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The Influence of Functional Value and Symbolic Value on Masstige Fashion Purchase Intention through Consumer Inspiration

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Abstract

The fashion industry has increasingly developed toward masstige products that combine prestige, symbolic value, and affordability. Yet, declining brand performance highlights the need to understand the factors shaping consumers' purchase intentions. This study aims to examine the effects of functional value and symbolic value on masstige fashion purchase intention and investigate the mediating role of consumer inspiration among Mango women's workwear consumers in Bandung City. A quantitative approach was employed using a survey of 100 female respondents aged 18–40 selected through purposive sampling. Data were collected using a five-point Likert scale and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression, and the Sobel test using IBM SPSS Statistics 27. The findings show that functional value and symbolic value significantly and positively influence consumer inspiration and masstige fashion purchase intention. Consumer inspiration also positively influences purchase intention. Furthermore, consumer inspiration significantly mediates the effects of functional value and symbolic value on purchase intention. These findings indicate that functional and symbolic benefits influence purchase intention both directly and through consumers' inspirational psychological responses. The study highlights the importance of combining functional excellence, symbolic meaning, and inspirational marketing strategies in masstige fashion.

Keywords

Consumer Inspiration, Functional Value, Masstige Fashion Purchase Intention, Symbolic Value.

1. Introduction

As part of the modern lifestyle, fashion no longer serves merely as a basic necessity but has also become a means of expressing self-identity, enhancing self-confidence, and representing social status, particularly among working women (Astridtia et al., 2024; Milla et al., 2025). This phenomenon has increased consumer demand for fashion products that offer both functional benefits and symbolic value (Das et al., 2022). Consistent with this trend, Indonesia's fashion industry has continued to grow. The market value of the fashion industry was estimated to exceed IDR 125 trillion in 2024 and is projected to reach approximately IDR 156.47 trillion in 2025, indicating both expanding market opportunities and intensifying competition within the fashion industry (Setianto et al., 2025).

Table 1. Top Brand Award 2025

Brand	2021 Index	2022 Index	2023 Index	2024 Index	2025 Index
Mango	9.10%	10.00%	9.30%	7.60%	5.00%
The Executive	25.30%	23.40%	21.80%	33.20%	18.30%
Zara	15.70%	14.30%	13.00%	14.50%	15.00%

One of the rapidly growing segments is masstige fashion, which combines brand prestige with relatively affordable prices, making it attractive to middle-class consumers (Truong et al., 2009; Ismat & Suki, 2024). One of the brands operating in this segment is Mango, which offers women's workwear emphasizing product quality, modern design, and a professional image (Mango Fashion Group, 2024). However, according to Table 1, Mango's brand performance has shown a declining trend. Top Brand Index (TBI) decreased from 10.00% in 2022 to 9.30% in 2023, further declining to 7.60% in 2024 and 5.00% in 2025. This decline indicates a weakening brand position in consumers' minds, particularly in terms of future intention, which reflects consumers' likelihood of purchasing the brand in the future (Top Brand Award, 2025).

Although previous studies have consistently demonstrated positive relationships among functional value, symbolic value, consumer inspiration, and purchase intention, findings remain inconsistent regarding the mediating function of consumer inspiration. Das et al. (2022), Ki et al. (2022), and Alfoqahaa (2025) found that consumer inspiration channels the influence of consumption values on purchase intention. In contrast, Nuzula and Wahyudi (2022) reported that perceived value directly influences purchase intention without requiring a psychological mediator, while Maghribi et al. (2025) argued that consumer inspiration functions only as a partial mediator depending on consumer characteristics and product context. These inconsistent findings suggest that the mechanism through which consumption values influence purchase intention requires further empirical investigation, particularly within the context of masstige fashion in Indonesia.

The novelty of the current study lies in examining the mediating role of consumer inspiration in the relationships among functional value, symbolic value, and masstige fashion purchase intention in the context of Mango women's workwear consumers in Bandung City. Unlike previous studies, which mainly focused on direct relationships among these variables or were conducted in different countries and product categories, this study integrates these three constructs within the masstige fashion context while considering the declining trend of Mango's Top Brand Index. Therefore, this study aims to investigate the influence of functional value and symbolic value on masstige fashion purchase intention through consumer inspiration among consumers of Mango women's workwear in Bandung City. By examining consumer inspiration as a mediating variable, the study seeks to explain the

mechanism through which functional value and symbolic value contribute to consumers' purchase intention in the masstige fashion context. This study is expected to offer theoretical contributions to the consumer behavior literature by explaining the mechanism underlying masstige fashion purchase intention and to provide practical implications for companies in designing marketing strategies aimed at enhancing consumers' purchase intentions.

2. Literature Review and Hypothesis Development

2.1. The Effect of Functional and Symbolic Value on Consumer Inspiration

Functional value refers to the utilitarian benefits perceived by consumers based on a product's quality, comfort, usefulness, and ability to satisfy functional needs. Within the framework of women's workwear, functional value is reflected in material quality, wearing comfort, designs suitable for professional activities, and the appropriateness of price relative to the benefits received (Wu & Lee, 2025). The Theory of Consumption Values proposed by Sheth et al. (1991) explains that consumers' acquisition choices are shaped by different dimensions of perceived value, including the functional benefits obtained from a product. According to Böttger et al. (2017), marketing stimuli that provide tangible benefits can evoke consumer inspiration, a motivational state that encourages consumers to transform inspiration into action. Empirical findings by Shijie et al. (2024) and Wu et al. (2024) demonstrate that higher perceptions of functional value significantly enhance consumer inspiration. Therefore, when Mango women's workwear provides strong functional benefits, consumers are more likely to experience inspiration toward the product.

Symbolic value denotes the value consumers derive from an item's ability to represent self-identity, social status, prestige, and lifestyle. In the fashion industry, symbolic value is particularly important because consumers often use brands as a means of self-expression and social representation. Perceived Value Theory developed by Sweeney and Soutar (2001) explains that consumers evaluate products by considering the benefits they receive in relation to the sacrifices they make, including symbolic and social benefits. Studies by Ismat and Suki (2024) found that symbolic value can stimulate consumer inspiration because buyers regard the product as consistent with their intended identity and aspirations. This relationship is also supported by Consumer Inspiration Theory proposed by Böttger et al. (2017), which suggests that marketing stimuli can generate consumer inspiration and transform initial interest into a desire to act. Therefore, higher perceived symbolic value is expected to generate greater consumer inspiration.

H1: Functional value has a positive effect on consumer inspiration.

H2: Symbolic value has a positive effect on consumer inspiration.

2.2. The Effect on Masstige Fashion Purchase Intention

Functional value is one of the primary considerations in consumers' evaluation of fashion products because it relates to product quality, comfort, durability, and functional benefits (Wu & Lee, 2025). According to Dodds et al. (1991), positive evaluations of product benefits increase consumers' purchase intention. Previous studies by Chi et al. (2021) also confirmed that functional value positively influences purchase intention in the fashion industry. This relationship is consistent with the Theory of Consumption Values, which explains that functional benefits form an important basis for consumer choice (Sheth et al., 1991). Therefore, higher perceived functional value toward Mango women's workwear is expected to increase masstige fashion purchase intention.

Besides functional benefits, consumers also consider the symbolic value embedded in a brand. Masstige fashion products offer a balance between prestige and affordability, enabling consumers to express their identity and social status (Truong et al., 2009). Ahmad and Omar (2018) and Kim and Choi (2025) found that symbolic value positively affects purchase intention by enhancing consumers' self-image and self-confidence. Accordingly, symbolic value is expected to increase masstige fashion purchase intention. Consumer inspiration reflects a motivational drive that connects promotional stimuli with consumer behavior (Böttger et al., 2017; Arif & Nuvriasari, 2025). Consumers who feel inspired are more likely to engage with and purchase products that align with their needs and aspirations. Previous studies by Das et al. (2022), Frassetto et al. (2024), and Shijie et al. (2024) demonstrated that consumer inspiration positively influences purchase intention in the fashion context. Therefore, higher levels of consumer inspiration are expected to increase masstige fashion purchase intention.

H3: Functional value has a positive effect on masstige fashion purchase intention.

H4: Symbolic value has a positive effect on masstige fashion purchase intention.

H5: Consumer inspiration has a positive effect on masstige fashion purchase intention.

2.3. The Effect of Consumer Inspiration as a Mediator

According to Böttger et al. (2017), consumer inspiration serves as a psychological mechanism linking marketing stimuli to purchasing behavior. High functional value can inspire consumers through perceptions of product quality, comfort, and usefulness, which subsequently encourage purchase intention. This relationship is supported by Consumer Inspiration Theory, which explains that marketing stimuli can generate inspiration that motivates consumers to translate their initial interest into behavioral action. Findings by Das et al. (2022) and Frassetto et al. (2024) demonstrated that consumer inspiration mediates the relationship between product value and purchase intention in the fashion industry. Therefore, consumer inspiration is expected to mediate the relationship between functional value and masstige fashion purchase intention.

Strong symbolic value can inspire consumers because products are perceived as representing their identity, prestige, and desired lifestyle. This inspiration subsequently encourages consumers' propensity to purchase accessible premium fashion products. Das et al. (2022), Ismat and Suki (2024), and Frassetto et al. (2024) explained that consumer inspiration serves as an important psychological mechanism through which symbolic value is translated into purchase intention. Therefore, consumer inspiration is expected to mediate the relationship between symbolic value and masstige fashion purchase intention.

H6: Consumer inspiration mediates the effect of functional value on masstige fashion purchase intention.

H7: Consumer inspiration mediates the effect of symbolic value on masstige fashion purchase intention.

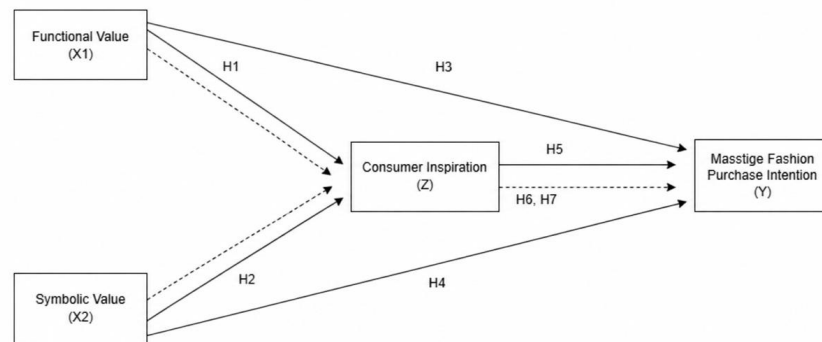


Figure 1. Conceptual Framework

Based on Figure 1, the theoretical framework, and previous empirical findings, this study develops a conceptual model that positions functional value and symbolic value as independent variables, consumer inspiration as the mediating variable, and masstige fashion purchase intention as the dependent variable.

3. Methods

This research utilized a quantitative approach to investigate the effects of functional value and symbolic value on masstige fashion purchase intention through consumer inspiration as a mediating factor. The investigation focused specifically on consumers of Mango women's workwear in Bandung City. A quantitative approach was selected because the study sought to examine the relationships among the research variables using numerical data and statistical analysis (Preacher & Hayes, 2004; Sekaran & Bougie, 2017). Information was gathered through a formal survey structured using a five-level Likert scale, allowing respondents to indicate their level of agreement with each statement. The measurement items were adapted from previous studies conducted by Das et al. (2022), Ismat and Suki (2024), Frassetto et al. (2024), and Wu and Lee (2025), ensuring that the assessment of each research variable was based on established measures.

The target population consisted of females between 18 and 40 years of age who had purchased or expressed an interest in purchasing Mango women's workwear. This population was selected in accordance with the focus of the study on consumers who were relevant to the research object. A purposive sampling technique was employed to select respondents who fulfilled the predetermined study requirements. The sampling process resulted in a sample of 100 participants who met all specified criteria. Data were collected online through Google Forms to facilitate the distribution of the questionnaire and enable respondents to complete the survey conveniently.

The measurement instrument underwent validity and reliability assessments to ensure the accuracy, soundness, and consistency of the collected data. These assessments were conducted to confirm that the measurement items adequately represented the intended research variables and produced dependable results. Descriptive analysis was subsequently performed to describe the characteristics of the participants and their perceptions of each research variable. Hypothesis testing was performed using multiple regression analysis through IBM SPSS Statistics version 27. The mediating capacity of consumer inspiration was examined using the Sobel test to determine whether it functioned as an intermediary factor in the relationships between the independent and dependent variables. Before hypothesis testing was conducted, classical assumption tests covering normality, multicollinearity, and homoscedasticity were performed to ensure that the

regression model met the requirements of the Ordinary Least Squares (OLS) approach.

4. Results

The majority of respondents were aged 18–30 years (72%), resided in Bandung City (100%), and were employed as private-sector employees (29%) or university students (27%). Most respondents reported a monthly income ranging from IDR 3,000,000 to 4,999,999 (44%), indicating that the sample was predominantly composed of middle-income consumers. Furthermore, all respondents were familiar with the Mango brand and expressed an interest in purchasing Mango women's workwear, confirming that they met the established research criteria. These characteristics indicate that the respondents were appropriate for evaluating functional value, symbolic value, consumer inspiration, and masstige fashion purchase intention in this study.

Table 2. Validity and Reliability Test

Variable	Item	r-value	Cronbach's Alpha
Functional Value (X1)	X1.1	0.592	0.603
	X1.2	0.612	
	X1.3	0.745	
	X1.4	0.747	
Symbolic Value (X2)	X2.1	0.738	0.616
	X2.2	0.561	
	X2.3	0.755	
	X2.4	0.689	
Consumer Inspiration (Z)	Z.1	0.718	0.611
	Z.2	0.567	
	Z.3	0.659	
	Z.4	0.768	
Masstige Fashion Purchase Intention (Y)	Y.1	0.717	0.602
	Y.2	0.662	
	Y.3	0.677	
	Y.4	0.644	

Based on the validity and reliability test results presented in Table 2, all measurement items for the functional value, symbolic value, consumer inspiration, and masstige fashion purchase intention variables obtained Pearson correlation coefficients exceeding the critical r-table value of 0.3061. The Pearson correlation coefficients ranged from 0.592 to 0.747 for functional value, 0.561 to 0.755 for symbolic value, 0.567 to 0.768 for consumer inspiration, and 0.644 to 0.717 for masstige fashion purchase intention. These results indicate that all measurement items are valid and adequately measure their respective constructs.

The reliability test results further show that all variables achieved Cronbach's Alpha values above the acceptable threshold of 0.60, with values of 0.603 for functional value, 0.616 for symbolic value, 0.611 for consumer inspiration, and 0.602 for masstige fashion purchase intention. Therefore, the research instrument can be considered both valid and reliable and is suitable for subsequent data analysis.

Table 3. Classical Assumption Test

Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
Normality Test (Equation 1)	Sig. ≥ 0.05	Sig. = 0.063466	Normally distributed data
Normality Test (Equation 2)	Sig. ≥ 0.05	Sig. = 0.050063	Normally distributed data

Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
Multicollinearity Test (Equation 1)	Tolerance > 0.10 and VIF < 10	X1: Tolerance = 0.546, VIF = 1.832 X2: Tolerance = 0.546, VIF = 1.832	No multicollinearity among the independent variables
Multicollinearity Test (Equation 2)	Tolerance > 0.10 and VIF < 10	X1: Tolerance = 0.429, VIF = 2.338 X2: Tolerance = 0.456, VIF = 2.191 Z: Tolerance = 0.410, VIF = 2.439	No multicollinearity among the independent variables
Heteroscedasticity Test (Equation 1)	Sig. $\geq$ 0.05	X1: Sig. = 0.618 X2: Sig. = 0.696	No heteroscedasticity detected
Heteroscedasticity Test (Equation 2)	Sig. $\geq$ 0.05	X1: Sig. = 0.080 X2: Sig. = 0.339 Z: Sig. = 0.056	No heteroscedasticity detected

Based on Table 3, the results of the classical assumption tests, both regression models satisfied all the necessary prerequisites for regression analysis. The normality tests produced significance values of 0.063466 for Equation 1 and 0.050063 for Equation 2 ($p > 0.05$), indicating that the data were normally distributed. The multicollinearity tests showed that all variables had tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity among the independent variables. Furthermore, the heteroscedasticity tests showed significance values above 0.05 for all variables in both equations, indicating that no heteroscedasticity was detected. Therefore, both regression models met the classical assumptions required for subsequent hypothesis testing.

Table 4. Descriptive Analysis

Variable	Item	N	Minimum	Maximum	Mean	Std. Deviation
Functional Value (X1)	X1.1	100	2.00	5.00	4.32	0.69457
	X1.2	100	2.00	5.00	4.23	0.75015
	X1.3	100	2.00	5.00	4.24	0.74019
	X1.4	100	2.00	5.00	4.09	0.88871
Symbolic Value (X2)	X2.1	100	2.00	5.00	4.22	0.77303
	X2.2	100	1.00	5.00	4.05	0.86894
	X2.3	100	2.00	5.00	4.21	0.84441
	X2.4	100	1.00	5.00	4.14	0.96421
Consumer Inspiration (Z)	Z.1	100	1.00	5.00	4.12	0.81995
	Z.2	100	2.00	5.00	4.23	0.76350
	Z.3	100	1.00	5.00	4.14	0.84112
	Z.4	100	1.00	5.00	4.23	0.81470
Masstige Fashion Purchase Intention (Y)	Y.1	100	2.00	5.00	4.12	0.78212
	Y.2	100	2.00	5.00	4.07	0.68542
	Y.3	100	2.00	5.00	4.08	0.72027
	Y.4	100	3.00	5.00	4.27	0.64909

Based on the descriptive statistics presented in Table 4, all research variables demonstrated relatively high mean scores. Functional value had mean scores ranging from 4.09 to 4.32, symbolic value ranged from 4.05 to 4.22, consumer inspiration ranged from 4.12 to 4.23, and masstige fashion purchase intention ranged from 4.07 to 4.27. These results indicate that, in general, respondents provided positive evaluations of the functional and symbolic aspects of Mango products,

experienced consumer inspiration, and demonstrated relatively high purchase intentions toward Mango's masstige fashion products. All items were assessed based on the same number of respondents ($N = 100$), with minimum values ranging from 1.00 to 3.00 and maximum values reaching 5.00, indicating variation in respondents' responses despite the generally high ratings. The standard deviation values ranged from 0.64909 to 0.96421, indicating the degree of variation in respondents' responses across the measurement items.

Table 5. Multiple Linear Regression

Relationship		B	Std. Error	Beta	t-statistics	sig.	Decision
Functional Value → Consumer Inspiration	→	0.481	0.093	0.456	5.176	0.000	Supported
Symbolic Value → Consumer Inspiration	→	0.358	0.082	0.384	4.358	0.000	Supported
Functional Value → Masstige Fashion Purchase Intention	→	0.263	0.050	0.286	5.276	0.000	Supported
Symbolic Value → Masstige Fashion Purchase Intention	→	0.413	0.043	0.507	9.688	0.000	Supported
Consumer Inspiration → Masstige Fashion Purchase Intention	→	0.221	0.048	0.254	4.587	0.000	Supported

The hypothesis testing results presented in Table 5 show that functional value and symbolic value have significant positive effects on consumer inspiration. Functional value has a positive and significant effect on consumer inspiration ($\beta = 0.456$, $t = 5.176$, $p < 0.001$), indicating that higher functional value perceived by consumers is associated with higher levels of consumer inspiration. Similarly, symbolic value has a positive and significant effect on consumer inspiration ($\beta = 0.384$, $t = 4.358$, $p < 0.001$). This finding indicates that the symbolic value associated with Mango women's workwear contributes positively to consumer inspiration. Therefore, H1 and H2 are supported.

The results further indicate that functional value, symbolic value, and consumer inspiration each have a positive and significant effect on masstige fashion purchase intention. Functional value has a positive and significant effect on masstige fashion purchase intention ($\beta = 0.286$, $t = 5.276$, $p < 0.001$), while symbolic value also shows a positive and significant effect ($\beta = 0.507$, $t = 9.688$, $p < 0.001$). In addition, consumer inspiration has a positive and significant effect on masstige fashion purchase intention ($\beta = 0.254$, $t = 4.587$, $p < 0.001$). These results indicate that stronger perceptions of functional value and symbolic value, as well as greater consumer inspiration, are associated with higher masstige fashion purchase intention. Therefore, H3, H4, and H5 are supported.

Table 6. Sobel Test Results

Hypothesized Relationship	Z-value	Criterion	p-value
Functional Value → Consumer Inspiration → Masstige Fashion Purchase Intention	3.43	$Z > 1.96 (\alpha = 0.05)$	< 0.001
Symbolic Value → Consumer Inspiration → Masstige Fashion Purchase Intention	3.16	$Z > 1.96 (\alpha = 0.05)$	< 0.001

Based on Table 6, the Sobel test results indicate that consumer inspiration significantly mediates the effect of functional value on masstige fashion purchase

intention. This is demonstrated by a Z-value of 3.43, which exceeds the critical value of 1.96, and a p-value of less than 0.001, which is below the significance level of 0.05. Therefore, the indirect effect of functional value on masstige fashion purchase intention through consumer inspiration is statistically significant.

Furthermore, consumer inspiration significantly mediates the effect of symbolic value on masstige fashion purchase intention. The Sobel test produces a Z-value of 3.16, which is greater than 1.96, with a p-value of less than 0.001 (< 0.05). These findings confirm that consumer inspiration serves as a significant mediating variable in the relationships between functional value and symbolic value and masstige fashion purchase intention among consumers of Mango women's workwear in Bandung City.

5. Discussion

The current study provides evidence that functional value has a positive and significant effect on consumer inspiration. This finding indicates that the higher the functional benefits perceived by consumers, such as product quality, comfort, suitability of design for work activities, and the alignment between price and benefits received, the higher the level of inspiration generated toward Mango women's workwear. This result is consistent with Shijie et al. (2024), who stated that strong perceptions of product value can enhance consumer inspiration. Furthermore, Shui et al. (2026) demonstrated that value-based marketing stimuli, particularly utilitarian value, can stimulate consumer inspiration and encourage positive consumer behavioral responses. These findings are consistent with the Theory of Consumption Values proposed by Sheth et al. (1991), which explains that consumers' choices are influenced by different dimensions of value, including functional value.

The results show that symbolic value has a positive and significant effect on consumer inspiration. This implies that the higher the symbolic value perceived by consumers, such as the ability of products to represent self-identity, enhance prestige, and reflect a professional lifestyle, the higher the level of consumer inspiration. This finding supports Roy et al. (2025), who found that symbolic consumption value can stimulate consumer inspiration toward masstige fashion products. It is also consistent with Ismat and Suki (2024), who demonstrated that the symbolic value of a brand can enhance consumers' psychological attachment and inspiration. This result is also supported by the Theory of Consumption Values, which recognizes symbolic or social value as an important consideration in consumers' evaluations and choices (Sheth et al., 1991).

The results indicate that functional value has a positive and significant effect on masstige fashion purchase intention. This finding implies that the better consumers perceive the quality, comfort, durability, and benefits of Mango women's workwear, the greater their intention to purchase the products. This result is in accordance with Purohit and Radia (2022) and Özer et al. (2025), who stated that functional value is one of the main factors influencing purchase intention for masstige fashion products. Furthermore, Wu and Lee (2025) showed that functional benefits are important considerations in shaping consumer purchase intention. This finding is consistent with Perceived Value Theory developed by Sweeney and Soutar (2001), which explains that consumers evaluate products by comparing the benefits obtained with the sacrifices incurred.

The evidence demonstrates that symbolic value positively and significantly affects masstige fashion purchase intention, indicating that stronger perceived symbolic value of Mango women's workwear increases purchase intention as a form of self-expression, professional image, and social status. This finding supports Das et al. (2022), who identified symbolic value as an important determinant of masstige fashion purchase intention, and Truong et al. (2009), who emphasized the appeal of balancing prestige and affordability. It also aligns with the Theory of Consumption

Values, which highlights the influence of symbolic and social meanings on consumer choice (Sheth et al., 1991).

The results also show that consumer inspiration positively and significantly affects masstige fashion purchase intention, meaning that greater inspiration from Mango women's workwear increases consumers' intention to purchase. This finding is consistent with Böttger et al. (2017), who described inspiration as a psychological mechanism translating motivation into purchasing action, as well as Das et al. (2022) and Frasquet et al. (2024), who confirmed its positive influence in fashion. The result further supports the Consumer Inspiration Theory, which explains how marketing stimuli transform initial interest into purchase desire (Sheng et al., 2020).

The results reveal that consumer inspiration significantly mediates the effects of functional value and symbolic value on masstige fashion purchase intention. Functional benefits not only directly increase purchase intention but also generate consumer inspiration that encourages purchase decisions. This finding corresponds to Das et al. (2022), who identified consumer inspiration as an intermediary mechanism between product value and purchase intention, while Frasquet et al. (2024) showed that product benefits can create inspirational experiences that enhance purchase intention. Similarly, symbolic value stimulates consumer inspiration, which subsequently strengthens purchase intention, consistent with Chaurasia et al. (2024). These findings support Consumer Inspiration Theory, which positions consumer inspiration as a mechanism linking marketing stimuli to behavioral responses (Böttger et al., 2017).

6. Conclusion

This study concludes that functional value and symbolic value play important roles in shaping masstige fashion purchase intention among consumers of Mango women's workwear in Bandung City. Both values were found to positively influence consumer inspiration and purchase intention, indicating that consumers consider not only the practical benefits of fashion products but also their symbolic meanings when forming purchasing intentions. Consumer inspiration also plays an important role in strengthening purchase intention, demonstrating that consumers who perceive greater functional and symbolic benefits are more likely to develop inspirational responses that encourage purchasing motivation. Furthermore, consumer inspiration serves as a mediating mechanism through which functional and symbolic value are translated into purchase intention. These findings emphasize that purchase decisions in the masstige fashion context involve both rational evaluations of product benefits and psychological responses to the meanings and experiences associated with the brand.

The findings provide practical implications for masstige fashion brands, particularly Mango, by emphasizing the importance of maintaining product quality, comfort, appropriate workwear design, and reasonable value while simultaneously strengthening brand prestige, professional identity, and self-expression. Creating marketing content and experiences that inspire consumers may further enhance purchase intention. However, this study has several limitations, including the relatively small sample size, purposive sampling technique, focus on female consumers aged 18–40, and concentration on a single brand and geographical area. Future research should involve larger and more diverse samples and compare different masstige fashion brands, regions, demographic groups, and consumer segments. Further studies could also examine other mediating or moderating factors, such as brand engagement, perceived authenticity, social influence, and consumer involvement, to provide a broader understanding of masstige fashion purchase behavior.

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