

UNRAVELING THE DYNAMICS OF MASSTIGE MARKETING: A COMPREHENSIVE BIBLIOMETRIC ANALYSIS

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Abstract- Masstige marketing, a fusion of mass-market accessibility and prestige branding, has emerged as a significant area of research and practice, fundamentally reshaping the luxury and consumer goods industries. This study conducts a comprehensive bibliometric analysis of masstige marketing literature published between 2005 and 2024, utilizing data from the Scopus database. By systematically examining 135 publications, this research identifies key scholars, influential publications, dominant research themes, and intellectual collaborations within the field. The findings reveal that masstige marketing is driven by evolving consumer aspirations, digitalization, and the strategic positioning of brands to maintain both exclusivity and affordability. The study highlights major research clusters, including the democratization of luxury, brand loyalty,

co-branding strategies, consumer behaviour, and the role of social and economic factors in shaping masstige consumption patterns. Through performance analysis, co-citation mapping, and keyword analysis, this research uncovers the trajectory of scholarly contributions and potential gaps in existing literature. The results offer valuable insights for academics, industry practitioners, and marketers aiming to leverage masstige strategies to enhance brand equity and consumer engagement. This study serves as a foundational reference for future research by identifying theoretical inconsistencies and proposing directions for further empirical validation and interdisciplinary exploration.

Keywords- Mass Prestige, Masstige, Masstige Marketing, Bibliometric, VOSviewer, Scopus.

I. INTRODUCTION

According to a global market insights report published in 2021, the luxury tourism service industry is projected to grow at an annual rate of 16% from 2021 to 2027. The report attributes this expansion to increasing global disposable incomes. Over time, the concept of luxury has evolved significantly, driven by the aspirations of the affluent middle class (Mundel et al., 2017; Kumar et al., 2020). For instance, Ladha (2020) estimated that India's luxury goods market was valued at approximately \$7,956 million in 2020, accounting for potential losses due to COVID-19. The report forecasts an annual growth rate of 10.6% for the luxury goods sector from 2020 to 2023, fueled by rising middle-class demand in Tier 2 cities. Economic growth has contributed to the expansion of this middle-class segment, unlocking substantial market opportunities (Beinhocker, 2007; Farrell, Gersch, & Stephenson, 2006; Kharas & Gertz, 2010). Luxury consumption, once exclusive to a select few, has now become accessible to a broader customer base. This shift has been facilitated by increasing disposable incomes among middle-class consumers (Alagarsamy et al., 2022; Das et al., 2021; Kumar et al., 2021) and the strategic efforts of luxury brands to engage with these segments for enhanced profitability

(Paul, 2018; Singh, 2022). To cater to this growing audience, luxury brands are introducing entry-level products, leveraging localized marketing strategies, and embracing digital innovations (Hennigs et al., 2012; Kapferer & Valette-Florence, 2018). This transition has led to the emergence of a distinct category known as masstige brands (Kumar et al., 2020; Paul, 2015), which blend elements of both mass-market and prestige branding. Masstige marketing embodies a dual approach (Paul, 2019). Firstly, it involves employing strategic marketing tools, such as product positioning, pricing, and promotion, to elevate ordinary brands into masstige brands. Secondly, it represents the democratization of traditional luxury brands, making them more accessible to a wider audience (Alagarsamy et al., 2022; Baber et al., 2020; Gilal et al., 2022; Wang et al., 2022). Additionally, the proliferation of digital media and e-commerce has played a significant role in expanding luxury brand accessibility, enabling a wider demographic to engage in luxury consumption (Ko et al., 2019; Godey et al., 2016). Social media influencers, brand collaborations, and experiential marketing strategies have further reinforced this trend by positioning luxury brands as aspirational yet attainable (Hudders et al., 2013; Kim & Ko, 2012).

The advancement of masstige marketing is largely influenced by corporate innovation and adaptability to shifting market dynamics (Zahra, 1991). Despite its growth, challenges remain, including a lack of theoretical frameworks and fragmented perspectives that hinder comprehensive understanding (Galván et al., 2019). Nevertheless, masstige marketing continues to evolve through strategies that promote brand differentiation, consumer engagement, and market expansion. Recognizing the role of masstige marketing in shaping brand perception, competitive advantage, and consumer aspirations is vital to furthering research in this area (Audretsch et al., 2020). This perspective paves the way for discussions on enhancing brand reputation through strategic, cultural, and normative initiatives that support consumer-driven innovation. However, the presence of terminological inconsistencies and differing theoretical viewpoints has posed challenges to establishing masstige marketing as a structured field of study (Valsania et al., 2016). While foundational definitions were introduced by Silverstein and Fiske (2003), evolving research has led to diverse interpretations that capture different facets of prestige and accessibility. Furthermore, sustainability and ethical considerations have become crucial in masstige branding, as consumers

increasingly prioritize corporate responsibility, transparency, and environmentally sustainable luxury products (Athwal et al., 2019; Kapferer, 2010).

A systematic review and bibliometric analysis are necessary to map the intellectual trajectory of masstige marketing, tracing its historical progression and identifying key studies, emerging themes, and collaborative networks. Addressing theoretical inconsistencies and bridging knowledge gaps highlight the significance of this research. Moreover, it provides scholars and industry practitioners with a structured framework for further exploration and practical application, ensuring the continued relevance and effectiveness of masstige marketing strategies in an increasingly globalized marketplace. By delving into these aspects, researchers can contribute to a more cohesive and in-depth understanding of masstige marketing, equipping businesses with the insights needed to navigate the competitive landscape of the modern luxury sector.

II. LITERATURE REVIEW

The concept of masstige is rooted in the theoretical frameworks and principles of luxury. The growing popularity of luxury brands has created a paradox between

rarity and growth, as highlighted by Kapferer et al. (2014). This paradox paved the way for the masstige phenomenon, representing a transition from exclusivity to mass prestige. Silverstein and Fiske (2003) introduced the term "masstige" to describe luxury brands positioned between middle and ultra-premium price ranges. A masstige strategy involves luxury companies targeting a broader audience while retaining their luxury appeal (Paul, 2018). Researchers have since explored the presence of masstige strategies across various brand. Paul (2015) introduced the Masstige Mean Score Scale (MMSS) to quantify the prestige value or equity of masstige brands. This scale has been applied across multiple categories, including laptops (Kumar & Paul, 2018), mobile phones (Kumar et al., 2020), and automobiles (Das et al., 2021). Kumar et al. (2020) also recognized masstige brands in service industries, such as airlines and hotels, suggesting the MMSS scale's applicability in identifying these brands. However, research on masstige brands in service categories remains limited. Wirtz et al. (2020) argued that luxury goods and services differ significantly, necessitating separate investigations for luxury services. The concept of masstige marketing has been extensively studied across countries and product categories. For instance, Das et al. (2022) found that

affective desires such as discomfort, pleasure, and guilt influence consumer engagement with masstige car brands in India, whereas cognitive control and perceived values (functional, emotional, and social) do not. Similarly, Das et al. (2021) discovered that functional, experiential, and symbolic consumption values drive masstige fashion purchases in India, while zero-moment-of-truth consumption values are insignificant. Park et al. (2022) emphasized the role of masstige consumption values in driving purchase intentions for U.S. fashion brands, identifying brand equity as a mediating factor. In the Indian context, functional and vanity values were identified as key drivers for consumer electronics masstige consumption, whereas experiential value was not significant. The research on masstige or "affordable luxury" can be classified into three streams: (1) conceptualization of masstige, (2) customer-perceived value of masstige brands, and (3) consumer-brand relationships within masstige. The first stream focuses on defining "masstige" or "luxury for the masses" and operationalizing its value through scales such as the MMSS (Baber et al., 2020; Kumar & Paul, 2018; Paul, 2015). The second stream explores customer motivations and perceived value, with studies indicating varied impacts of these

values on masstige consumption. For example, Das et al. (2021) found that functional, experiential, and symbolic values drive fashion brand consumption, while Purohit and Radia (2022) highlighted functional and vanity values as key drivers for consumer electronics brands. The third stream centers on consumer-brand relationships, addressing themes like brand love (Richardson et al., 2022), brand happiness (Kumar et al., 2021; Mansoor & Paul, 2022), brand coolness (Suzuki et al., 2022), and brand loyalty (Richardson et al., 2022). For instance, Purohit and Radia (2022) emphasized that brand love surpasses brand loyalty in building masstige brand equity. Similarly, Suzuki et al. (2022) demonstrated that co-branding with mass brands enables luxury brands to reach broader markets by leveraging the coolness of mass brands. Shukla et al. (2022) explored luxury democratization, examining its moderating effect on luxury value perceptions and purchase intentions.

Further studies highlight the emotional and social dimensions of masstige consumption. Mansoor and Paul (2022) linked masstige prestige to consumer happiness and brand evangelism in cosmetic and clothing brands, moderated by self-pleasing experiences and product beliefs. Kumar et al. (2021) identified

public self-consciousness as a negative moderator in the relationship between masstige brand consumption and happiness for Serbian consumer electronics brands. Baber et al. (2020) assessed the masstige score of Apple, Xiaomi, and Samsung in India, revealing demographic variations in brand perception and willingness to pay a premium. Goyal (2020) distinguished masstige brands from luxury brands based on functional, financial, social, and individual values. Paul (2015) contributed foundational work on masstige marketing by developing a pyramid model and a measurement scale for brand prestige in fashion categories across France and Japan. The initial introduction of masstige by Silverstein and Fiske (2003) as "premium but attainable" laid the groundwork for the extensive exploration of this concept in subsequent studies.

Subsequently, a review of the literature highlights a growing interest in the study of masstige branding. Despite the increasing attention, the field remains underexplored, with limited evaluations of masstige-related research and a focus predominantly on specific product categories or regional contexts. The present study seeks to address the need for further advancement in understanding the dynamics of masstige branding. By

employing a bibliometric analysis of 135 publications indexed in the Scopus database between 2005 and 2024, this study aims to provide a comprehensive review of the masstige phenomenon as a research subject. Expanding the temporal scope and addressing the fragmentation in prior studies, this work contributes to a holistic understanding of masstige marketing (Paul, 2015; Silverstein & Fiske, 2003).

This bibliometric analysis spans several decades, capturing the significant rise in publications focused on masstige branding. To identify key studies and assess the current state of research on masstige, the following research questions (RQs) are explored:

- **RQ1:** Where are the most prominent masstige researchers employed, and in which countries and institutions?
- **RQ2:** Which research networks encompass the primary authors and documents related to masstige?
- **RQ3:** What are the major themes emerging from keyword analysis in masstige research?
- **RQ4:** What are the most popular topics in masstige branding research?

Objectives of the Study

1. To conduct an all-encompassing bibliometric analysis of masstige literature (1985–2021), focusing on contributions from authors, institutions, and countries.
2. To identify research networks based on the co-occurrence of keywords, thereby uncovering current trends and highlighting future research opportunities.

III. RESEARCH METHODOLOGY

The methodologies employed by bibliometric analyses (Perlines et al., 2022; Velt et al., 2020; Araya-Castillo et al., 2021) significantly influence the organisation and approach of this study. Bibliometric analysis has been widely utilized by numerous researchers (Leung et al., 2017; Muhuri et al., 2019; Ghorbani and Kargaran, 2021; Purnamo et al., 2021; Gao et al., 2021; Mathushan & Gamage, 2022) to map structures, trends, dynamics, and key themes within various fields. The six phases of the methodology—formulation, identification, selection, verification, analysis, and reporting—are presented in Figure 1.

This section highlights the importance of bibliometric analysis as a technique for exploring the most pertinent aspects of masstige marketing within a research

domain. By employing bibliometric analysis, this study identifies the significant research trends in masstige marketing, enabling the categorization and summarization of bibliographic data. This process provides representative outcomes (Rovelli et al., 2021) by uncovering structural and dynamic characteristics using statistical and mathematical techniques (Pritchard, 1969). In the context of masstige marketing, bibliometric analysis facilitates the identification of publication trends and the diverse utilization of scholarly articles.

This enables the study to comprehensively map the evolution of masstige marketing, offering insights into key themes such as brand positioning, consumer behavior, and the balance between mass appeal and prestige (Diodato&Gellatly, 2013).

Data Collection

In order to perform the bibliometric analysis, the current study has utilised Perlins et al., 2022 systematisation proposal, which has been employed in studies such as Araya-Castillo et al. (2021). The phases of this systematisation mode are as follows:

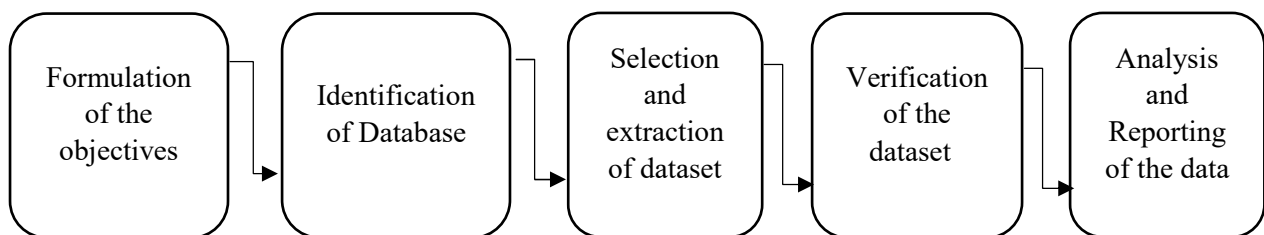


Figure 1: Overview of Methodology

IV. RESULTS AND ANALYSIS

The analysis of the article's content provides a more detailed understanding of the research process and its dynamics. The

bibliometric analysis techniques used in this study are categorized into two primary types, as shown in **Figure 2**, offering a structured approach to evaluate and interpret the data.

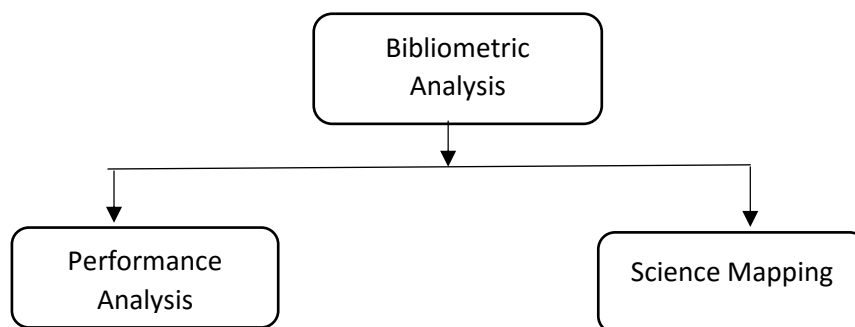


Figure 2. Overview of Analysis.

PERFORMANCE ANALYSIS

Performance analysis examines the contributions of researchers, institutions, or other entities to a specific field of study. A distinguishing feature of bibliometric analysis is its descriptive nature, which provides an organized framework to explore trends, patterns, and relationships within the research domain. This analysis offers valuable insights into the overall structure and evolution of the field, helping to highlight key contributions and emerging areas of interest.

Publication Growth Over Time

The "Documents by Year" chart from Scopus in Figure 3 illustrates the annual number of documents published between

2007 and 2025. From 2007 to 2020, the publication rate remained relatively low, with occasional modest increases, notably around 2015 and 2019. However, a significant shift is observed from 2021 onwards, with a sharp rise in the number of documents, peaking in 2023 and again in 2025. Although there is a slight dip in 2024, the overall trend indicates accelerating growth in research output over recent years. This surge, particularly after 2020, may reflect an increased focus on a specific area of study, possibly driven by global trends, technological advancements, or pressing societal challenges, such as post-pandemic recovery efforts or advancements in fields like AI and automation.

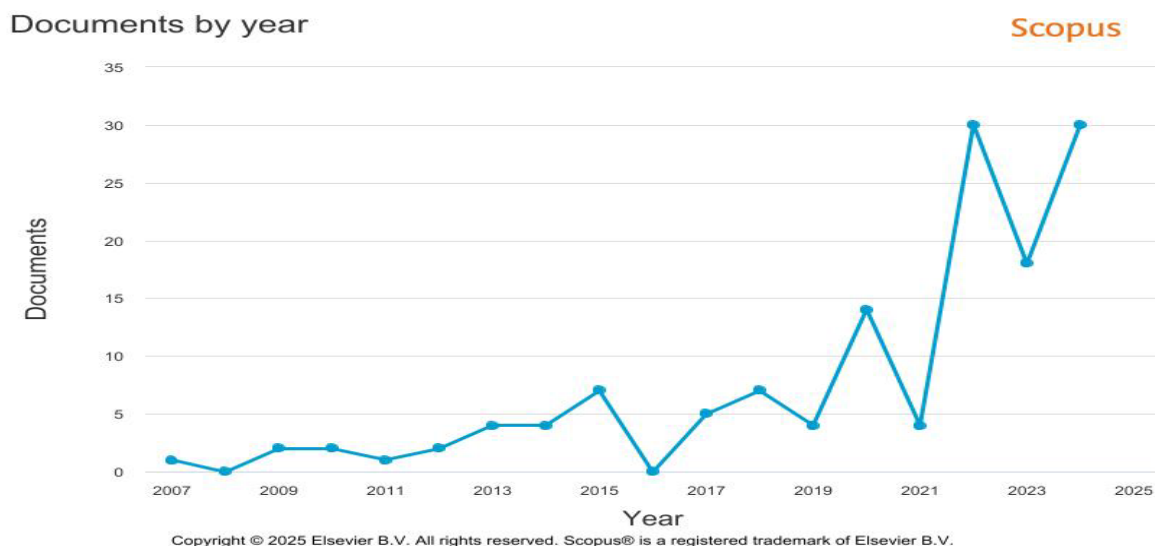


Figure 3. The growth of Masstige publications, 2005-2024

Source: Scopus

Author's Publication Analysis

Table 1: Most Productive Authors

AUTHOR	DOCUMENTS	CITATIONS
Paul, J.	12	515
Das,M.	7	146
Saha,V.	6	105
Jebarajakirthy,C.	4	74
Kumar, A.	4	183
Li, Y.	4	45
Shin,H.	4	21
Borges, A.P.	3	27
Eastman, J.P.	3	48
Kapferer, J.N.	3	115

The "Documents by Author" chart and "Most Productive Authors" table highlight the key contributors in masstige marketing research. Paul, J. stands out with 12 publications and 515 citations, followed by Das, M. with 7 documents and 146 citations, and Saha, V. with 6 documents and 105 citations. Other notable authors include Kumar, A. (4 documents, 183 citations), and Kapferer, J.N. (3 documents, 115 citations). The combination of publication count and citation data reveals both productivity and academic impact, helping to identify influential researchers in the field.

Top 10 Most Cited Papers in the Scopus Database

Table 2 summarizes ten influential articles in luxury and masstige marketing, listing their titles, authors, publication years, journals, and citation counts. Highly cited works like Kapferer & Bastien (2009) and Kastanakis&Balabanis (2012) highlight foundational research on luxury management and consumer behavior. Topics covered include the bandwagon effect, brand positioning, cultural influences, and masstige frameworks. Recent contributions, particularly by J. Paul (2015–2020), focus on developing strategies and models for masstige

branding. The table reflects key academic trends and leading contributors in the field.

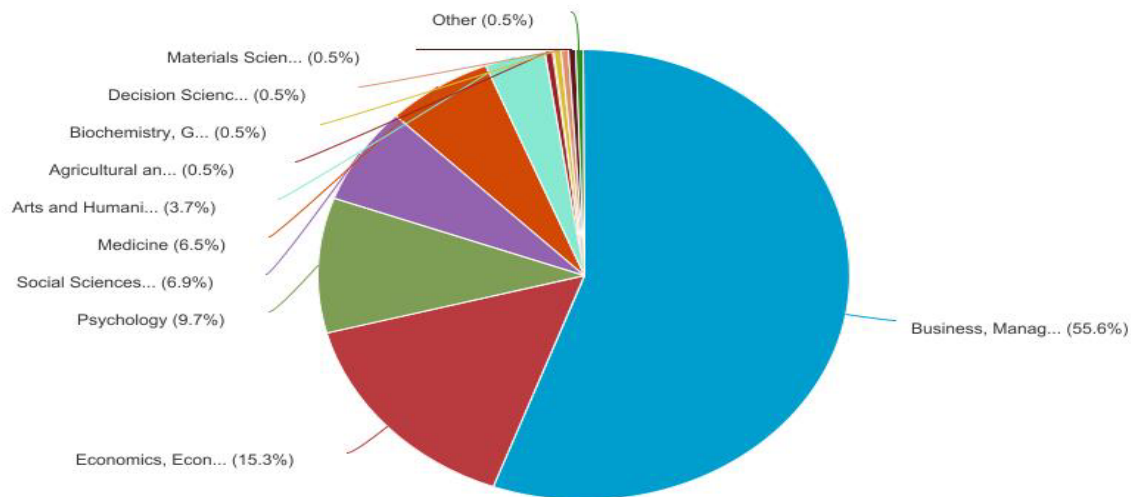
Table 2.Top 10 Most Cited Papers in the Scopus Database

S.No.	Document Title	Authors	Year	Source	Cited By
1	The specificity of luxury management:Turning marketing upside down	Kapferer J.-N.; Bastien V.	2009	Journal of Brand Management	414
2	Between the mass and the class: Antecedents of the "bandwagon"luxury consumption behaviour	Kastanakis M.N.; Balabanis G.	2012	Journal of Business Research	354
3	‘Masstige’ marketing: A review, synthesis and research agenda	Kumar A.; Paul J.; Unnithan A.B.	2020	Journal of Business Research	297
4	New luxury brand positioning and the emergence of masstige brands	Truong Y.; McColl R.; Kitchen P.J.	2009	Journal of Brand Management	238
5	Masstige model and measure for brand management	Paul J.	2019	European Management Journal	154
6	The artification of luxury: From artisans to artists	Kapferer J.-N.	2014	Business Horizons	129
7	Masstige marketing redefined and mapped: Introducing a pyramid model and MMS measure	Paul J.	2015	Marketing Intelligenceand Planning	120
8	Constructing luxury brands: Exploring the role of consumer discourse	Roper S.; Caruana R.; Medway D.; Murphy P.	2013	European Journal of Marketing	113
9	Toward a 'masstige' theory and strategy for marketing	Paul J.	2018	European Journal of International Management	111
10	Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence	Kumar A.; Paul J.	2018	International Business Review	104

Subject Analysis

Documents by subject area

Scopus



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Figure 4: Subject Analysis

The pie chart in Figure 4 depicts the distribution of documents across various subject areas based on Scopus data. It highlights that the majority of documents (55.6%) are concentrated in the field of Business, Management, followed by Economics (15.3%) and Psychology (9.7%). Other notable subject areas include Social Sciences (6.9%) and Medicine (6.5%). Less represented fields include Arts and Humanities (3.7%), Materials Science, Decision Sciences, Biochemistry, Agricultural and Biological Sciences, and others, each contributing only 0.5%. This data indicates a strong focus on business and economics-related topics, reflecting their prominence in the analyzed dataset.

Leading Sources in Masstige Marketing Field

Table 3 analyzes key academic sources in marketing and consumer studies based on total publications (TP), total citations (TC), and citations per publication (CPP). The Journal of Business Research leads with 23 publications and 1183 citations (CPP 51.43), showing strong impact. The Journal of Brand Management has the highest CPP (141.2) from just five publications, reflecting high influence. Other notable journals include the Journal

of Retailing and Consumer Services and the European Journal of Marketing, both with high CPPs. In contrast, some sources like Developments in Marketing Science

and the Indian Journal of Marketing show lower citation impact. The table highlights the varied influence of journals in this research domain.

Table 3: Most Contributing Journal

Source	TP	TC	CPP
Journal of Business Research	23	1183	51.43
International Journal of Consumer Studies	14	240	17.14
Developments in Marketing Science Proceedings of The Academy of Marketing Science	8	1	0.125
Journal of Retailing and Consumer Services	8	366	45.75
Journal of Brand Management	5	706	141.2
Journal of Product and Brand Management	5	107	21.4
Indian Journal of Marketing	3	13	4.33
International Journal of Retail and Distribution Management	3	125	41.67
	2	113	56.5
European Journal of Marketing	2	21	10.5
Journal of Consumer Behaviour			

Notes: TP = Total publications, TC = Total citation, CPP = Citation per publication.

Affiliation Analysis

Table 4: Most Proactive Institutions

Institutions	Documents	Citations
Universidad de Puerto Rico	12	1048
Tripura University	7	208
Georgia Southern University	6	52
Henley Business School	5	100
Birla Institute of Technology and Science, Pilani	4	171
Central University of Haryana	4	488
University of Washington	3	378
University of Southampton	3	53
Banasthali Vidyapith	3	32
Griffith University	3	108

Table 4 presents the research output and impact of various institutions in masstige marketing. Universidad de Puerto Rico leads with 12 publications and 1048 citations, indicating high productivity and influence. Tripura University and BITS Pilani show moderate contributions. Notably, some institutions like Central University of Haryana (4 publications, 488 citations) and University of Washington (3 publications, 378 citations) stand out for their high citation impact despite fewer publications. In contrast, institutions like Banasthali Vidyapith and University of Southampton have lower citation counts, suggesting scope for greater impact.

Table 5 outlines country-wise research contributions in masstige marketing. The U.S. leads with 36 publications and 1406 citations, followed by India (34 publications, 1057 citations) and the U.K. (22 publications, 1101 citations), all showing strong academic influence. France and China also contribute significantly. Countries like Pakistan and Australia offer moderate outputs with fair impact, while others such as Portugal, Turkey, and Canada have fewer publications and varied citation levels. The table reflects both global engagement and disparities in research influence across countries.

Geographical Distribution of Publication

Table 5: Top 10 Countries Contributing Publications on Masstige Marketing.

Country	Document	Citations
United States	36	1406
India	34	1057
United Kingdom	22	1101
France	12	913
China	7	183
Pakistan	7	178
Australia	6	192
Portugal	5	92
Turkey	5	9
Canada	4	78

SCIENCE MAPPING

Science mapping is a technique used to visually represent the structure, relationships, and trends within scientific knowledge. It involves analyzing the connections between research topics, authors, institutions, and publications to identify patterns, emerging areas of interest, and key influencers in a specific field. By creating visual networks or maps, science mapping helps researchers understand the evolution of scientific disciplines, track the progress of specific topics over time, and identify potential gaps or opportunities for future research. It is commonly used in bibliometrics, scientometrics, and knowledge management.

Keyword Analysis

The co-occurrence network diagram in Figure 5 highlights seven thematic clusters related to masstige marketing, luxury branding, and consumer behaviour. Each cluster represents a unique aspect of the research landscape. The **blue cluster** focuses on the democratization of luxury, examining how luxury goods are

becoming more accessible while maintaining their aspirational value. The **teal cluster** delves into exclusive luxury consumption patterns and behaviours. The **yellow cluster** explores the intersection of luxury and masstige, emphasizing the role of price, social status, and co-branding in bridging exclusivity and mass appeal. The **green cluster** centres on brand loyalty, purchase intentions, and the growing influence of affordable luxury among younger demographics, particularly Generation Z. The **red cluster** studies consumer behaviour, materialism, and emotional factors such as happiness, with a focus on emerging markets and evolving purchasing trends. The **purple cluster** highlights marketing strategies for masstige brands, including brand extensions to expand market reach while retaining prestige. Finally, the **orange cluster** examines theoretical frameworks and the broader emotional and material aspects of consumption. Collectively, the diagram provides a comprehensive overview of the interplay between exclusivity, accessibility, consumer psychology, and strategic marketing in the luxury and masstige domains.

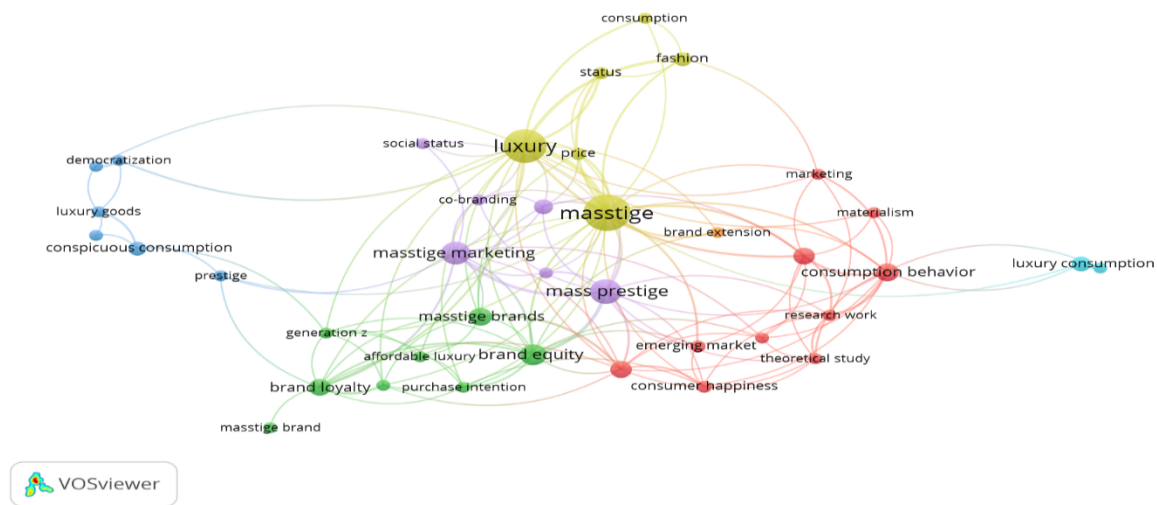


Figure 5: Network Visualization of Co-occurrence of the all keywords

Table 6: Primary keywords occurred built on Clusters

Cluster Primary Keywords utilized Incidences Total Strength of Associations Depiction

Cluster Color	Cluster Name	Primary Keywords Utilized	Occurences	Total Strength of Association s	Depiction
Blue	Democratization of Luxury	Luxury goods, conspicuous consumption, democratization, prestige	3 5 3 3	5 5 5 4	Focus on making luxury more accessible while retaining its aspirational value.
Teal	Luxury Consumption	Luxury Consumption	6	5	Analysis of exclusive consumption patterns and behaviors unique to luxury goods.
Yellow	Intersection of Luxury and Masstige	Luxury, masstige, price, social status, status, consumption, co-branding	28 34 4 3 4 3 3	44 51 8 3 8 4 6	Explores the overlap between luxury and mass prestige, focusing on pricing and status.
Green	Brand Loyalty & Consumer Preferences	Mass prestige, affordable luxury,	15 3	26 5	Examines consumer loyalty and

		Generation Z, brand loyalty, purchase intention, masstige brands	3 7 3 8	8 16 8 11	preferences, especially among younger demographics
Red	Consumer Behaviour	Consumption behaviour, materialism, marketing, emerging market, theoretical study, consumer happiness, research work	8 3 3 4 3 4 3	20 3 7 6 9 9 12	Studies psychological and emotional aspects of consumer behaviour in various markets.
Purple	Marketing Strategies	Masstige marketing, mass prestige, masstige brands, brand extension	13 15 8 3	19 26 11 5	Highlights strategic approaches to masstige branding and extending brand equity.
Orange	Theoretical and Consumption Framework	Consumption behaviour, materialism, research work, consumer happiness, theoretical study	8 3 3 4 3	20 3 12 9 9	Examines the theoretical frameworks and emotional factors in consumption.

Source: Researchers Calculation Based on the analysis (Figure)

Blue Cluster:*Democratization of Luxury*

Explores how luxury is becoming more accessible while retaining its aspirational appeal. Focuses on the paradox of wider availability reducing exclusivity, and how brands adapt to changing consumer expectations.

Teal Cluster:*Luxury Consumption*

Examines consumer behavior around luxury goods, including cultural differences, psychological drivers, and how luxury signals status and identity in different social contexts.

Highlights how brands balance prestige and affordability, focusing on pricing, co-branding, and how masstige affects perceptions of traditional luxury.

Investigates consumer loyalty, especially among Gen Z, and the role of values like sustainability and ethics in shaping brand preferences in masstige and luxury markets.

Analyzes psychological and emotional factors in luxury consumption, including

Provides academic models explaining luxury consumption, emphasizing materialism, consumer well-being, and cultural-economic influences shaping market trends.



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Co-Citation Analysis

Figure 7 shows a co-citation network created with VOSviewer, illustrating how often authors are cited together. Authors are grouped into color-coded clusters (e.g., red, green, blue), indicating shared research areas. Each node represents an author—larger nodes mean higher

citations—and lines show co-citation links. Key authors like Paul J., Kapferer J.N., and Kumar A. stand out for their influence. While red and green clusters represent distinct research communities, the blue cluster connects them, revealing overlapping academic domains. This visualization helps identify influential scholars and research patterns in the field.

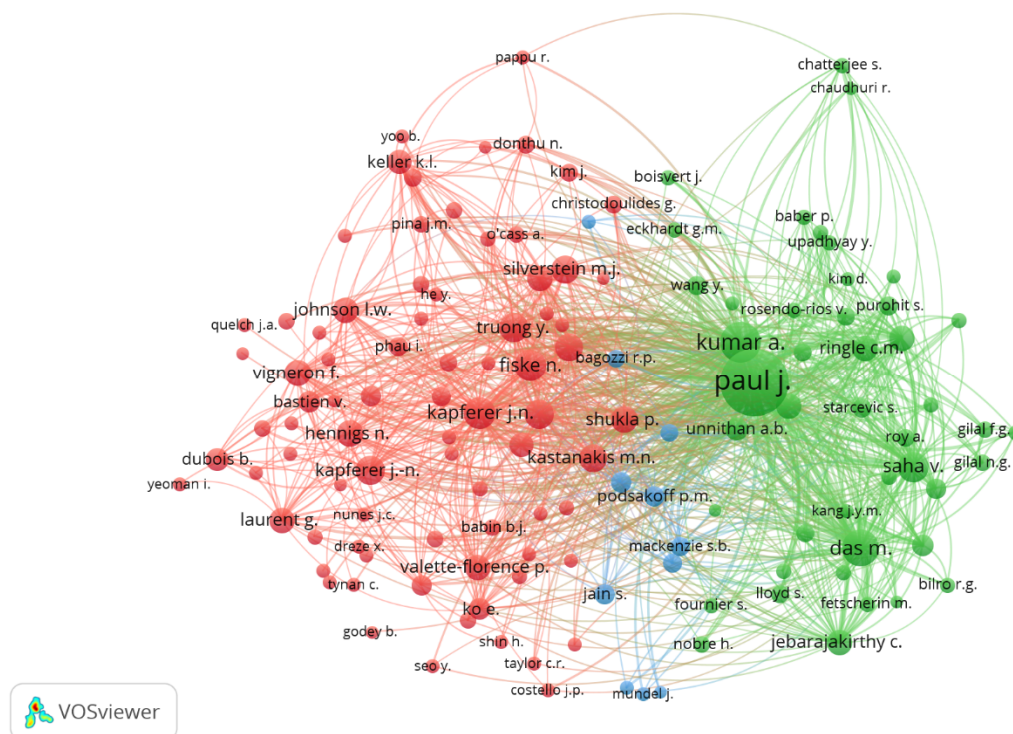


Figure 7: Co-citation Analysis

V. CONCLUSION

The bibliometric analysis of masstige marketing literature provides a structured understanding of the field's development, key contributors, and emerging trends. Over the past two decades, masstige marketing has gained increasing scholarly

attention due to its ability to bridge the gap between traditional luxury and mass-market branding. The findings indicate that while early research focused on defining the concept of masstige (Silverstein & Fiske, 2003) and its application in luxury branding, more recent studies have expanded into areas such as consumer

behaviour, brand prestige, digital marketing, and the role of socio-economic factors in shaping masstige consumption. One of the key takeaways from this study is the significant role of digital platforms, influencer marketing, and experiential branding in making masstige brands more appealing to consumers. The study also highlights how co-branding between luxury and mass-market brands has contributed to the proliferation of masstige products, providing consumers with an aspirational yet affordable luxury experience. Furthermore, brand loyalty and perceived brand authenticity have emerged as critical factors influencing consumer engagement with masstige brands. Despite the increasing body of research, theoretical inconsistencies remain in defining and measuring masstige brand equity. The existing frameworks, such as the Masstige Mean Score Scale (MMSS), provide valuable insights but require further validation across different industries and cultural contexts. Additionally, while the bibliometric analysis confirms the rising interest in masstige marketing, it also reveals the need for a more holistic and interdisciplinary approach to understanding its long-term implications. By synthesizing key research contributions and mapping intellectual networks, this study provides a roadmap for future research, emphasizing the need for

theoretical refinement and empirical validation in different consumer markets.

VI. LIMITATIONS AND FUTURE SCOPE

Despite its contributions, this study has certain limitations that offer avenues for future research. First, it relies solely on the Scopus database, which may exclude relevant studies from platforms like Web of Science or Google Scholar. Expanding database sources could provide a more complete picture. Second, the keyword-based approach, while structured, may overlook studies using alternative terms for masstige marketing. Refining search strategies would help address this gap. Third, the study is limited to quantitative bibliometric methods, lacking a qualitative assessment of theoretical depth. Future research could combine bibliometrics with systematic literature reviews for richer insights. Additionally, the study does not explore cultural and economic variations that significantly influence masstige marketing practices. Future empirical studies should examine cross-cultural differences, consumer behavior, and emotional drivers. The growing role of digital technologies—AI, social media, and omnichannel marketing—also deserves deeper exploration. Furthermore, themes like sustainability, ethical

branding, and co-branding between luxury and mass-market brands remain underexplored. Finally, shifts in consumer preferences post-pandemic, especially toward affordability, digital engagement, and experiential consumption, call for further research. Addressing these areas with interdisciplinary approaches can enhance the understanding of masstige marketing in global contexts.

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