

“From prestige to popularity: a thematic exploration of Masstige Marketing’s evolution and consumer influence”

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Abstract

Purpose – The purpose of this study is to examine the evolution of Masstige marketing, identify the consumer and market forces driving its growth and map its major thematic areas through a bibliometric approach. It aims to provide conceptual clarity and guide future research and strategic branding applications in the Masstige domain.

Design/methodology/approach – The study employs a systematic bibliometric analysis guided by the PRISMA framework, using 61 articles from Web of Science and Scopus. Thematic evolution is examined through theme mapping, factorial analysis, tree map visualisation and three-field plot analysis, with COREQ and Theory–Context–Characteristics–Methodology models ensuring analytical rigour and structural clarity.

Findings – The study identifies three dominant thematic clusters in Masstige literature: cultural perspectives and emerging markets, strategic balancing of exclusivity and affordability, and brand equity driven by prestige, authenticity, trust and willingness to pay. It also highlights rising research interest in consumer psychology, scale development, sustainability and digital influences, as well as apparent differences in Masstige adoption between developed and developing markets, indicating a broadening scope and increasing strategic relevance.

Research limitations/implications – Relying solely on Web of Science and Scopus may exclude niche regional research offering deeper emerging-market insights; bibliometric focus restricts contextual depth, and findings reflect only the data-collection period.

Practical implications – The study demonstrates that Masstige branding can significantly enhance customer loyalty by combining exclusivity with a broad market reach. Brands can improve trust and emotional connection through influencer marketing, symbolic and prestige-driven communication, and corporate social responsibility initiatives. With consumer preferences rapidly shifting, companies should integrate digital strategies, AI-enabled customisation and sustainability messaging to strengthen brand equity. Continued cross-cultural insight and data-driven decision-making will support more resilient and globally competitive Masstige strategies.

Originality/value – This study provides one of the first comprehensive bibliometric mappings of Masstige marketing literature using advanced analytical tools. By synthesising diverse research strands and identifying thematic gaps, the article offers valuable insights for both academics and practitioners. It contributes to the strategic understanding of how Masstige branding functions in a global context, particularly in relation to consumer aspirations and market segmentation.

Keywords Masstige marketing, Thematic mapping, Luxury, Consumer behaviour and consumer perception

Paper type Literature review

1. Introduction

In contemporary branding, prestige marketing has become a game-changing idea that bridges the gap between accessibility and exclusivity. Brands are increasingly implementing tactics that strike a balance between prestige and mass-market appeal as global customer attitudes shift towards a need for cheap luxury (Silverstein and Fiske, 2003). Once reserved for a select few, the traditional definition of luxury has evolved in response to cultural, technological and economic developments, enabling high-end brands to engage a broader range of consumers



while retaining their aspirational value (Kapferer and Bastien, 2012). This change goes beyond price alone and represents a more profound reinterpretation of luxury, in which exclusivity is now determined by brand perception, emotional appeal and symbolic significance, in addition to high prices (Truong *et al.*, 2009).

The idea of Masstige marketing has drawn interest from both academia and business over the last 20 years, driven by the rise of middle-class consumers and the pervasiveness of digital platforms (Kumar *et al.*, 2020). In contrast to traditional luxury marketing, which capitalises on exclusivity and inaccessibility, Masstige branding works on the premise of making prestige widely accessible while maintaining its appeal (Paul, 2019). Consumer behaviour shifts have fostered this transition, with aspirational purchasers seeking goods that offer a taste of luxury without the exorbitant price tag (Amatulli and Guido, 2011). Digital media, influencer culture and experiential branding have accelerated this trend by enabling firms to tell stories that appeal to a wide range of status-conscious consumers (Ko and Megehee, 2012).

The growing use of Masstige tactics across sectors such as technology, fashion, cosmetics and autos underscores the strategy's applicability. By using brand storytelling, limited editions and selective pricing, international brands have positioned their goods as accessible luxury goods (Bian and Forsythe, 2012). Consequently, Masstige marketing has not only increased the visibility of premium brands but also called into question the traditional division of luxury markets. Scholars and practitioners alike must understand the development, effects and future directions of Masstige marketing in a time when customers seek accessibility and authenticity (D'Arpizio *et al.*, 2020). This study examines thematic progressions in the literature and identifies key theoretical stances and emerging developments that shape the field. Drawing on current research, this review seeks to offer a thorough understanding of the role of Masstige marketing in modern consumer culture and its implications for brand strategy.

This study undertakes a scholarly exploration of the existing literature, aiming to organise and present a contextual thematic mapping of prevailing research. These themes reflect the evolving market dynamics and changing consumer expectations. The final section of the study conducts a quantitative analysis of the literature through bibliometric methods. It concludes by highlighting the distinctions between the Masstige landscape in developed and developing economies.

2. Evolution of the masstige marketing

As a result of numerous cultural and economic changes, the Masstige marketing concept has evolved, reshaping the mass-market and luxury sectors. Veblen's theory of conspicuous consumption (2017), which highlighted the influence of social standing on customer purchase decisions, is credited with laying the groundwork for Masstige marketing. However, the democratisation of luxury started in the middle of the 20th century when companies began using mass production to lower the cost of high-end goods. By the 1980 and 1990s, high-end labels like Calvin Klein and Ralph Lauren were leading the way in cheap luxury, providing status at a more reasonable cost.

The term "Masstige" was first used by Silverstein and Fiske (2003), who described it as a fusion of mass appeal with prestige branding. During this period, the fashion, cosmetics and automobile industries all saw rapid growth, and brands like BMW, Estée Lauder and Michael Kors introduced products that embodied Masstige values. Through influencer marketing, co-branding strategies and digital transformation, Masstige brands gained acceptance and popularity by the 2010s (Paul, 2018). Sustainability and ethical consumption have recently emerged as key drivers of Masstige marketing, encouraging businesses to incorporate ethical practices while maintaining aspirational appeal (Kumar *et al.*, 2021). This ongoing transformation is redefining the intersection of the mass and luxury sectors.

3. Review of literature

Bridging the gap between premium branding and mass marketing, prestige marketing has become a prominent field of study, and by creating the Masstige Mean Index (MMI), a

quantitative indicator of brand prestige across market sectors, [Paul \(2018\)](#) initially laid the conceptual underpinnings. To capture the changing nature of Masstige consumption, [Unnithan et al. \(2024\)](#) extended this theoretical framework to include services and experiences alongside tangible products.

In a variety of market scenarios, the strategic use of Masstige ideas has been thoroughly examined. [Baber et al. \(2020\)](#) have documented how international brands, such as Louis Vuitton and Apple, effectively strike a balance between accessibility and exclusivity, especially in emerging regions. [Suzuki and Kanno \(2022\)](#) contend that careful brand positioning, which is dependent primarily on perceived “brand coolness” and suitability in co-branding situations, is necessary to strike this equilibrium. [Paul \(2018\)](#)’s MMI, a crucial indicator for evaluating brand equity, continues to play a significant role in these positioning choices.

Numerous theoretical frameworks have been used to examine consumer behaviour in Masstige markets. [Sirgy’s \(1982\)](#) self-congruity theory aligns with consumer self-concept, whereas [Aaker’s \(1991\)](#) brand equity framework explains how prestige increases desirability. These psychological factors are crucial in developing markets, where domestic brands perform better than international rivals in purchases driven by personal motivations but worse in those driven by societal reasons ([Zhang et al., 2023](#)). By further segmenting these customers according to their perceptions of value, [Wiedmann et al. \(2009\)](#) provide a more sophisticated explanation of Masstige adoption.

Recent studies have uncovered significant mitigating factors in Masstige consumption. [Iaia et al. \(2022\)](#) reported the influence of dark triad personality traits, particularly in technological marketplaces. In contrast, [Khan et al. \(2024\)](#) identified self-esteem and self-gifting as important drivers. [Singh and Wagner \(2023\)](#) presented the opposing power of brand hatred, demonstrating how sustainability failures can weaken Masstige appeal. The conventional understanding of Masstige marketing is complicated by these discoveries, which call for more advanced methods of customer interaction.

The literature has a wealth of information about Masstige brand operational strategies. [Kapferer and Bastien \(2009\)](#) highlighted the importance of selective distribution in preserving exclusivity, whereas [Truong et al. \(2008\)](#) demonstrated the effectiveness of premium pricing strategies. [Danziger \(2020\)](#) gave industry-specific advice to beauty brands, demonstrating how premium positioning is justified by ingredient quality and packaging. In addition to these strategic components, [Chandon et al. \(2016\)](#) discovered that influencer marketing and celebrity endorsements greatly enhance branding strategies.

Industry applications demonstrate the applicability of Masstige concepts. [Danziger \(2020\)](#) examined modifications in the beauty industry, whereas [Atwal and Williams \(2017\)](#) recorded successful implementations in the fashion industry. Case studies from the automotive and food/beverage industries, respectively, were presented by [Wiedmann et al. \(2009\)](#) and [Kumar et al. \(2021\)](#), illustrating recurring trends across industries. These real-world examples highlight subtleties unique to the business while validating the theoretical foundations. Several enduring difficulties are identified in the literature. [Truong et al. \(2008\)](#) emphasised the challenge of striking a balance between broad appeal and a luxury experience, while [Kapferer \(2015\)](#) cautioned about the dangers of overexposure, which can dilute the brand. Sustainability integration is a growing challenge, especially for companies that are based on conspicuous spending, according to [Kumar et al. \(2021\)](#). These difficulties highlight significant gaps in the literature, especially regarding experiential marketing and digital transformation in Masstige contexts.

The literature makes three main recommendations for future study directions. The first is that further research is needed on how sustainability fits into Masstige branding ([Kumar et al., 2021](#)). According to [Iaia et al. \(2022\)](#), digital engagement techniques that employ blockchain and artificial intelligence require empirical confirmation. Lastly, the creation of experiential Masstige offerings entails risks and opportunities that should be carefully considered ([Lim et al., 2022](#)).

4. Methodology

To provide a comprehensive evaluation of the thematic literature on Masstige marketing, this study follows the PRISMA framework, integrating factorial analysis, treemap visualisation, thematic mapping, and three-field plot analysis to offer detailed bibliometric insights. The identification phase involved searching for research articles using keywords such as “Masstige marketing”, “Masstige” and “Mass prestige” across business, management, economics, finance, psychology and social sciences. A total of 89 publications (51 from **Web of Science** and 38 from **Scopus**) were initially identified, of which 28 duplicates were removed during the screening phase, leaving 61 unique articles. In the eligibility phase, abstracts and full texts were reviewed for thematic relevance, and the inclusion and exclusion criteria are clearly stated in PRISMA [Table 1](#).

To ensure rigour in qualitative assessment, the Consolidated Criteria for Reporting Qualitative Research (COREQ) – a 32-item checklist that enhances transparency and methodological clarity – was applied. Additionally, the Theory–Context–Characteristics–Methodology (TCCM) framework, which systematically evaluates literature across theoretical grounding, research context, variable characteristics and methodological approaches, was employed to categorise the reviewed studies ([Chaurasia et al., 2023](#)). Using this structured approach, the 61 selected articles were rigorously synthesised across each dimension, ensuring a holistic understanding of their scholarly contributions. This categorisation further lays a strong foundation for the comprehensive literature discussion presented in [Section 11](#) (Unfolding Thematic Literature Mapping) and the subsequent analytical segments.

Bibliometric analysis has been conducted using a range of techniques. The evolution of Masstige marketing research was revealed by thematic mapping, which categorised research issues into motor, niche, emerging and declining topics. Latent structures were identified using factor analysis, which grouped studies into networks of co-occurrence and citations. The

Table 1. PRISMA Table showing the criteria for inclusion and exclusion of Articles from the Database

Stage	Step	Number of records/ Articles	Reason for exclusion/Classification
I. Identification	Records identified through database searching	89	Search terms: “Masstige marketing,” “Masstige,” and “Mass prestige.”
	Records identified from Web of Science (WoS)	51	Primary source for high-impact factor research
	Records identified from Scopus	38	Primary source for broader, interdisciplinary, high-quality research
II. Screening	Records removed before screening (Duplicates)	28	Automatic detection and rigorous manual verification of overlapping entries between WoS and Scopus
III. Eligibility	Unique records screened (Abstracts and titles)	61	Remaining unique articles after duplicates removal
	Full-text articles assessed for eligibility	61	All unique records were forwarded for full-text review to assess thematic relevance
	Articles excluded at full-text review	0	No articles were excluded as all 61 met the inclusion criteria (centrally focused on the masstige concept)
IV. Included	Articles included in Quantitative Synthesis (Bibliometric Analysis)	61	Corpus used for co-word, co-citation, and factor analyses
	Articles included in Qualitative Synthesis (Thematic and TCCM Analysis)	61	Corpus used for in-depth thematic classification

treemap visualisation provided a hierarchical breakdown of themes, highlighting both established and emerging Masstige marketing issues. The three-field plot analysis highlighted influential academic contributors and the geographic distribution of research by mapping relationships among authors, institutions and significant research issues. By integrating these sophisticated bibliometric methodologies, this study provides important insights into the academic and practical growth of Masstige marketing, revealing intellectual trends, research gaps and future directions.

5. Annual Scientific Production

Annual Scientific Production between 2009 and 2024 is shown in Figure 1, the number of articles on Masstige marketing varied; there were very few before 2018.2022 saw a notable spike in articles (18), followed by 2023 (14) and 2024 (8). This pattern demonstrates the increasing relevance of marketing research and the growing scholarly interest, especially in recent years.

6. Authors’ production over time

Key writers’ publication trends in Masstige marketing research are depicted in the chart over time. The colour represents total citations (TC) per year, while the bubble sizes indicate the number of publications in Figure 2. Das M. and Saha V. have published the most articles, although Paul J., Das M. and Saha V. have made noteworthy contributions. After 2018, research activity significantly rose, indicating a rise in scholarly interest. Certain writers, such as Kim J. and Kumar A., have made occasional contributions, but others, such as Qiao F., were influential early on. The graphic emphasises the changing character of the literature on prestige marketing and its prominent figures.

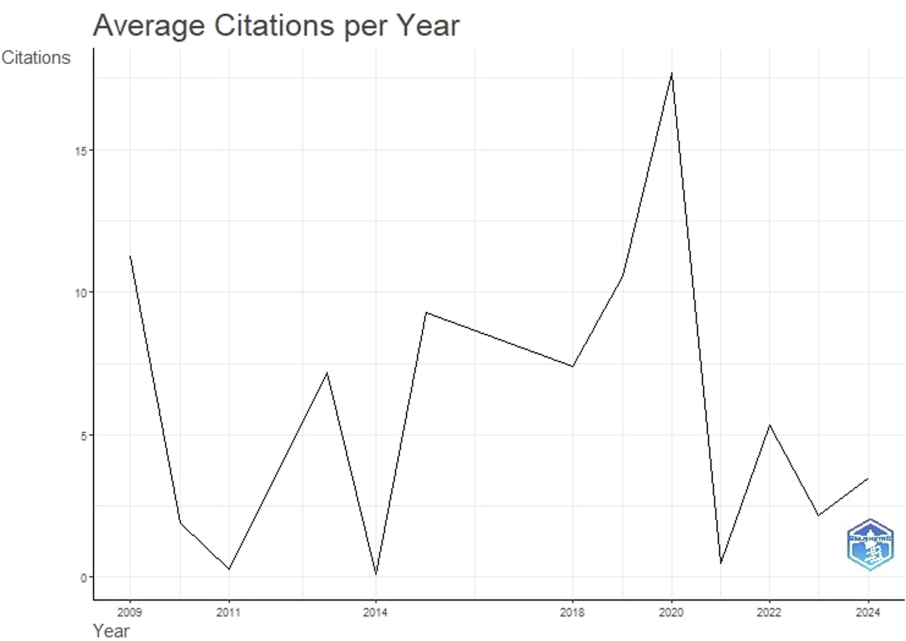


Figure 1. Annual scientific production. Source: Graph generated using Bibliometric – R tool (Biblioshiny)

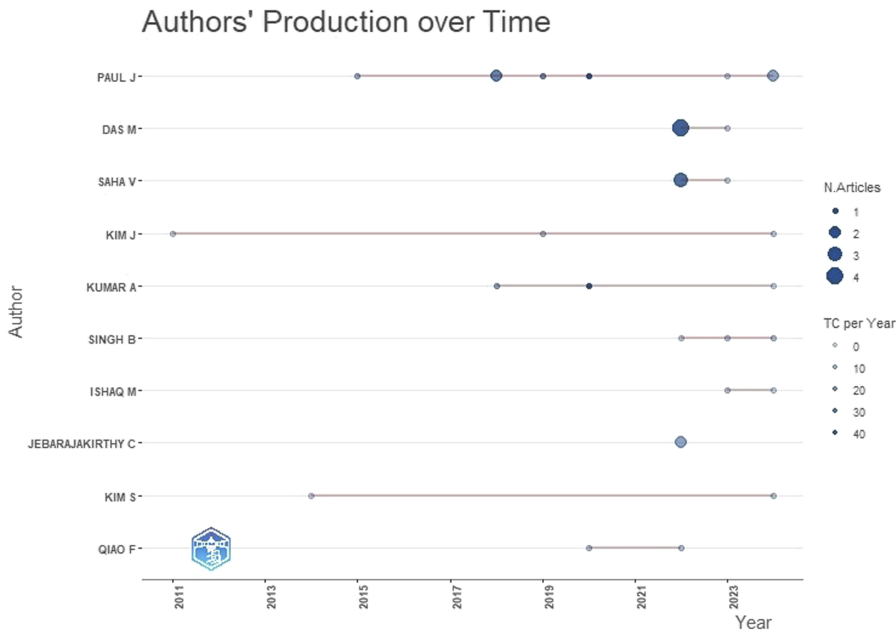


Figure 2. Authors' production over time. Source: Graph generated using Bibliometric – R tool (Biblioshiny)

7. Tree map

Based on relevance and frequency, the treemap illustrates the key issues in mass-market marketing research shown in Figure 3. Topics like “antecedents”, “consumption”, “luxury” and “perceptions”, which account for 5% of the overall research focus, are indicated by larger blocks. Other noteworthy categories that demonstrate interest in consumer behaviour and market influence are “model”, “impact”, “luxury consumption” and “consumers” (4% each). Discussions about branding and pricing are reflected in terms such as “brand equity”, “perceived value” and “strategy” (2–3%). Smaller blocks, such as “country-of-origin” and “paradigm”, denote new or specialised fields of study. This graphic highlights recurring trends and potential areas for further study in Masstige marketing.

8. Thematic mapping

The theme map Figure 4, provides a systematic examination of the main topics of Masstige marketing research, organised by density (degree of development) and centrality (importance). Highly pertinent and well-developed subjects like “mass prestige marketing”, “mass prestige” and “luxury value” are found in the top-right Motor Themes quadrant, indicating their importance in scholarly discourse. The existence of a “mobile payment system” points to an expanding relationship between Masstige branding and digital commerce. Topics like “luxury brands downwards extensions” and “hedonism in India”, which are examined in great detail but have not yet been extensively incorporated into mainstream study, are included in the Niche Themes quadrant (top-left). The need for additional theoretical developments in the field is highlighted by the underdeveloped but crucial term “marketing strategy” in the Basic Themes quadrant (bottom-right). Finally, “brand loyalty”, “luxury consumers” and “prestige” are included in the Emerging or Declining issues quadrant (bottom-left), which indicates either a

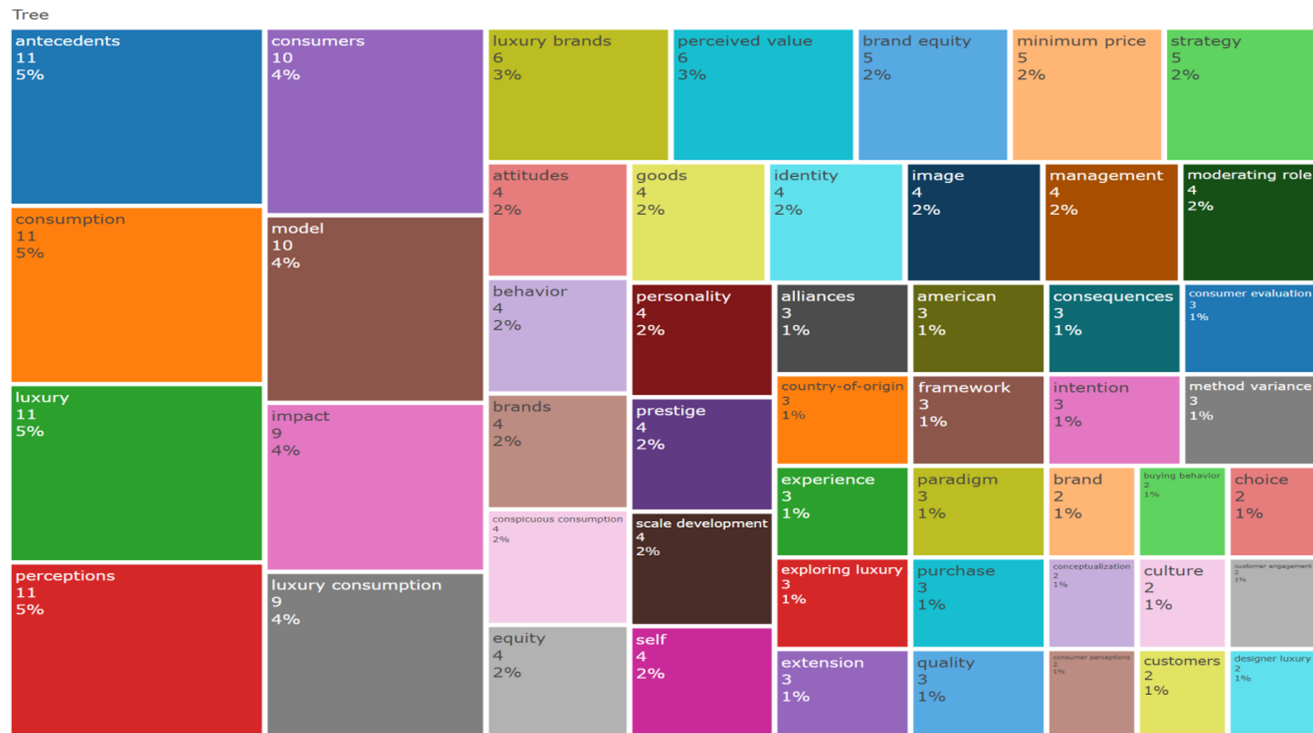


Figure 3. Tree map of key terms. Source: Graph generated using Bibliometric – R tool (Biblioshiny)



Figure 4. Thematic mapping. Source: Graph generated using Bibliometric – R tool (Biblioshiny)

reduction in the scope of research or an initial investigation of these issues within the Masstige setting. All things considered, this map illustrates how Masstige marketing research is developing and identifies areas that require further investigation.

9. Thematic Network Analysis

Based on their centrality and density, major themes in Masstige marketing research are graphically represented in this strategic diagram, also known as a Thematic Network Analysis. While smaller, peripheral phrases suggest niche or developing issues, larger, more conspicuous terms imply dominant topics.

Key terms shown in Figure 5 factorial analysis, related to consumers, such as “customers”, “engagement” and “willingness to pay”, are displayed at the top, highlighting the crucial role consumer behaviour plays in Masstige marketing. Concepts such as “product design”, “consumer perceptions” and “Masstige determinants” on the right illustrate how important brand and product strategy are in this area. Aspects of theoretical frameworks, such as “consumer evaluation”, “alliances” and “strategies”, are highlighted in the bottom-left corner, indicating that conceptual development in Masstige marketing is a field of ongoing research.

Among the key components influencing Masstige marketing are “brand equity”, “perceived value”, “purchase intention” and “social media”. Furthermore, new concepts such as “status consumption”, “minimum price” and “moderating role” point to a changing conversation about mass-market pricing tactics and consumers’ views of luxury. All things considered, it offers a perceptive summary of the structure of Masstige marketing research, highlighting areas of dominance and potential areas for further study.

10. Three-field plot analysis

In luxury marketing studies, relationships among study themes, author nations and institutions are examined using this three-field bibliometric plot in Figure 6. Important ideas such as

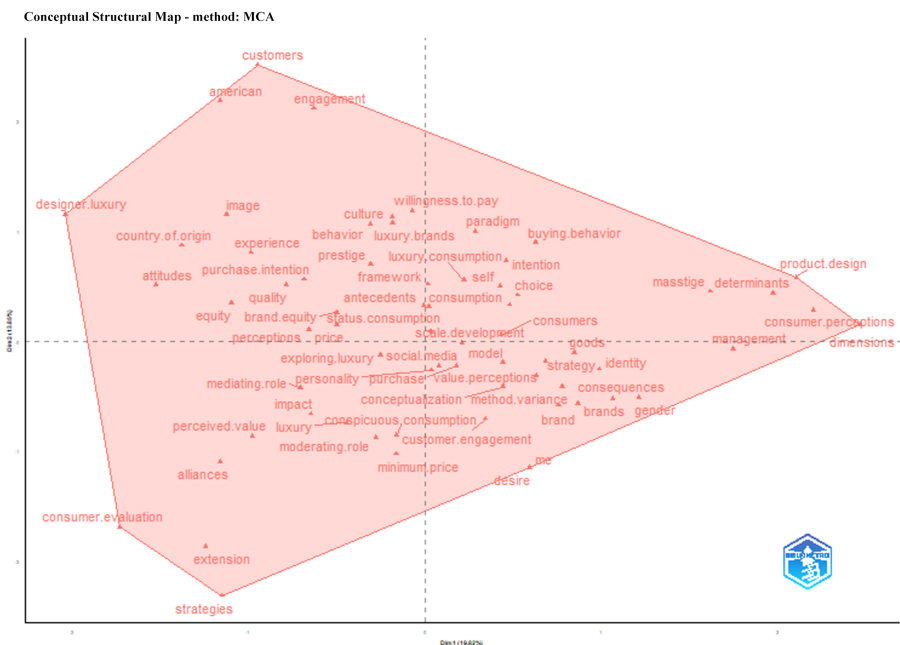


Figure 5. Factorial analysis. Source: Graph generated using Bibliometric – R tool (Biblioshiny)

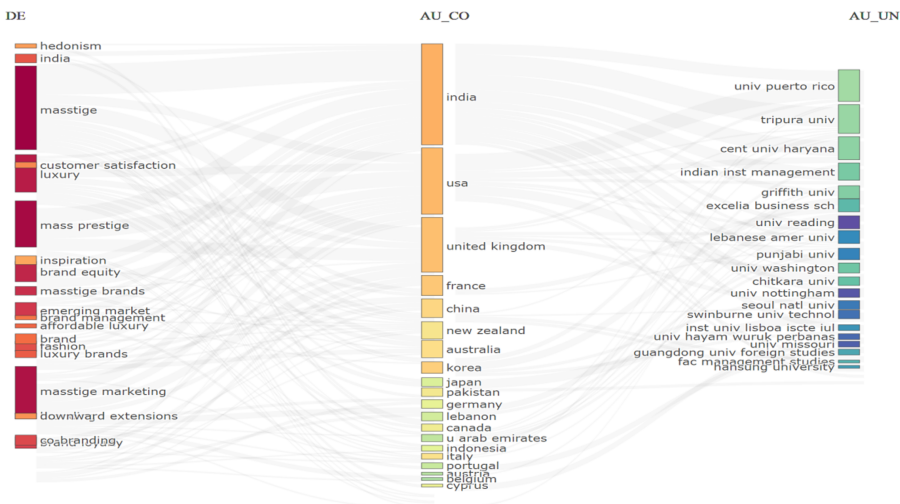


Figure 6. Three-field plot analysis. Source: Graph generated using Bibliometric – R tool (Biblioshiny)

hedonism, brand equity and emerging markets – specifically, India’s contribution to the study of affordable luxury – are highlighted in the left-hand field. India, China, and Europe are the main contributors, as shown in the middle section, while universities like Seoul National University and IIM actively participate in the right column. The graphic illustrates both

conventional Western viewpoints and Asia's growing influence in luxury consumption research. Nevertheless, it highlights shortcomings such as inconsistent language, underrepresentation of specific regions and the lack of U.S. institutions, suggesting potential for greater geographic inclusion in subsequent research.

11. Unfolding Thematic Literature Mapping Masstige Research: Having extensively discussed the literature and bibliometric quantifications of Masstige analysis, the study now explores the contributions organised by thematic categories. The researcher identified and classified 13 key areas by mapping the articles according to their context and theoretical framing. These thematic areas are discussed below.

11.1 Brand equity & measurement

This section focuses on mapping Masstige marketing through thematic analysis of brand equity measurement. Subburaj [Alagarsamy et al. \(2024\)](#) examined the masstige scale as an alternative to traditional consumer-based brand equity models, highlighting its role in developing brand awareness, affection and attachment ([Alagarsamy et al., 2024](#)). [Singh \(2024\)](#) extended this by validating the Masstige Mean Score Scale (MMSS) in the mobile payment system context, establishing its strong predictive ability for prestigious mass brands ([Singh, 2024](#)). Together, these studies contribute to the thematic mapping of Masstige marketing by empirically linking brand prestige, consumer perceptions and innovative measurement techniques in emerging economies.

11.2 Consumer behaviour & motivations

Masstige marketing, which merges luxury appeal with mass accessibility, plays a crucial role in shaping consumer behaviour and motivations. Symbolic motivations, such as snob, Veblen and bandwagon effects, significantly impact Masstige Purchase Intentions (MPI) through Inspiration Towards Masstige (ITM) as a mediator ([Mansoor et al., 2024](#)). Consumers are motivated by the desire to project a high-status image without the expense of full luxury products. Additionally, self-esteem influences consumers' preference for Masstige brands as they seek to enhance their personal image and social standing ([Khan et al., 2024](#)). Self-gifting behaviour further mediates this relationship, suggesting that consumers purchase Masstige products as a form of self-reward. Brand personality also moderates this connection, underscoring the importance of aligning their identity with consumer values. Furthermore, social and conspicuous values, along with celebrity endorsements, facilitate MPI by overcoming inhibitors such as identity avoidance ([Gupta et al., 2023](#)). These insights highlight the complex motivations behind Masstige consumption.

11.3 Masstige Marketing & Strategy

Masstige Marketing & Strategy, which merges mass-market appeal with luxury, has become a key focus in branding research. [Kumar et al. \(2020\)](#) provide a comprehensive review of the Masstige strategy's evolution, identifying gaps in current research, particularly in the service sector. They introduce the Mass-Luxury continuum to categorise brands by prestige better, advocating the development of tools such as the Masstige Mean Score Scale (MMSS) to refine marketing strategies. [Unnithan et al. \(2024\)](#) further expand on the importance of Masstige marketing, emphasising its relevance in less-explored areas like services, older consumers and the balance between short- and long-term happiness. Their special issue presents new insights and research propositions, encouraging more profound exploration of these underdeveloped areas. Together, these studies highlight the potential for Masstige strategies to evolve, offering practical implications for marketers seeking to strategically position luxury and premium brands across product and service sectors.

11.4 Cultural perspectives & emerging markets

Masstige brands, traditionally confined to the business-to-consumer (B2C) market, are increasingly relevant in emerging markets within the business-to-business (B2B) sector. Research shows that Masstige branding can succeed in B2B contexts by leveraging the anchoring effect. B2B customers are drawn to Masstige brands due to affordable pricing, premium positioning, perceived status, sustained competitive advantage and symbolism, all of which resonate with cultural values in emerging markets. Purchases are made with the expectation of higher returns on investment, suggesting that Masstige branding in B2B is not only feasible but can also open new opportunities in these markets, where cultural perspectives play a significant role in shaping consumer behaviour (Kumar *et al.*, 2021).

11.5 Luxury vs masstige

The theme of **Luxury vs Masstige** highlights the evolving relationship between traditional luxury and mass prestige, where the former is characterised by exclusivity. At the same time, the latter aims to democratise luxury for a broader consumer base.

The study of luxury brands and corporate social responsibility (CSR) examines the distinction between traditional and new luxury, focusing on CSR strategies. Traditional luxury brands emphasise company-centric CSR, while new luxury brands align more with consumer-centric CSR, reflecting a shift in consumer expectations and values (Kumar *et al.*, 2020). This aligns with the rise of Masstige marketing, in which luxury values are made accessible to a broader audience.

Meanwhile, research on conspicuous consumption among migrant blue-collar workers in the GCC reveals that luxury consumption behaviours, associated with status and social acceptance, are increasingly observed among lower-income groups. This exemplifies how luxury traits are diffusing into the mass market, supporting the Masstige concept.

Additionally, exploring smartphone brands in the context of Masstige marketing shows that darker personality traits, such as narcissism and Machiavellianism, influence consumers' luxury brand choices, highlighting the intersection of luxury and mass-market appeal (Iaia *et al.*, 2022). The study on fine dining in the post-pandemic era supports the Masstige trend by showing that consumers, regardless of income, prioritise food quality and hygiene over exclusivity, further indicating the democratisation of luxury services (Lim *et al.*, 2022). These studies collectively underscore the growing convergence of luxury and mass-market appeal, blurring the lines between high-end and accessible products and services, a hallmark of Masstige marketing.

11.6 Masstige consumption framework

The Masstige Consumption Framework presents a motivation-desire-outcome (MDO) model to understand Masstige consumption, where luxury and mass-market appeal intersect. According to Roy *et al.* (2025), the framework highlights that Masstige consumption extends beyond external social status motivations and also incorporates intrinsic drivers such as self-fulfilment. It outlines how factors such as acculturation, brand promise, need for uniqueness and susceptibility to interpersonal influence shape consumer behaviour. The study emphasises that the psychological process behind Masstige consumption is influenced by these dynamics, urging future research to bridge the gap between aspiration and accessibility in luxury markets.

Burhanudin (2024) examines how self-control, self-indulgence and levels of happiness influence the intention to purchase Masstige products. The study reveals that higher self-control is associated with a lower purchase intention, whereas increased self-indulgence is associated with a stronger purchase intention. Furthermore, short-term happiness enhances long-term happiness and further encourages consumers to purchase Masstige products. This research highlights the emotional and self-regulatory factors driving consumer decisions in Masstige.

11.7 Masstige Marketing trends

Verma *et al.* (2023) conducted a bibliometric analysis of Masstige marketing research from 2001 to 2022, examining 111 articles from Scopus and Web of Science databases. Their findings reveal a steady increase in the publication of Masstige-related articles, with a predominant concentration of authors contributing single articles. The analysis shows that countries such as the United States, the United Kingdom, India, Portugal, France and China are the primary contributors to the field. Additionally, the study applies Bradford's law to identify key sources of research on Masstige marketing, offering valuable insights into emerging trends and future research directions.

11.8 Masstige strategies & branding

Masstige marketing strategies blend luxury and mass-market appeal, providing a unique platform for brands to reach the aspirational middle class while maintaining a sense of prestige. This approach enables brands to balance exclusivity and affordability, catering to middle-class desires for luxury products. According to recent research, Masstige strategies have become increasingly important for brands, helping boost brand loyalty and sales by reaching a broader audience (Kadeeja and Anupriya, 2024). Studies have shown that these strategies are vital in building brand satisfaction, particularly through tools such as the Masstige Mean Score Scale (MMSS), which helps measure the brand's ongoing demand (Paul, 2023).

Further, research on co-branding suggests that luxury brands can benefit from aligning with mass-market brands to enhance their market appeal, especially by leveraging attributes such as brand coolness (Suzuki and Kanno, 2022). Additionally, it has been highlighted that Masstige branding, particularly in foreign markets, helps elevate mass prestige by adjusting product, promotion and place strategies (Paul, 2023). These studies reinforce the importance of understanding how branding strategies evolve to meet the needs of both affluent and mass-market consumers.

11.9 Masstige Marketing systematic review

The literature on Masstige marketing remains relatively limited despite its growing significance. A systematic review by Chaurasia *et al.* (2024) consolidated 75 papers published between 2003 and 2023, examining critical research gaps and theoretical perspectives in Masstige marketing. The review examined the integration of luxury and mass brands, focusing on consumer behaviour and purchase intentions. It identified key variables, including consumer brand equity (CBBE), purchase intention and the influence of culture and context on consumer perceptions of Masstige products. The review also emphasised the need for further research into specific elements, such as value-based positioning, bandwagon theory, and the evolution of Masstige, to provide a comprehensive understanding of its dynamics and offer new directions for future studies (Chaurasia *et al.*, 2024).

11.10 Consumer perception in Masstige Marketing

Consumer perception significantly influences Masstige marketing strategies, where the blend of luxury and mass-market appeal drives purchase intentions. Chatterjee *et al.* (2023) identify perceived prestige as a key factor affecting consumers' decisions to buy Masstige products, with emotions, status and pride moderating this relationship. Similarly, Das *et al.* (2022) emphasise that perceived brand authenticity, particularly in terms of quality and sincerity, enhances consumers' perceptions and fosters Masstige purchases in fashion.

Alić *et al.* (2022) demonstrate how generational differences influence perceptions of Masstige brands, noting that younger generations prioritise quality and brand equity, which in turn affects their purchase intentions. Lastly, Baber *et al.* (2020) show that in emerging markets like India, Apple's higher Masstige score relative to Xiaomi and Samsung is influenced by consumer perceptions of brand prestige, which vary across factors such as income, gender and

age. These studies collectively highlight the crucial role of consumer perception in shaping the demand for Masstige products.

11.11 Masstige scale development

The development of a robust scale to measure Masstige marketing is crucial for a better understanding of consumer behaviour and for guiding strategic brand management. [Ishaq et al. \(2023\)](#) introduced the MasCal scale, designed to conceptualise Masstige marketing, based on Churchill's (1979) framework. The scale includes five dimensions: self-congruence, prestige, brand knowledge, brand loyalty and willingness to pay a premium price. Validated across industries such as restaurants, airlines and automobiles, the MasCal scale provides both theoretical and practical insights into Masstige brand management.

In a similar vein, [Alagarsamy et al. \(2024\)](#) explored whether the Masstige scale could serve as an alternative to measuring brand equity. Their research indicates that the Masstige scale is closely linked to consumer-based brand equity, suggesting that it may offer valuable insights into the popularity and perceived value of Masstige products. This connection further highlights the importance of scale development in capturing the nuanced aspects of consumer perceptions in the Masstige market.

11.12 Environmental concern

The environmental concern in the context of Masstige fashion branding highlights how consumers' growing awareness of sustainability shapes their perceptions of brands. The study reveals that while consumers are driven by the desire for social status and uniqueness, environmental and societal well-being concerns significantly affect their attitudes towards Masstige brands. This environmental consciousness leads to "brand hate" when consumers perceive a brand as contributing negatively to environmental issues. However, the need to demonstrate social status through Masstige products often overrides these concerns, creating a complex relationship where consumers balance social aspirations with growing environmental accountability ([Singh and Wagner, 2023](#)).

11.13 Masstige Marketing research trends

Masstige marketing has evolved significantly as a research area over the past 2 decades, gaining widespread academic attention. The synthesis of published work, including the Masstige Scale and its applications, highlights its foundational role in linking product, promotion and place strategies to premium pricing ([Paul, 2018, 2019](#)). The scale has become integral to understanding the mass prestige value and its impact on brand success across different industries and countries. Recent bibliometric analyses reveal an increasing trend in publications, with key contributors from countries like the United States, the United Kingdom, India and China. This expansion underscores the growing importance of Masstige marketing, with scholars employing various methodologies to explore its dimensions and future research directions ([Verma et al., 2023](#)).

In conclusion, the exploration of Masstige marketing across various themes underscores its significance in modern marketing strategies. The evolving consumer perceptions, environmental impacts, and the development of Masstige scales highlight its complexity and relevance. [Table 2](#) outlines the authors' contributions to Masstige research, as per the thematic considerations discussed.

Having mapped literature-specific themes within each category, the section now moves to validate the mapping of Masstige literature through quantitative analysis using bibliometric methods. This includes examining production trends over time, conducting keyword analysis using treemap visualisation and exploring thematic structures and thematic networks.

Table 2. Showcases a thematic overview of research in Masstige marketing: key studies, methodologies and findings

Theme	Author(s)	Year	Journal & DOI	Title	Methodology	Findings
Brand Equity & Measurement	Alagarsamy, Sangeeta Mehrolia, Justin Paul	2022	International Journal of Consumer Studies (https://doi.org/10.1111/ijcs.12873)	Masstige scale: An alternative to measure brand equity	Conceptual framework, survey-based validation	Introduces a masstige scale to measure brand equity and validates it through empirical studies
	Singh, B	2024	International Journal of Consumer Studies (https://doi.org/10.1111/ijcs.12839)	Measuring consumer-based brand equity of prestigious mass brands using the masstige mean score scale	Survey-based quantitative study	Develops and validates a scale to measure consumer-based brand equity in masstige brands
Consumer Behaviour & Motivations	Mahnaz Mansoor, Justin Paul, Abid Saeed, Jun-Hwa Cheah	2024	Journal of Business Research (https://doi.org/10.1016/j.jbusres.2024.114591)	When mass meets prestige: The impact of symbolic motivations, inspirations, and purchase intentions for masstige products	Experimental study, consumer surveys	Finds that symbolic motivation significantly influences consumer purchase intention for masstige products
	Purohit S.; Radia K.N.	2022	Journal of Business Research	Conceptualising masstige buying behaviour: A mixed-method approach	Mixed-method approach: qualitative personal interviews (16 iPhone users) and a quantitative survey ($n = 378$) using structural equation modelling	Identified three dimensions of value and two dimensions of aspirations influencing masstige brand purchase intention. Functional value, vanity value, and achievement signalling were key determinants. Purchase intention was found to impact perceived brand happiness and attitudinal loyalty
Masstige Marketing & Strategy	Gupta S., Raj S., Singh D.P., Singh A., Kastanakis M.	2023	International Journal of Consumer Studies	Normative influence and masstige purchase intention: Facilitators, inhibitors, and the moderating effect of celebrity endorsement	Survey ($N = 395$), Structural Equation Modelling (SEM), Moderation Analysis	Conspicuous and social values facilitate masstige purchase; identity and deficit-value avoidance act as inhibitors; celebrity endorsement strengthens facilitators and reduces inhibitors
	Mumtaz Muhammad Khan, Muhammad Ishfaq Ishaq, Muazma Iqbal and Ali Raza	2024	International Journal of Consumer Studies (https://doi.org/10.1111/ijcs.13012)	Impact of self-esteem and self-gifting on masstige purchase intentions	Survey-based empirical study	Highlights how self-esteem and self-gifting influence masstige product purchases
	Ajay Kumar, Justin Paul and Anandakuttan B. Unnithan	2020	Journal of Business Research (https://doi.org/10.1016/j.jbusres.2019.09.030)	Masstige marketing: A review, synthesis, and research agenda	Literature review	Summarises existing research on masstige marketing and proposes future research directions
	Anandakuttan B. Unnithan	2024	International Journal of Consumer Studies (https://doi.org/10.1111/ijcs.13018)	Masstige marketing in 2023 and beyond: An introduction to the special issue on masstige marketing	Editorial review	Introduces key discussions and trends in masstige marketing for the future
Cultural Perspectives & Emerging Markets	Manish Das, Victor Saha, Charles Jebarajakirthy, Anjana Kalai and Nirmalya Debnath	2022	Journal of Business Research (https://doi.org/10.1016/j.jbusres.2022.03.081)	Cultural consequences of brands: Masstige—An emerging market perspective	Qualitative interviews	Analyses consumer behaviour towards masstige brands in different cultural contexts
	Victor Saha, Manish Das and Justin Pau	2023	Industrial Marketing Management (https://doi.org/10.1016/j.indmarman.2023.07.009)	Can mass-market brands be introduced into B2B markets? An exploratory study	Case study analysis	Supports the potential for masstige branding in B2B contexts but highlights key challenges

(continued)

Table 2. Continued

Theme	Author(s)	Year	Journal & DOI	Title	Methodology	Findings
Luxury vs. Masstige	Kwon, J.E., Kim, J. and Kim, S.-H	2024	Asia Pacific Journal of Marketing and Logistics (https://doi.org/10.1108/APJML-11-2022-0931)	Luxury brands and corporate social responsibility (CSR): Exploring the differences between traditional and new luxury	Comparative study	Examines differences in CSR strategies between traditional luxury and new masstige brands
	Kim J.-E., Lloyd S., Adebeshin K. and Kang J.-Y.M.	2018	Journal of Fashion Marketing and Management	Decoding fashion advertising symbolism in masstige and luxury brands	Semiotic analysis of masstige brand advertising	Identifies unique and shared identity values between masstige and luxury brands; offers insights into symbolic meanings in luxury advertising
	Iaia L.; Leonelli S.; Masciarelli F., Christofi M. and Cooper S.C.	2022	Journal of Business Research	The malevolent side of masstige consumers' behaviour: The role of dark triad and technology propensity	Analysis of smartphone brand perception (Apple, Samsung, Huawei) through consumer behaviour and personality traits; Focus on dark triad traits (narcissism, Machiavellianism, psychopathy) and technology adoption	Masstige marketing democratises luxury for middle-class consumers. Luxury brand purchases are driven by both utilitarian and hedonic motives, including dark personality traits. Smartphones act as status-extending objects. Technological propensity influences masstige brand perception. The study highlights the role of dark personality traits in masstige marketing and technology adoption
	Lim W.M., Aggarwal A. and Dandotiya R	2022	Journal of Retailing and Consumer Services	Marketing luxury services beyond affluence in the new normal: Insights from fine dining during the coronavirus pandemic	Delphi study; field data collected from customers dining in fine-dining restaurants during the pandemic	Fine diners prioritise food quality (sensory experience, satiety value, menu selection), hygiene, and price when evaluating their satisfaction. These factors influence their recommendations – no significant behavioural differences by income, supporting mass-market marketing
Masstige Consumption Framework	Roy, A., Das, M., Lim, W. M. and Kalai, A.	2025	Journal of International Consumer Marketing https://doi.org/10.1080/08911762.2025.2449697	Masstige Consumption: A Motivation-Desire-Outcome Framework	Conceptual framework, qualitative interviews (N = 30)	Proposed the Motivation-Desire-Outcome (MDO) model, highlighting how consumers perceive masstige brands as aspirational but accessible
	Burhanudin B	2022	International Journal of Consumer Studies	Masstige marketing: Addressing short-term and long-term happiness	Experimental study with 319 consumers examining self-control, self-indulgence, and purchase intention	Higher self-control decreases self-indulgence and lowers masstige purchase intention. Higher self-indulgence increases masstige purchase intention. Short-term happiness enhances long-term happiness and strengthens masstige purchase intention
Masstige Marketing Trends	Verma, S., Yadav, S. K. and Raj, R.	2023	Global Business Review https://doi.org/10.1177/09722629231172046	Trends in the Evaluation of Masstige Marketing: A Bibliometric Analysis	Bibliometric analysis (Scopus & WoS database, 111 articles)	Identified research gaps: lack of studies on digital marketing's role in masstige branding and limited research on emerging markets

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Table 2. Continued

Theme	Author(s)	Year	Journal & DOI	Title	Methodology	Findings
Masstige Strategies & Branding	Kadeeja Hiba M and Dr M Anupriya	2024	Kerala University Economic Review https://doi.org/10.53555/kuey.v30i5.2967	The Role of Masstige Strategies on Perception of Consumers about Consumption of Branded Products	Systematic literature review (50 articles)	Masstige marketing enhances brand equity by creating prestige appeal while maintaining affordability. Hybrid strategies (celebrity endorsements and digital engagement) are crucial
	Paul J	2018	European Journal of International Management	Towards a “masstige” theory and strategy for marketing	Theoretical model development and survey data analysis of Japanese and American car brand owners using the Masstige Mean Index (MMI)	Masstige marketing enhances market penetration and brand management. Foreign brands can create higher mass prestige value in a new country by following a masstige strategy. The MMI helps measure and compare masstige scores, assisting brands in strategic planning
	Suzuki S. and Kanno S.	2022	Journal of Business Research	The role of brand coolness in the masstige co-branding of luxury and mass brands	Conceptual and empirical study on co-branding strategies between luxury and mass brands	The coolness of mass brands enhances perceived fit with luxury brands, thereby improving consumer attitudes and purchase intentions. Self-brand connection with the luxury brand strengthens this effect, while product category involvement negatively impacts perceived fit
	Quamina L.T., Xue M.T. and Chawdhary R	2023	Journal of Business Research	Co-branding as a masstige strategy for luxury brands: Desirable or not?	Quantitative research using two survey-based experiments	Co-branding is a more desirable masstige strategy than downwards extension, as it elicits favourable consumer responses. Co-branding does not harm the prestige of luxury brands and counters the belief that the democratisation of luxury dilutes brand appeal. The study provides insights into luxury consumers' evaluations of masstige strategies and their spillover effects
	Choi	2014	Asian Case Research Journal	MCM of Sung Joo Group: An MCM licensee wrote a creation myth in the luxury industry	Case study on Sung Joo International's acquisition and transformation of MCM	Sung Joo International strategically focused on MCM after the late-1990s financial crisis. MCM gained popularity in Korea's masstige handbag market before being acquired in 2005. Through innovative product design, pricing strategies, remerchandising, and global expansion, MCM transitioned into a semi-luxury brand. Sung Joo Kim's leadership and media presence played a crucial role in elevating MCM's prestige, with its valuation growing to \$320–\$400 million. The brand aspires to compete with luxury giants like Louis Vuitton and Gucci

(continued)

Table 2. Continued

Theme	Author(s)	Year	Journal & DOI	Title	Methodology	Findings
Masstige Marketing Systematic Review	Anandakuttan B. Unnithan	2024	International Journal of Consumer Studies https://doi.org/10.1111/ijcs.13018	An introduction to the special issue on masstige marketing	Editorial overview	Summarised key contributions: brand equity, social influence, and psychological motivators of masstige consumption
	Muskan Chaurasia, Arvind Kumar and Rajeev Kumar Panda	2024	International Journal of Consumer Studies https://doi.org/10.1111/ijcs.13077	Two decades of research on “masstige” marketing: A systematic review and future research agenda	Systematic literature review (2001–2023, 120 articles)	Identified a lack of cross-cultural studies and proposed research on ethical branding in masstige markets
Consumer Perception & Behaviour	Sheshadri Chatterjee, Ranjan Chaudhuri and Demetris Vrontis	2022	<i>Journal of Business Research</i> https://doi.org/10.1016/j.jbusres.2022.113401	Masstige marketing: An empirical study of consumer perception and purchase intention	Survey-based empirical study (N = 358, statistical analysis using SEM)	Consumers value masstige brands for their balance between prestige and affordability. Social influence and brand identity significantly impact purchase intention
	Das M., Jebarajakirthy C. and Sivapalan A	2022	<i>Journal of Retailing and Consumer Services</i>	How do consumption values and perceived brand authenticity inspire fashion masstige purchase?	Online survey (N = 462), PLS-SEM, multi-group analysis	Functional, experiential, and symbolic values drive masstige fashion purchase; quality and sincerity enhance authenticity effects; heritage does not
	Alić, A., Činjurević, M. and Maktouf-Kahrman, N.	2022	<i>Management and Marketing. Challenges for the Knowledge Society</i> https://doi.org/10.2478/mmcks-2022-0014	Exploring the antecedents of masstige purchase behaviour among Indian millennials	Empirical study with regression analysis (N = 400 Indian millennials)	Identified key drivers: self-concept, aspirational value, and peer influence. Strong preference for global masstige brands over local alternatives
	Baber R.; Upadhyay Y.; Singh Kaurav R.P. and Baber P.	2020	<i>International Journal of Business and Emerging Markets</i>	<i>Application of ‘masstige’ theory and approaches for the marketing of smartphone brands in India</i>	Survey questionnaire with 613 respondents from four major cities in central India, using the Masstige Mean Index (MMI) to evaluate Apple, Xiaomi, and Samsung	Apple had the highest masstige score compared to Xiaomi and Samsung. Gender, income and age significantly influenced perceptions of Masstige, brand perception and willingness to pay premium prices. Findings provide insights for smartphone manufacturers to tailor their marketing strategies to mass prestige perceptions in emerging economies
Masstige Scale Development	Muhammad Ishtiaq Ishaq, Ali Raza, Boris Bartkowski, Huma Sarwar and Zia-ur-Rehman	2023	<i>Journal of Business Research</i> https://doi.org/10.1016/j.jbusres.2023.114112	Masstige Marketing: A scale development and validity study	Survey-based scale development (Exploratory & Confirmatory Factor Analysis)	Developed a five-dimensional masstige scale: self-congruence, prestige, brand knowledge, brand loyalty and willingness to pay a premium price
	Alagarsamy S., Mehroliia S. and Paul J	2022	<i>International Journal of Consumer Studies</i>	Masstige scale: An alternative to measure brand equity	Survey (N = 493), Multi-trait multimethod analysis, Confirmatory factor analysis	The masstige scale is a viable alternative to consumer-based brand equity and masstige value, providing insights into brand popularity and attachment

(continued)

Table 2. Continued

Theme	Author(s)	Year	Journal & DOI	Title	Methodology	Findings
Environmental concern	Singh S. and Wagner R.	2023	<i>Asia-Pacific Journal of Business Administration</i>	Environmental concerns in brand love and hate: An emerging market's purview of masstige consumers	Empirical study using an online survey in India (222 responses); Partial least squares (PLS) algorithm used for hypothesis testing	Fashion brand love is driven by hedonic identity and expected social gains, while brand hate is influenced by environmental and societal concerns, expected social gains and uniqueness. The study finds that Masstige brand love and hate are distinct constructs rather than the extremes of a single continuum. Indian middle-class consumers use avoidance and brand hate to satisfy environmental and social concerns while still purchasing masstige brands for social status
Masstige Marketing Research Trends	Verma, S., Yadav, S. K. and Raj, R	2023	<i>Global Business Review</i> https://doi.org/10.1177/09722629231172046	Trends in the Evaluation of Masstige Marketing: A Bibliometric Analysis	Bibliometric analysis (Scopus & WoS database, 111 articles)	Identified research gaps: lack of studies on digital marketing's role in masstige branding and limited research on emerging markets
	Paul, J	2023	<i>Brighton Research Papers</i> https://research.brighton.ac.uk/files/40900312/Brighton_Thesis_R3_merged.pdf	Masstige Marketing: Ten Essays	Thematic analysis of research trends	Identified emerging trends: sustainability in masstige branding, cultural adaptation and AI-driven masstige brand strategies

12. Discussion

The expanding global interest in Masstige products demonstrates that customers across marketplaces actively seek a combination of prestige and affordability, as first articulated by [Silverstein and Fiske \(2003\)](#). The thematic analysis of extant literature ([Table 2](#)) reveals that a variety of factors, including brand equity, consumer motives, cultural influences, co-branding techniques and environmental concerns, influence Masstige marketing. As a result, this topic focuses on how Masstige techniques change between economies while responding to a wide range of consumer expectations and economic conditions.

12.1 Masstige Marketing in emerging markets

The results of the thematic cluster on consumer behaviour, cultural perspectives and Masstige purchase motivations indicate that rising middle-class aspirations and the need for identity signalling make emerging economies ideal for Masstige brands ([Gupta et al., 2023](#); [Khan et al., 2024](#)). In these markets, consumers can demonstrate their accomplishments, social standing and self-worth through Masstige purchases without paying exorbitant prices for luxury.

Therefore, brands in markets like China, India, and Southeast Asia prioritise premium value at reasonable rates while utilising influencer endorsements, social media visibility and e-commerce penetration. For instance, Shiseido's Za in India exemplifies how Masstige concepts can be used in the beauty and skincare industry by utilising extensive retail accessibility and quality differentiation to cater to upwardly mobile consumers ([Kumar and Sharma, 2020](#)). Similarly, by maintaining their luxury positioning and expanding accessibility through pharmacies and supermarkets, Schwarzkopf and Shiseido's Tsubaki effectively transitioned from salon-exclusive to mass-premium brands in China ([Li et al., 2019](#)).

In line with research showing that symbolic and experiential value greatly influence Masstige intention, Southeast Asian brands like Skintific and The Ordinary are prime examples of ingredient-driven value propositions with effective digital engagement tactics ([Purohit and Radia, 2022](#); [Das et al., 2022a, b](#)). Therefore, digital interaction, aspirational hints and affordability-driven accessibility are key components of Masstige success in emerging markets.

12.2 Masstige Marketing in developed markets

According to the thematic results on brand equity, scale development and Masstige strategy, luxury companies in developed countries use Masstige strategies mainly to increase reach without sacrificing exclusivity ([Kumar et al., 2020](#); [Unnithan et al., 2024](#)). Customers in affluent nations are drawn to Masstige for novelty, individuality and identity expression, whereas in emerging markets, affordability and value signalling are paramount.

Brands in Japan, Europe and the United States are increasingly using limited editions, unique product lines and co-branding collaborations to appeal to price-conscious but prestige-seeking customers. Louis Vuitton's Japan-exclusive collections and tiny luxury accessories demonstrate a symbolic approach to increasing accessibility while maintaining prestige ([Matsuo and Wong, 2017](#)). These strategy trends are consistent with recent empirical findings that co-branding does not weaken luxury insignia and can increase Masstige appeal ([Suzuki and Kanno, 2022](#)).

Additionally, in line with the psychological frameworks covered in the research, the premiumisation of commonplace goods – like Starbucks Reserve or Dyson's consumer electronics – reflects customers' willingness to pay for functional and hedonic value ([Lim et al., 2022](#); [Iaia et al., 2022](#)).

12.3 Extension of masstige products in developed and developing countries

Due to variations in consumer behaviour, wealth levels and market maturity, industrialised and developing nations have different Masstige product extensions. Masstige products expand

through diversity, customisation and brand partnerships in developed economies such as the United States, Japan and Western Europe, where customers are already accustomed to luxury and premium brands.

Without lowering their brand value, luxury brands launch easily accessible product ranges. For example, Chanel expands its brand into Mass-Market cosmetics and scents, such as Chanel No. 5 perfume. At the same time, Louis Vuitton gives aspirational clients access to smaller leather products, such as wallets and cardholders (Johnson, 2020). In developed countries, customisation and limited editions are also popular tactics, as customers seek unique experiences. Customers can customise their sneakers using Nike By You (previously Nike iD) while still paying premium prices. At the same time, Apple's iPhone SE offers a cost-effective iPhone option with a high-quality design, expanding Apple's reputation into a larger market (Smith, 2021). Another major trend is the premiumisation of mass items, where companies like Starbucks Reserve charge more for speciality coffee beans and Dyson incorporates its high-end technology into mass-market goods like air purifiers and hair dryers.

Masstige brands expand their product lines in developing nations like China, India and Southeast Asia by emphasising accessibility, affordability and local tastes. Firms introduce smaller products to appeal to consumers with lower incomes. For example, Unilever sells ultra-low-priced Sunsilk shampoo sachets in India and Southeast Asia, while Nescafé offers 3-in-1 coffee packets that let customers enjoy premium flavours at a low cost (Gupta, 2020). Another important tactic is localising products and branding. Examples of this include KFC China's Sichuan spicy chicken, which satisfies regional tastes, and McDonald's India's Maharaja Mac, a regionalised Big Mac (Liu and Zhou, 2018).

The thematic overview shown in Table 3 suggests that Masstige is no longer merely a pricing or segmentation tactic but a multidimensional branding system shaped by:

13. Implications of the study

From a niche idea, prestige marketing has developed into a strategic branding technique that strikes a balance between broad appeal and status. Since the early 2000s, when it was first separated from traditional luxury, studies have examined the reasons behind consumer behaviour, focusing on self-concept, social impact and symbolic goals. Frameworks for assessing Masstige brand equity were introduced by research in the 2010s, emphasising perceived prestige, brand loyalty and readiness to pay a premium. As consumer preferences change, recent research has branched out into digital marketing, AI-driven customisation and sustainability.

The ramifications indicate that, to increase customer loyalty and trust, organisations should incorporate influencer marketing, emotive branding and CSR initiatives. Cross-cultural

Table 3. Showing the summary of themes and core insights identified through thematic analysis

Thematic dimension	Core insight
Brand Equity & Measurement	Masstige scales provide actionable metrics for prestige perception and loyalty
Consumer Motivations	Identity signalling, symbolic value, self-gifting and social influence are dominant motivators
Cultural Context	Masstige reflects local aspirations and cultural values differently across markets
Strategy & Branding	Co-branding, premiumisation and selective accessibility are emerging dominant tactics
Ethical & Environmental Concerns	Sustainability and environmental responsibility increasingly shape brand love/hate
Research Trends	Digital and AI-driven Masstige, emerging markets and cross-cultural analyses remain underexplored

studies, the use of AI and big data in Masstige branding and long-term evaluations of customer loyalty should be the main areas of future research. Furthermore, investigating ethical branding and Masstige tactics in B2B marketplaces might enhance theoretical and practical understandings of Masstige marketing's sustainability.

14. Conclusion

This study illustrates how Masstige marketing is reshaping consumer perceptions and branding dynamics in global markets. Bibliometric analysis and thematic mapping reveal a network of themes – including brand equity, consumer motivations, strategic branding, cultural perspectives, Luxury–Masstige contrasts, consumption frameworks, scale development and environmental concerns – that together define the multidimensional nature of Masstige marketing. Notably, the thematic mapping clarifies the research gaps by positioning sustainability, ethical branding, environmental concern and advanced scale development within the *niche quadrant*, indicating high theoretical relevance yet limited empirical depth. Likewise, fast-moving areas such as digital engagement, co-branding strategies, cultural adaptation and cross-market consumption patterns are represented in the *emerging quadrant*, signalling growing scholarly attention but insufficient conceptual consolidation. These findings highlight the need for Masstige brands to balance exclusivity with accessibility while adapting to evolving consumer expectations. Future research must target these niche and emerging clusters to strengthen theoretical foundations and advance a more comprehensive understanding of Masstige marketing's expanding global role.

Declaration

The work presented in this article is original and has not been submitted for publication elsewhere.

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