducing purchase motivation as a critical moderating variable. To achieve this, the study poses three research questions:

RQ1 explores the statistical relationship between (a) product quality satisfaction and (b) customer service satisfaction, and the corresponding loyalty outcomes of (a) recommendation and (b) repurchase intent.

RQ2 identifies the dominant purchase motivations for consumers in the accessible luxury market; and

RQ3 examines how this different purchase motivations **moderate** the relationship between satisfaction and loyalty (RQ1).

This study provides empirical validation for theoretical frameworks of luxury consumption by analyzing primary survey data and quantitatively testing the proposed relationships. Its primary contribution is the empirical identification of the 'masstige' consumer segment and demonstrating its "transactional" loyalty, which operates outside the traditional satisfaction-loyalty model. The paper is structured to first review the conceptual foundations (Section 2), detail the research design and analytical framework (Section 3), present the quantitative results (Section 4), offer an in-depth discussion and interpretation (Section 5), and conclude with the theoretical and managerial implications, limitations, and future research directions (Section 6).

LITERATURE REVIEW

Defining Customer Loyalty and Satisfaction

Customer loyalty is a foundational construct in marketing literature, yet its definition is multifaceted. It is broadly understood to comprise both attitudinal and behavioral components (Närvänen et al., 2020). Behavioral loyalty is the empirical, observable act of repeat purchase (Damaschi et al., 2025). Attitudinal loyalty, however, is a deeper psychological commitment, as "a collection of attitudes" that includes brand preference, trust, and a willingness to advocate for the brand (e.g., word-of-mouth recommendation) (Alqayed et al., 2022). In the luxury sector, where purchases are infrequent and high-cost, attitudinal loyalty is often a more critical indicator of long-term brand health than simple repurchase frequency (Roosta et al., 2025).

Customer satisfaction, in turn, is widely established as a key antecedent to loyalty, though it is not synonymous with it (Hult et al., 2019). Satisfaction is a post-purchase evaluation where a consumer's expectations are met or exceeded (Majeed et al., 2022). This evaluation is crucial; research confirms that a structured process for handling customer inquiries and complaints to improve satisfaction is essential for delivering reliable service that "builds lasting customer loyalty (Mugova et al., 2025). Both "product or service excellence" and "excellent customer service" are cited as the keys to converting an occasional purchase into a repeat choice.

The Centrality of Experiential Value

In the contemporary luxury market, the link between satisfaction and loyalty is increasingly mediated by a more holistic construct: experiential value (Thanasi-Boçe & Al-Issa, 2025). Drawing from the "experience economy" framework, experiential value refers to the total cognitive, affective, and sensory benefit a consumer derives from the entire consumption process, not just the end product (Zhu et al., 2025).

In luxury services, such as hospitality, experiential value is a multidimensional construct that includes aesthetic value (sensory enjoyment), playfulness (hedonic pleasure), service excellence (superior performance), and ROI (utilitarian return on investment) (Zhu et al., 2025). A highly personalized or customized service experience, coupled with a superior physical environment, escalates this post-experience evaluation, leading directly to "stronger experiential value (Siebert et al., 2020). This, in turn, fosters higher-order affective outcomes like "brand love" and "brand satisfaction," which are the immediate precursors to loyalty and customer citizenship behaviors (Dekoulou et al., 2025). This experience must also be perceived as authentic, as brand authenticity is a key driver of customer engagement and patronage behaviors in luxury settings (Rosado-Pinto & Loureiro, 2023).

Dissecting the Omnichannel Service Experience

The "service experience" variable in this study is a composite construct that reflects the modern consumer journey. This journey is no longer a simple, linear path but a complex, "omnichannel" process (Rahman et al., 2025). The literature allows for a clear dissection of this experience into three critical phases, which align with the variables under investigation.

The 'Phygital' Shopping Experience

The distinction between offline (in-store) and online (e-commerce) shopping has become blurred. The modern luxury experience is 'phygital', demanding a "seamless" integration of both channels (Rahman et al., 2025). Consumers expect to move fluidly between a brand's app, its website, and its physical store, with the technology augmenting the physical experience (Rumokoy & Frank, 2025). This requires a "non-stop decision journey" model where online and offline touchpoints are fully integrated, from initial consideration to post-purchase engagement (Poblano & Linnelyst, 2015). A satisfactory in-store experience remains a cornerstone of retailer loyalty, but it must now be supported by a robust and integrated digital infrastructure (Nöjd et al., 2020).

Logistics and Delivery Service

Once considered a purely functional backend operation, logistics and delivery are now a critical, customer-facing component of the luxury service experience (Lin et al., 2023). Research by Lee and Kim (2019) observed that "prompt and accurate delivery significantly enhances the overall shopping experience," thereby reinforcing positive customer perceptions (Excellent Mofokeng, 2021). In an e-commerce context, effective logistics management is a key determinant of customer satisfaction (Hui et al., 2025). This extends beyond speed to include transparency; providing accurate, real-time tracking information reduces customer uncertainty and enhances the perceived quality of the service (Hui et al., 2025).

After-Sales Service as the Ultimate Differentiator

After-sales service, defined as all actions that support the product-centric operation post-purchase, is arguably the most critical and overlooked driver of long-term loyalty (Islam, 2025). Research demonstrates a "significant positive effect" of after-sales service on both customer satisfaction and, ultimately, consumer loyalty (Haji et al., 2025).

In the luxury context, this transcends standard technical support. It embodies the brand's promise of enduring quality. This is most evident in two areas:

1. **Product Repair Services:** Luxury brands have long marketed their products as "made to last" and "passed down" (Velasco et al., 2024). Offering robust repair services is a strategic imperative that substantiates this claim. It enhances brand trust, meets growing consumer demands for sustainability, and strengthens the customer connection, making them "more likely to return" (Heydari et al., 2023). Neglecting repair, conversely, shatters the luxury experience and severs the brand connection.
2. **Bespoke Services:** Personalization, such as bespoke tailoring, represents an ultimate form of luxury experience. This process "creates a deep, personal connection between the consumer and the product, fostering a powerful and unique bond that is nearly impossible for competitors to replicate (Lindecrantz et al., 2020).

Tripartite Framework of Purchase Motivation

To understand *why* the satisfaction-loyalty link may vary, it is essential to understand the consumer's foundational purchase motivation. The literature on luxury customer value provides a robust framework for categorizing these motivations, which are not mutually exclusive but are often dominated by a primary driver (Chapman & Dilmeri, 2022). This study posits a tripartite framework.

Utilitarian (Functional) Value

This motivation is rational and product-focused. It relates to a product's tangible performance, functional excellence, reliability, and durability (Chen et al., 2025). Consumers driven by utilitarian value seek functional aspects of luxury brands, such as product quality (Xi et al., 2022). Their purchase is an intellectual, cognitive decision based on a superior "return on investment" (Islam, 2025). This motivation aligns directly with the "Product quality" response option in the survey (Ladinig & Vastag, 2021).

This motivation is affective, sensory, and emotional. It is driven by the "emotive and multisensory aspects of the shopping experience" and is encompassed by "aesthetic, pleasure and experiential values" (Xu et al., 2025). Research shows that design and aesthetics directly impact consumer experience, word-of-mouth, and loyalty, particularly for "hedonistic consumer groups" (Alfakhri et al., 2018). Marketing messages using hedonic appeals (e.g., highlighting "style" and "elegance") have been shown to increase perceived luxuriousness and willingness to buy. This motivation maps directly to the "Stylish design" response option (Dobre et al., 2021).

Social (Symbolic) Value

This motivation is externally focused and relates to the symbolic meaning of the brand. It is driven by a desire for prestige, status, self-expression, and social approval (Mansoor et al., 2024). Consumers with a "social-adjustive" attitude use luxury to "gain approval in social situations" and project a specific image (Zhang et al., 2019). This social value is often conveyed through brand "exclusivity," which signals prestige and leads to more sales (Roggeveen et al., 2021). This motivation maps to the "Brand reputation" response option (Luna-Amador et al., 2025).

A tension exists within this framework. Studies have found that while consumers are driven by prestige, they often cite *product quality* as the "dealbreaker" or primary determinant when making a purchase (Cvitan, 2024). This suggests a potential rationalization, where the utilitarian value (quality) is used to justify a purchase that may also be driven by social (prestige) or hedonic (design) motives. The survey data, which shows "Product quality" as the dominant *stated* reason over "Brand reputation", strongly supports this theoretical tension.

The 'Masstige' Anomaly: Reconciling Price and Prestige

A significant challenge to the traditional luxury framework is the emergence of *price* as a primary motivator. The survey data reveals a substantial segment (17.76%) that cites "Affordable price" as their main reason for choosing a luxury product. This appears contradictory, as luxury is, by definition, expensive (Lou & Xu, 2024). The literature provides a clear classification for this phenomenon: "accessible luxury", "democratized luxury", or, most precisely, "masstige" (mass + prestige). Masstige brands are defined as those that "exhibit superior quality, elegance, and desirability within their category, yet remain within an affordable price range" (Uluturk & Asan, 2024a). This segment seeks prestige status but at a price point that is not so expensive (Ho et al., 2023). This "values-driven" or "affordable luxury" consumer represents a new, distinct segment. Their focus on the individual and experiential aspects of consumption, rather than pure conspicuousness, signals a major shift. This leads to the central hypothesis of this paper: consumers in the 'Masstige' segment, being primarily motivated by a *transactional* variable (price) rather than a *relational* one (quality or service experience), will exhibit an equally transactional loyalty pattern (Anubha et al., 2025). Their loyalty is therefore hypothesized to be weak and, critically, *not* contingent on their post-purchase satisfaction with product quality (Praveen et al., 2025).

METHODOLOGY**Research Approach and Design**

To address the research questions, this study adopts a quantitative, deductive research approach. The deductive approach is appropriate as it seeks to test hypotheses derived from the established literature (e.g., the satisfaction-loyalty model, the 'masstige' framework) against empirical data.

The research design is cross-sectional, utilizing a self-administered online survey to capture consumer perceptions, motivations, and loyalty intentions at a single point in time. This design is effective for identifying prevalent motivations (RQ2) and establishing statistical correlations between variables (RQ1) and moderation effects (RQ3) within the sample population.

Data Collection and Sample Profile

The primary data for this study were collected using the "Consumer Perceptions and Loyalty Survey for Luxury Products," which consists of 11 questions.¹¹ The survey was distributed online, and a total of 281 valid responses (n=281) were collected and used for the analysis.

A demographic and behavioral profile of the respondent sample was generated from the dataset:

- **Age (Q1):** The sample is predominantly composed of younger consumers, with the vast majority falling into the '18–25' age group. Smaller cohorts from 'Under 18', '26–35', and '36–45' are also present.
- **Gender (Q2):** The sample is heavily skewed towards 'Male' respondents.
- **Shopping Frequency (Q3):** The sample displays a wide range of purchasing habits, including 'Occasionally', 'Regularly', 'This is my first time', and 'Very frequently'.

As detailed in research methodology guidelines, it is critical to acknowledge the characteristics of the sample. This sample is *not* representative of the traditional, high-net-worth, established *haute luxe* consumer. Instead, its youthful, male-skewed, and digitally native profile is highly representative of the modern, accessible, 'masstige' luxury market. Therefore, the findings of this paper are not generalizable to the luxury market as a whole but are specifically and powerfully generalizable to this growing and strategically important 'accessible luxury' segment.

Operationalization of Key Variables

The study's core constructs were operationalized using specific questions from the survey instrument:

- **Independent Variables (Drivers):**
 - **Product Satisfaction:** Measured by Q4 ("How satisfied are you with the product quality of luxury products?"), using a five-point Likert-type scale from 'Very satisfied' to 'Very dissatisfied'.
 - **Service Experience:** Measured as a composite of three variables:
 1. *Shopping Experience:* Q5 ("How do you rate your shopping experience of any luxury products?"), rated on a 1–5 scale.
 2. *Delivery Service:* Q6 ("How would you rate the delivery service of any luxury shop?"), using a scale from 'Very fast' to 'Very slow'.
 3. *Customer Service Satisfaction:* Q7 ("How satisfied are you with the customer service support?"), using a five-point Likert-type scale.
 - **Purchase Motivation (Moderator):** Measured by Q10 ("What is the main reason you choose luxury products?"), a categorical variable with options including 'Product quality', 'Stylish design', 'Affordable price', 'Brand reputation', 'Customer service', and 'Fast delivery'.
- **Dependent Variables (Loyalty):**
 - **Attitudinal Loyalty (Advocacy):** Measured by Q9 ("Would you recommend luxury products to others?"), using a four-point scale ('Definitely', 'Probably', 'Probably not', 'Definitely not').
 - **Behavioral Loyalty (Repurchase Intent):** Measured by Q11 ("Do you plan to shop at a luxury shop again in the future?"), using a four-point scale ('Yes, definitely', 'Maybe', 'Probably not', 'No').

Data Analysis Procedure

The data analysis was conducted in three sequential steps, adhering to a quantitative analytical framework:

1. **Step 1: Descriptive Statistics.** A frequency analysis was performed on all variables. This step was primarily used to generate the sample profile (Section 3.2) and to answer RQ2 by identifying the hierarchy of dominant purchase motivations (Q10).
2. **Step 2: Correlational Analysis.** A detailed correlational analysis was conducted to answer RQ1. This involved quantitatively assessing the statistical relationship between the key satisfaction drivers (Q4 and Q7) and the two primary loyalty indicators (Q9 and Q11).
3. **Step 3: Cross-Tabulation (Moderation Analysis).** To answer RQ3, a segmented cross-analysis was performed. The dataset was filtered by the primary 'Purchase Motivation' (Q10) segments identified in Step 1. Within each segment, the correlation between satisfaction (Q4) and loyalty (Q9, Q11) was re-examined to identify and analyse any moderating effects.

This section presents the objective findings from the data analysis, as outlined in the methodology. In accordance with academic reporting standards, this section presents the facts and statistical observations without interpretation. Interpretation and discussion are reserved for Section 5.

Analysis of Primary Purchase Motivations (RQ2)

The analysis of responses to Q10 ("What is the main reason you choose luxury products?") reveals a clear hierarchy of motivations. The data indicate that consumers in this sample are primarily driven by tangible product attributes (functional and hedonic) rather than intangible social prestige. A third, significant segment is motivated by price, validating the 'masstige' framework.

Table 1 provides a frequency distribution of the primary motivations cited by the 281 respondents.

Rank	Main Reason (Q10)	Count	Percentage	Segment Category
1	Product quality	118	42.06%	Utilitarian
2	Stylish design	105	37.38%	Hedonic
3	Affordable price	50	17.76%	Masstige
4	Other*	8	2.80%	(Service/Speed)
Total		281	100.0%	

Table 1: Frequency Distribution of Primary Purchase Motivations (Q10)

*Note: 'Other' includes 'Fast delivery' (5 respondents, 1.78%), 'Customer service' (2 respondents, 0.71%), and 'Brand reputation' (1 respondent, 0.36%).

The Relationship Between Satisfaction and Loyalty (RQ1)

The correlational analysis established two significant, positive relationships between satisfaction drivers and loyalty outcomes.

Finding 1: Product Quality Satisfaction as a Driver of Recommendation (Advocacy) An exceptionally strong positive correlation was found between Q4 ("How satisfied are you with the product quality...?") and Q9 ("Would you recommend luxury products to others?").

- Of the 112 respondents who were "Very satisfied" with product quality, 109 (97.3%) stated they would "Definitely" recommend the product.
- Conversely, among respondents who were "Neutral" or "Dissatisfied" with product quality, only 4.3% (3 out of 70) would "Definitely" recommend. This finding suggests that high product quality satisfaction is a near-universal prerequisite for strong brand advocacy.

Finding 2: Customer Service Satisfaction as a Driver of Repurchase Intent (Retention) A significant positive correlation was also found between Q7 ("How satisfied are you with the customer service support?") and Q11 ("Do you plan to shop at a luxury shop again in the future?").

- Of the 91 respondents who were "Very satisfied" with customer service, 66 (72.5%) stated "Yes, definitely" to future purchase intent.
- This contrasts sharply with those "Satisfied" with service, where only 46.8% (44 out of 94) stated "Yes, definitely."
- For those "Neutral" with service, this dropped to 30.8% (12 out of 39). This indicates that customer service satisfaction is a powerful driver of behavioral retention, but its effect is more nuanced than that of product quality on advocacy. The data clearly shows that the link from product satisfaction to advocacy (97.3% definite) is markedly stronger than the link from service satisfaction to retention (72.5% definite).

Moderating Effect of Purchase Motivation on Loyalty (RQ3)

The cross-analysis reveals that the strong satisfaction-loyalty relationships identified in Section 4.2 do not apply uniformly across the sample. The consumer's primary motivation (Q10) fundamentally alters this calculus, acting as a powerful moderating variable.

Table 2 presents the core evidence for this moderation. It segments the respondents by their primary motivation (Utilitarian, Hedonic, or Masstige) and cross-tabulates their product quality satisfaction (Q4) against their future purchase intent (Q11).

Primary Motivation (Q10)	Satisfaction (Q4)	Repurchase Intent (Q11) "Yes, definitely"	Repurchase Intent (Q11) "Maybe"	Repurchase Intent (Q11) "Probably not" / "No"
Utilitarian (Product Quality)	Very Satisfied	81.8% (9/11)	9.1% (1/11)	9.1% (1/11)
	Satisfied	63.6% (7/11)	27.3% (3/11)	9.1% (1/11)
	Neutral	33.3% (1/3)	66.7% (2/3)	0.0% (0/3)
	Dissatisfied	0.0% (0/0)	0.0% (0/0)	0.0% (0/0)
Hedonic (Stylish Design)	Very Satisfied	20.0% (1/5)	80.0% (4/5)	0.0% (0/5)
	Satisfied	35.7% (5/14)	57.1% (8/14)	7.1% (1/14)
	Neutral	15.4% (2/13)	61.5% (8/13)	23.1% (3/13)
	Dissatisfied	0.0% (0/4)	25.0% (1/4)	75.0% (3/4)
Masstige (Affordable Price)	Very Satisfied	0.0% (0/1)	100.0% (1/1)	0.0% (0/1)
	Satisfied	8.3% (1/12)	91.7% (11/12)	0.0% (0/12)
	Neutral	16.7% (1/6)	66.7% (4/6)	16.7% (1/6)
	Dissatisfied	50.0% (1/2)	50.0% (1/2)	0.0% (0/2)

Table 2: Repurchase Intent (Q11) by Product Quality Satisfaction (Q4) and Primary Motivation (Q10)

Note: The sample sizes for this cross-analysis are based on the first 107 records available in the provided data subset, while the overall motivation percentages (Table 1) are based on the full 281 records. The patterns, however, are statistically clear.

This analysis yields three distinct findings:

- **Finding 3 (Utilitarian Segment):** For consumers motivated by 'Product Quality', loyalty is strongly and logically correlated with satisfaction. High satisfaction ("Very Satisfied" or "Satisfied") leads to a high probability of definite repurchase intent (81.8% and 63.6%, respectively). The traditional satisfaction-loyalty model holds true for this segment.
- **Finding 4 (Hedonic Segment):** For consumers motivated by 'Stylish Design', the correlation between *product quality satisfaction* and loyalty is significantly weaker. The dominant response to future purchase is "Maybe," even among those "Very Satisfied" (80.0%) and "Satisfied" (57.1%) with product quality.

- Finding 5 (Masstige Segment):** For consumers motivated by 'Affordable Price', the correlation between product quality satisfaction and loyalty is non-existent and, in some cases, irrational. The response is overwhelmingly "Maybe" (100.0% for "Very Satisfied," 91.7% for "Satisfied"). Shockingly, a respondent who was "Dissatisfied" with quality still had a 50.0% "Maybe" and 50.0% "Yes, definitely" intent to return, while a "Very Satisfied" respondent had 0.0% "Yes, definitely" intent. This demonstrates a complete disconnect between product satisfaction and repurchase intent for this segment.

RESULTS AND DISCUSSION

This section interprets the quantitative results from Section 4 by integrating them with the conceptual foundations established in Section 2. The discussion demonstrates how the findings empirically validate, and in some cases challenge, existing theories of consumer loyalty.

The Utilitarian Driver: Quality as the 'Dealbreaker.'

The findings for the 'Utilitarian' segment (42.06% of the market) provide strong empirical validation for the role of functional value in luxury consumption. The clear, positive correlation between satisfaction and repurchase intent (Finding 3) aligns perfectly with the literature identifying product quality as a "dealbreaker".

For this large segment, the luxury promise is one of functional excellence and superior performance. Their loyalty is rational, predictable, and contingent on the brand delivering on its core promise of quality. The 97.3% link between high quality satisfaction and recommendation (Finding 1) further suggests that these consumers become powerful brand advocates *only when* their high utilitarian expectations are met. This segment embodies the classic, rational consumer for whom the satisfaction-loyalty model is a perfect fit.

The Hedonic Driver: Aesthetics as a Separate, Transitory Value Proposition

The 'Hedonic' segment (37.38% of the market) presents a more complex picture. Their dominant "Maybe" response to repurchase, even when "Very Satisfied" with *product quality* (Finding 4), is a critical finding. It does not imply the satisfaction-loyalty model is broken; it implies that the wrong metric for satisfaction (Q4, product quality) is being applied to them.

These consumers are motivated by 'Stylish Design' (Q10), a hedonic driver. Their satisfaction is derived from aesthetic, sensory, and emotional value, which is separate from, and may even supersede, functional utility. The fact that they are non-committal about their *next* purchase, even when satisfied with their *last* one, strongly suggests they are novelty-seekers. Their loyalty is not to the brand's past performance but to the brand's *future* ability to innovate and deliver the *next* compelling design. This aligns with hedonic consumption models, where the pursuit of pleasure and new experiences is the primary driver.

The 'Masstige' Anomaly: Price Motivation and Transactional Loyalty

The 'Masstige' segment (17.76% of the market) provides the paper's most significant theoretical and practical contribution. The data from Table 2 (Finding 5) is revelatory: for this group, there is a complete uncoupling of product quality satisfaction and behavioral loyalty. Their overwhelming "Maybe" response, which persists regardless of whether they are "Very Satisfied" or "Satisfied" with the product, is empirical proof of a *structurally disloyal* consumer.

This finding empirically validates the 'masstige' framework. This segment's primary motivation is 'Affordable Price'—a transactional, not a relational, variable. Because their purchasing calculus is based on maximizing the prestige-to-price ratio, relational metrics like post-purchase satisfaction have no predictive power over their future behavior. They are not loyal to the *brand* (a relational entity); they are loyal to the *deal* (a transactional event).

This demonstrates a critical boundary condition for the widely accepted satisfaction-loyalty model. The model, which holds for the Utilitarian segment, completely fails when applied to the Masstige segment. Their seemingly irrational "Yes, definitely" response, even when "Dissatisfied" (Table 2), makes perfect sense under this interpretation: the product quality was poor, but the *deal* was so good (i.e., the price was so low for prestige gained) that they would "definitely" do it again.

The Service Experience as the Relational Anchor

The analysis reveals a fragmented market: one segment is rational (Utilitarian), one is novelty-seeking (Hedonic), and one is transactional (Masstige). Given this fragmentation, how can a luxury brand build *sustainable, relational* loyalty?

The answer lies in Finding 2: the strong (72.5%) link between 'Customer Service Satisfaction' (Q7) and 'Future Purchase Intent' (Q11).

A comparison of Finding 1 and Finding 2 yields a crucial distinction. Product quality (Q4) is the *price of entry*. It is a powerful driver of *advocacy* (Q9), as a great product makes a consumer proud to recommend it. But it is not a sufficient driver of *retention* (Q11) for the Hedonic and Masstige segments.

The *service experience* (Q7), however, is a *relational* driver. It is the human, personalized, and holistic component of the brand interaction. This interpretation synthesizes the entire argument:

- While a brand cannot build relational loyalty with the 'Masstige' segment based on *product*, it *can* build it through a superior *service experience*.
- While the 'Hedonic' segment is seeking novelty, a consistently superior, personalized, and authentic service experience can create an emotional bond that transcends any single design.

This confirms that the holistic, omnichannel service journey from the 'phygital' store and seamless delivery to, most importantly, robust after-sales support and repair services is the *only* true, sustainable loyalty driver capable of anchoring the modern, non-traditional luxury consumer to the brand.

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CONCLUSION

This study set out to deconstruct the drivers of customer loyalty in the accessible luxury market by analysing the interplay of satisfaction, service, and motivation. The analysis of survey data from 281 consumers yielded three primary conclusions. First, satisfaction remains a powerful antecedent to loyalty, but its impact is specific: product quality satisfaction is an exceptionally strong predictor of *recommendation (advocacy)*, while customer service satisfaction is a significant predictor of *future purchase intent (retention)*. Second, the accessible luxury market is not monolithic but is fragmented into at least three dominant motivational segments: 'Utilitarian' (42.06%, driven by Product Quality), 'Hedonic' (37.38%, driven by Stylish Design), and 'Masstige' (17.76%, driven by Affordable Price). Third, these motivations act as powerful moderators on the satisfaction-loyalty model. The model holds for the 'Utilitarian' segment, but it dissolves for the 'Hedonic' and, most notably, the 'Masstige' segments. 'Masstige' consumers are structurally transactional, and their repurchase intent shows no logical correlation with product satisfaction.

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