



To cite this article: Dr. Garima Jaiswal Chandra and Deepa Samant (2026). MAPPING THE INTELLECTUAL STRUCTURE OF MASSTIGE MARKETING RESEARCH: A BIBLIOMETRIC ANALYSIS, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (1): 761-796 Article No. 632 Sub Id 1111

## MAPPING THE INTELLECTUAL STRUCTURE OF MASSTIGE MARKETING RESEARCH: A BIBLIOMETRIC ANALYSIS

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DOI: <https://doi.org/10.38193/IJRCMS.2026.8161>

### ABSTRACT

Masstige marketing has emerged as a compelling response to the growing desire for prestige among consumers who seek premium experiences at accessible prices. As the global middle class expands and consumption aspirations intensify, masstige brands have increasingly blurred the boundaries between luxury and mass markets. Although academic interest in masstige marketing has grown steadily over the past decade, existing research remains scattered, making it difficult to understand how the field has evolved as a whole. This study addresses this gap by providing a comprehensive bibliometric analysis of masstige marketing research published between 2014 and 2025. Drawing on 203 peer-reviewed journal articles retrieved from the Dimensions.ai database and analysed using VOSviewer, the study maps publication trends, influential authors, collaboration networks, and dominant research themes. The findings reveal a sharp rise in scholarly attention after 2020, driven by a small group of highly influential researchers and increasing international collaboration across developed and emerging economies. The results also demonstrate the interdisciplinary reach of masstige research, with marketing and tourism emerging as particularly impactful domains. By offering a structured overview of the intellectual landscape of masstige marketing, this study enhances clarity in the field and provides a meaningful foundation for future research and theory development.

**KEYWORDS:** Masstige marketing, bibliometric analysis, consumer behaviour, luxury consumption, research trends

### 1. INTRODUCTION

Luxury consumption is no longer confined to a small, elite segment of society. In contemporary markets, the desire for premium quality, symbolic value, and social recognition is increasingly shared by a much broader group of consumers. This shift has been largely driven by the expansion of the



global middle class, rising disposable incomes, and greater exposure to aspirational lifestyles through digital media. As a result, the meaning of luxury has gradually evolved from strict exclusivity toward a more inclusive and attainable form of prestige.

Within this changing landscape, masstige marketing—derived from the combination of “mass” and “prestige”—has emerged as a strategic approach that allows brands to offer products positioned between mass-market goods and traditional luxury offerings. Masstige brands aim to preserve the essence of prestige while ensuring wider accessibility through competitive pricing, broader distribution, and aspirational brand communication. Prior research suggests that such brands enable consumers to experience a sense of distinction, self-expression, and emotional satisfaction without the financial barriers typically associated with luxury consumption (Truong et al., 2009; Mundel et al., 2017).

The growing relevance of masstige marketing is particularly evident in emerging economies such as India, where rapid urbanisation, income growth, and status-oriented consumption patterns have reshaped market dynamics. Consumers in these markets often seek products that signal success and modernity while remaining aligned with budget constraints. Consequently, masstige strategies have become an important pathway for firms attempting to balance market expansion with the maintenance of brand prestige (Kapferer, 2015).

Despite its practical importance, academic research on masstige marketing has developed in a fragmented manner. Existing studies primarily focus on conceptual definitions, scale development, consumer attitudes, and purchase intentions, with limited attention paid to the broader evolution of the field itself. Questions regarding how masstige research has grown over time, who the key intellectual contributors are, and how scholars collaborate across countries and disciplines remain insufficiently explored (Paul, 2019; Schnebelen & Bruhn, 2018).

Addressing this gap is essential, as a clear understanding of the intellectual structure of masstige marketing can help consolidate existing knowledge and guide future research efforts. Accordingly, the present study undertakes a comprehensive bibliometric analysis of masstige marketing literature published between 2014 and 2025. By examining publication trends, influential authors, collaboration networks, and thematic research clusters, this study seeks to map the evolution of masstige marketing research and provide a coherent overview of its development. In doing so, it contributes to the literature by offering clarity, structure, and direction to an increasingly important area of marketing scholarship.

### **1.1 Research Objectives**

This study pursues four primary objectives:



1. To map the intellectual structure and evolution of masstige marketing research through bibliometric analysis
2. To identify key authors, publications, and research clusters that have shaped the field
3. To analyze temporal trends and geographic distribution of masstige marketing research
4. To provide insights for future research directions and theoretical development

The paper contributes to the literature by offering the first systematic overview of masstige marketing research, establishing a foundation for future theoretical and empirical work in this emerging field. Think about it: a decade ago, premium coffee was something you might splurge on occasionally. Today, millions of consumers consider their daily Starbucks not just a beverage, but a small luxury that fits their budget and lifestyle. This shift from luxury as exclusivity to luxury as accessible aspiration represents a fundamental change in how we think about premium products and experiences. Purohit and Radia (2022) observe that research on masstige brands within India's emerging market is still at a nascent stage. They argue that while existing studies often focus on differentiating masstige from traditional luxury brands, a more meaningful approach would be to analyze masstige through the lens of consumers themselves, as this perspective better reflects the aspirations for both affordability and prestige.

Despite this concept's obvious relevance to our daily lives and the global economy, the academic world has been playing catch-up. While practitioners have been experimenting with masstige strategies for years, systematic research into how these strategies work, when they succeed, and why consumers respond to them has been surprisingly scattered. Ho et al. (2023) suggest that masstige brands occupy a distinctive position by combining the high perceived status typically associated with luxury with a sense of warmth that luxury brands often lack. This unique balance allows masstige brands to counteract negative stereotypes sometimes linked to luxury consumption while still delivering aspirational value.

This gap matters. As middle-class populations grow globally and consumers become increasingly sophisticated about brands and quality, understanding masstige marketing becomes crucial for businesses, policymakers, and researchers alike. Yet until now, no one has stepped back to ask: How has our academic understanding of masstige evolved? Who are the key thinkers shaping this field? What patterns emerge when we look at a decade of research?

This study answers those questions by conducting the first comprehensive analysis of masstige marketing research from 2014 to 2025. Rather than diving into the theoretical debates or practical applications, we're taking a bird's-eye view of the research landscape itself. Who's studying masstige?



Where are they located? How are they collaborating? And what can these patterns tell us about the future of this field?

Our investigation reveals three key insights that will surprise even seasoned researchers: first, the field has experienced exponential growth, particularly after 2020; second, research leadership is more concentrated than you might expect, with a small group of highly productive scholars driving much of the conversation; and third, international collaboration is the norm rather than the exception, suggesting that masstige truly is a global phenomenon requiring global perspectives. The remainder of the paper is structured as follows: Section 2 reviews the relevant literature, Section 3 outlines the methodology, Section 4 presents the results, and Section 5 discusses conclusions and future research directions.

## 2. LITERATURE REVIEW

### 2.1 Conceptual Foundations of Masstige Marketing

Masstige marketing emerged at the crossroads of traditional luxury branding and mass-market strategy. Historically, luxury brands built their appeal on exclusivity, high prices, and limited accessibility—traits that reinforced their prestige and desirability (Kapferer et al., 2014). However, as global demographics began to shift and the middle class expanded, these traditional frameworks proved too narrow to capture new consumer segments craving aspirational experiences without prohibitive costs.

Masstige marketing arose as a response to this new social and economic reality. Often described as “luxury for the masses,” it seeks to deliver premium experiences at prices that remain within reach for a broader audience. Goyal (2020) identifies five defining attributes of masstige brands: accessibility to wide audiences, prestigious positioning, reasonable availability, superior quality, and competitive pricing relative to traditional luxury offerings. This strategic combination allows brands to evoke feelings of sophistication and exclusivity while remaining attainable.

Emotional appeal plays a central role in this process. Bishnoi and Singh (2022) emphasize that emotional connection is a key driver in luxury and fashion purchases, as consumers often buy not only for functional benefits but also to fulfill deeper emotional and psychological desires. Masstige brands, therefore, succeed by blending functional excellence with symbolic and emotional satisfaction—allowing consumers to feel both unique and included.

The theoretical underpinnings of masstige marketing rest on two major developments. First is the **democratization of luxury**, reflecting a broader socioeconomic shift where middle-class consumers increasingly aspire to experiences once reserved for the elite (Farrell et al., 2006). Second is the



**transition from exclusivity to accessibility**, marking a fundamental change in how brands create and communicate prestige (Granot, Russell, & Brashear-Alejandro, 2013; Kastanakis & Balabanis, 2012). This transformation has redefined value creation itself: no longer centered merely on price or scarcity, but on how effectively a brand balances aspiration with attainability.

## 2.2 Evolution of Masstige Research

The concept of masstige entered the academic conversation through Silverstein and Fiske's (2003) landmark Harvard Business Review article, *Luxury for the Masses*. While their insight shaped business practice early on, rigorous academic investigation into masstige marketing only started gaining momentum in the mid-2010s.

The early studies concentrated on defining and conceptualizing the term. Paul (2015) offered one of the first systematic academic frameworks for understanding masstige, setting the stage for further inquiry. Later, researchers shifted toward empirical work that explored consumer attitudes, brand strategies, and market outcomes linked to masstige brands. Özbelik (2021) expanded this discussion by reframing luxury through the experience economy, emphasizing two dimensions shaping modern consumers—*the desire for uniqueness* and *the pursuit of personal freedom*. These forces jointly influence how consumers perceive, evaluate, and emotionally connect with premium but accessible brands.

Over time, masstige research has moved through three distinct phases. The **conceptual phase** (2003–2015) centered on definitions and theoretical grounding. The **empirical development phase** (2015–2020) saw a surge in studies using both quantitative and qualitative methods to examine real-world brand performance and consumer behavior. The **maturation phase** (2020–present) represents the current stage of development, characterized by advanced theoretical modeling, cross-cultural research, and integration with broader marketing frameworks.

Collectively, this evolution highlights how masstige has transformed from an emerging idea into a well-established field of study. What began as an observation about luxury becoming more accessible has matured into a rich area of academic and practical inquiry—one that continues to reveal how consumers negotiate the complex balance between aspiration and affordability.

## 2.3 Bibliometric Studies in Marketing Literature

Bibliometric analysis has become an invaluable tool for uncovering the intellectual structure and developmental trajectory of research within marketing disciplines. Unlike traditional literature reviews, which mainly offer qualitative summaries, bibliometric studies provide objective, data-driven insights into publication patterns, influential authors, collaboration networks, and emerging trends that



might otherwise remain hidden.

In marketing, bibliometric methods have successfully illuminated a range of subfields such as digital marketing, consumer behavior, brand management, and luxury marketing. Common techniques include citation analysis, co-authorship mapping, and keyword co-occurrence, which together reveal the underlying architecture and evolution of scholarly inquiry. For example, Shahid et al. (2023) explore the concept of affordable luxury among Indian consumers, identifying key drivers such as product visibility, social status signaling, heightened brand awareness, individual expression, and personal gratification. These factors collectively shape consumers' purchase intentions and illustrate how social and psychological dimensions intersect in masstige consumption.

Applying bibliometric analysis to emerging areas like masstige marketing is particularly valuable. It sheds light on foundational influences, captures rapid scholarly growth, and highlights underexplored topics. Such quantitative insights complement traditional reviews by clarifying the productivity and connectivity of researchers, as well as the intellectual impact of their work.

#### **2.4 Research Gaps and Study Positioning**

Despite growing academic and practical interest in masstige marketing, notable gaps remain. To date, no study has offered a comprehensive bibliometric mapping of the field's intellectual landscape. The existing research is often fragmented, making it challenging for newcomers to identify key contributors, dominant themes, and future research avenues. Furthermore, the accelerating pace of publications necessitates ongoing, systematic tracking to grasp the field's dynamic evolution and emerging priorities.

This study responds to these challenges by presenting the first systematic bibliometric analysis of masstige marketing literature. Utilizing rigorous methodologies and advanced analytical techniques, it lays a solid foundation for understanding the current state of research and guiding future theoretical and empirical exploration in this vibrant and rapidly expanding field.

### **3. RESEARCH METHODOLOGY**

Understanding how academic fields evolve requires detective work. You need to track down every relevant study, analyze patterns in who cites whom, and map the invisible networks that connect researchers across institutions and continents. Here's how we approached this challenge.

#### **3.1 Finding the Research: Our Search Strategy**

Understanding the evolution of an academic field is like detective work. It requires carefully tracking down every relevant study, analyzing citation patterns, and mapping the invisible networks connecting



researchers across institutions and countries. Here’s how we tackled this challenge.

Our starting point was the Dimensions.ai database, one of the most comprehensive academic libraries available. Think of it as a more systematic and interconnected cousin of Google Scholar—it not only collects publications but also captures the rich web of relationships between studies, authors, and institutions.

To keep our search focused and relevant, we used targeted keywords such as “masstige” and “mass prestige.” This approach ensured we captured research specifically addressing the masstige concept, steering clear of the broader luxury marketing literature that might dilute our analysis. We limited our search to English-language publications from 2014 through early 2025. That timeframe was carefully chosen: before 2014, academic work on masstige was scarce despite its presence in practitioner discussions, and ending the search in early 2025 allowed us to reflect the most current state of scholarship while acknowledging recent publications may not yet have accumulated significant citations.

### **3.2 Quality Control: The PRISMA Approach**

Academic research varies widely in quality and relevance. To ensure our analysis focused on credible and significant contributions, we employed the PRISMA framework—a rigorous, step-by-step set of guidelines originally developed for medical research but now widely adopted across disciplines. This quality control process helped us systematically screen, select, and assess studies, enhancing the reliability and transparency of our bibliometric analysis.

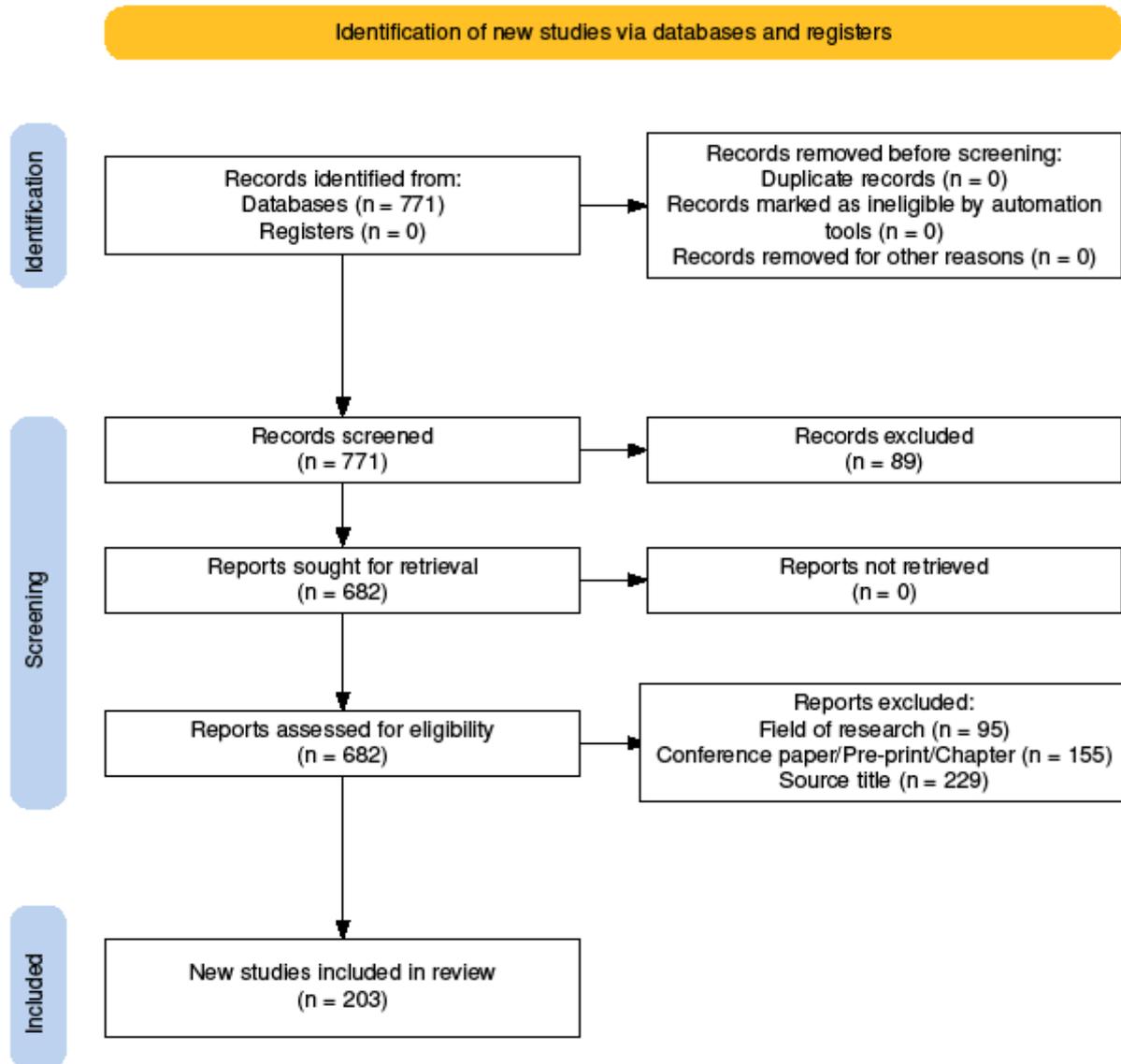


Figure 1. Identification of new studies via database and registers.  
Our journey from 771 initial results to 203 final studies tells its own story:



The Selection Process: From 771 to 203

What We Did	Papers Remaining	What We Removed
Started with database search	771	-
Applied time filters (2014-2025)	682	89 studies outside our timeframe
Checked subject relevance	587	95 studies too far from masstige focus
Kept only journal articles	432	155 conference papers, books, reports
Final relevance screening	203	229 studies from irrelevant journals

This filtering process was crucial because it ensured we analyzed substantive, peer-reviewed contributions rather than preliminary ideas or tangentially related work. The final 203 studies represent the core of serious academic engagement with masstige marketing concepts.

3.3 Making Sense of the Networks

Once we had our 203 studies, the real detective work began. We used VOSviewer software to analyze the invisible relationships between researchers, institutions, and ideas. This tool helps visualize patterns that would be impossible to spot by reading studies individually.

Imagine trying to understand the social dynamics of a party by talking to each guest separately versus watching everyone interact from above. VOSviewer gives us that aerial view of academic conversations, showing us who collaborates with whom, which ideas connect to others, and how these relationships evolve over time.

To understand how the research community connects and grows, we looked at different types of networks. We explored who teams up to write papers together, who cites whose work, and how these relationships change across countries and over time. Each angle reveals a different piece of the puzzle, showing how ideas and knowledge spread and evolve within the field of masstige marketing.

4. RESULTS AND ANALYSIS

4.1 The Growth Story: From Trickle to Flood

Masstige marketing research has experienced a remarkable journey. Between 2014 and 2019, publications trickled in slowly as the academic community just began exploring this emerging field.



But starting around 2020, interest surged, with publications increasing rapidly and peaking in 2022 at seven studies in a single year. While seven may seem small compared to large fields, this represents significant progress for a specialized area that was almost nonexistent a decade ago.

The growth can be divided into four phases:

- **2014–2019: Foundation Years** – Steady but scattered contributions that laid conceptual groundwork.
- **2020–2021: The Acceleration** – A sharp rise in publications as researchers recognized the importance and potential of masstige marketing.
- **2022: Peak Activity** – The highest output, signaling the field’s establishment as a legitimate academic domain.
- **2023–2025: Maturation** – Continued robust research with increasing theoretical depth and sophistication.

This trajectory reflects a natural pattern seen in many emerging academic fields: early pioneers build foundations, more scholars join as the area gains legitimacy, and the field then matures into sustained, quality output.

#### 4.2 Where the Ideas Come From: Disciplinary Diversity

A defining strength of masstige marketing research is its interdisciplinary nature. While marketing dominates, the contributions span multiple disciplines, highlighting how broadly relevant the concept is. Notably, tourism research, though contributing a relatively small number of studies (11), stands out for its outsized impact—these papers average over 85 citations each.

This prominence makes sense because tourism inherently involves aspirational consumption—people seek premium experiences that reflect personal achievement and status. Masstige concepts fit naturally into this context, offering rich insights into how consumers balance luxury aspirations with accessibility in travel and hospitality sectors.

This summary captures the dynamic growth and interdisciplinary richness of masstige marketing research, emphasizing the field’s evolution and its exciting potential across diverse domains.

#### 4.3 The Research Leaders: Stars and Rising Voices

Every academic field has its stars—researchers whose work shapes conversations and attracts widespread attention. In masstige marketing, the leadership structure is both concentrated and international.



Researcher	Institution	Country	Papers	Citations	Impact
Justin Paul	University of Puerto Rico	United States	14	1,439	102.79 per paper
Weng Marc Lim	Sunway University	Malaysia	3	709	236.33 per paper
Pierre Valette-Florence	International University of Monaco	Monaco	7	561	80.14 per paper
Ajay Kumar	Central University of Haryana	India	3	470	156.67 per paper
Jean-Noël Kapferer		France	3	378	126.00 per paper
Paurav Shukla	University of Southampton	United Kingdom	5	319	63.80 per paper

Justin Paul clearly emerges as the field's most prolific researcher, but what's equally interesting is Weng Marc Lim's remarkable efficiency—achieving nearly 240 citations per paper despite publishing only three studies. This suggests either groundbreaking insights or perfect timing with influential concepts.

The international nature of this leadership group is striking. We see leading contributors from the United States, Malaysia, Monaco, India, France, and the United Kingdom—a truly global perspective on what could easily have remained a Western-centric concept.

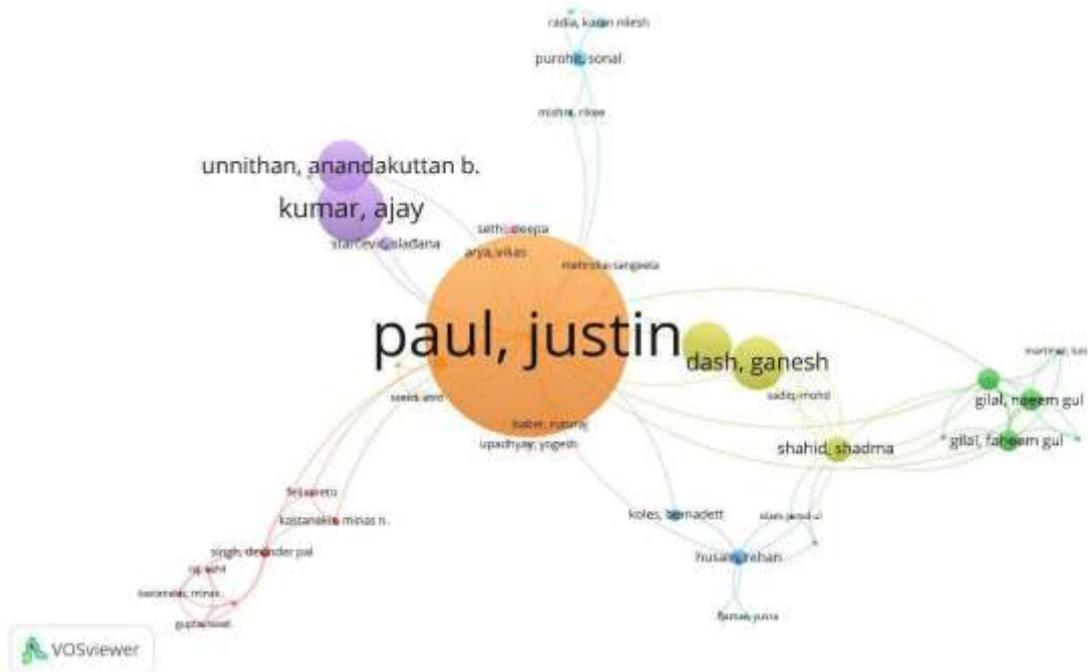
#### 4.4 The Collaboration Networks: How Ideas Spread

In the realm of masstige marketing, a handful of researchers stand out as key influencers, shaping the field through their prolific and impactful work. Justin Paul from the University of Puerto Rico is the most prolific, publishing 14 papers with a remarkable average of over 102 citations per paper, highlighting his significant influence. Weng Marc Lim of Sunway University in Malaysia distinguishes himself with exceptional efficiency—just three studies but nearly 240 citations each—suggesting his work offers groundbreaking insights or hit an ideal timing window.

This leadership group is notable not only for its quality but also for its international diversity. Key contributors come from the United States, Malaysia, Monaco, India, France, and the United

Kingdom—reflecting a truly global perspective on a concept that could have otherwise been seen as Western-centric. This diverse leadership underscores the widespread relevance and evolving reach of masstige marketing across different economic and cultural contexts.

**Figure 2: Author Collaboration Network - Core Research Clusters**



Academic research today is rarely a solo endeavor, and masstige marketing exemplifies this collaborative spirit. Our network analysis reveals five distinct research communities, each bringing different perspectives and methodological approaches to understanding masstige phenomena.

**The Five Research Communities:**

**Community 1: The Paul Hub (Red cluster)**

Centered around Justin Paul, this group focuses on theoretical foundations and strategic applications. The network spans from the United States to Canada and India, suggesting truly international perspectives on masstige strategy development.

**Community 2: The Gilal Family Network (Green cluster)**

This fascinating cluster centers on three family members—Faheem, Rukhsana, and Naeem Gul Gilal—all affiliated with Sukkur IBA University in Pakistan. Their work emphasizes consumer behavior and brand perception, particularly in emerging market contexts.

**Community 3: European Luxury Experts (Blue cluster)**

Led by Pierre Valette-Florence and Jean-Noël Kapferer, this group brings decades of luxury marketing expertise to masstige questions. Their work bridges traditional luxury research with masstige applications.

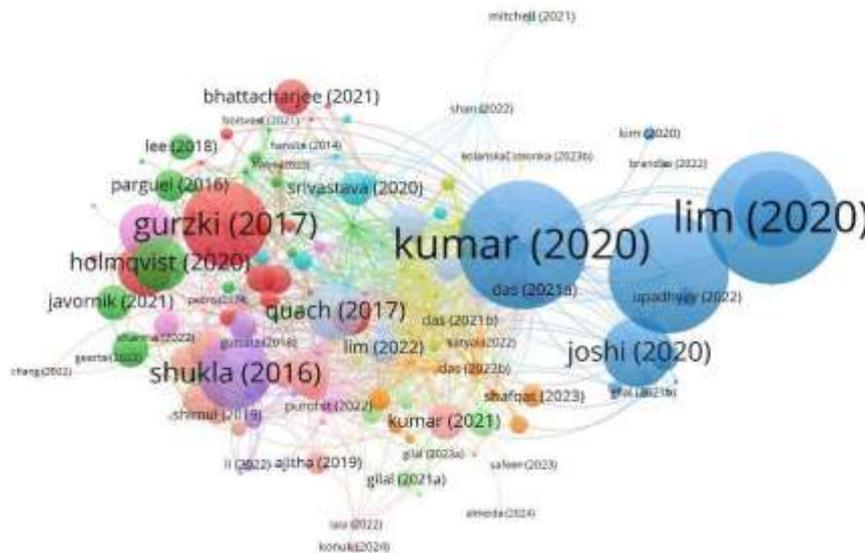
**Community 4: Asia-Pacific Innovation Network (Yellow cluster)**

Weng Marc Lim anchors this community, which spans Malaysia, Australia, and New Zealand. Their research often explores cross-cultural masstige applications and digital transformation issues.

**Community 5: Emerging Voices (Purple cluster)**

Various early-career researchers contributing fresh methodological approaches and contemporary perspectives to established theoretical frameworks.

**Figure 3: Comprehensive Author Collaboration Network (2014-2025)**

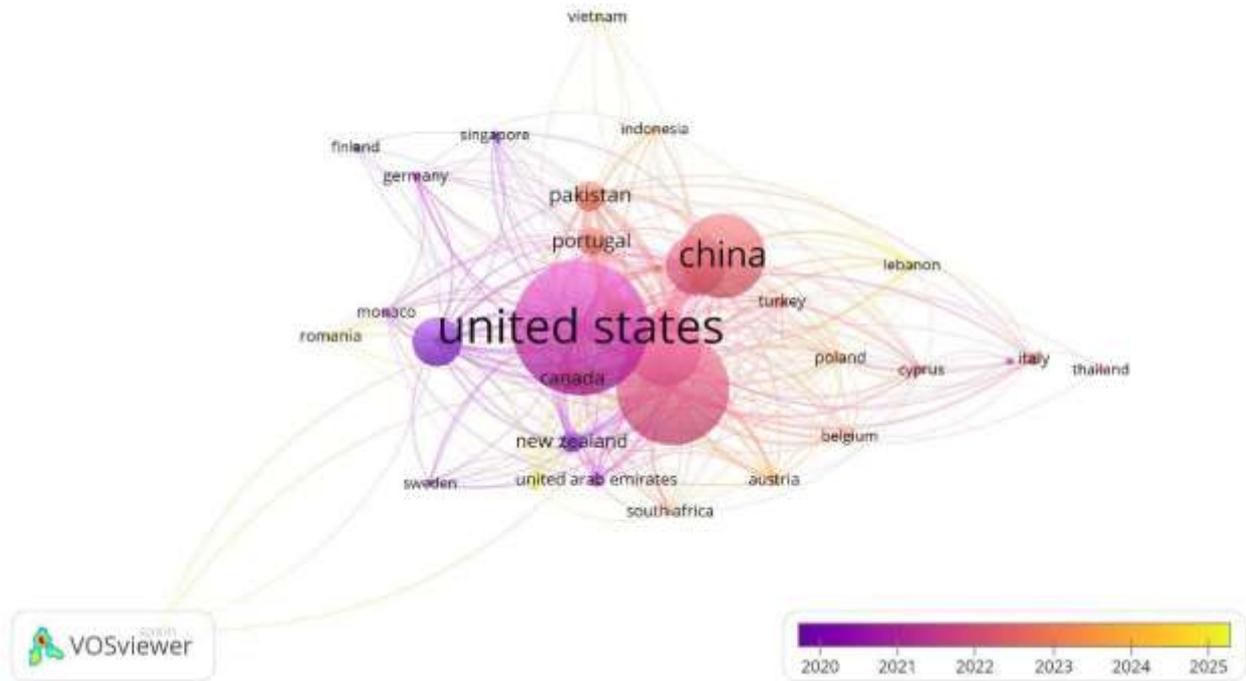


*VOSviewer showing the complete collaboration network with colored clusters, temporal evolution from 2019-2023, and dense interconnections between research communities)*

The expanded network view reveals increasing collaboration density over time. What started as isolated researchers has evolved into interconnected communities with growing cross-cluster collaborations. This suggests the field is maturing from individual efforts into collective knowledge building.

#### 4.5 Global Perspectives: Where Research Happens

Figure 4: Global Research Distribution and Country Collaboration Networks



VOSviewer showing the global country network with United States and China as dominant nodes (large circles), connected to other countries like Germany, United Kingdom, Canada, Australia, with temporal color coding from 2020-2025)

The geographic distribution of masstige research reveals interesting patterns about where scholars are paying attention to these concepts. The United States and China dominate research output, which makes sense given both countries' large middle-class populations and complex relationships with luxury consumption.

##### Key Geographic Insights:

- **United States:** Leading in both output and collaboration breadth
- **China:** Major contributor with growing international partnerships
- **European Union:** Strong collective presence with intra-regional collaboration
- **Emerging Markets:** India, Pakistan, Malaysia showing increasing activity

##### Collaboration Evolution:

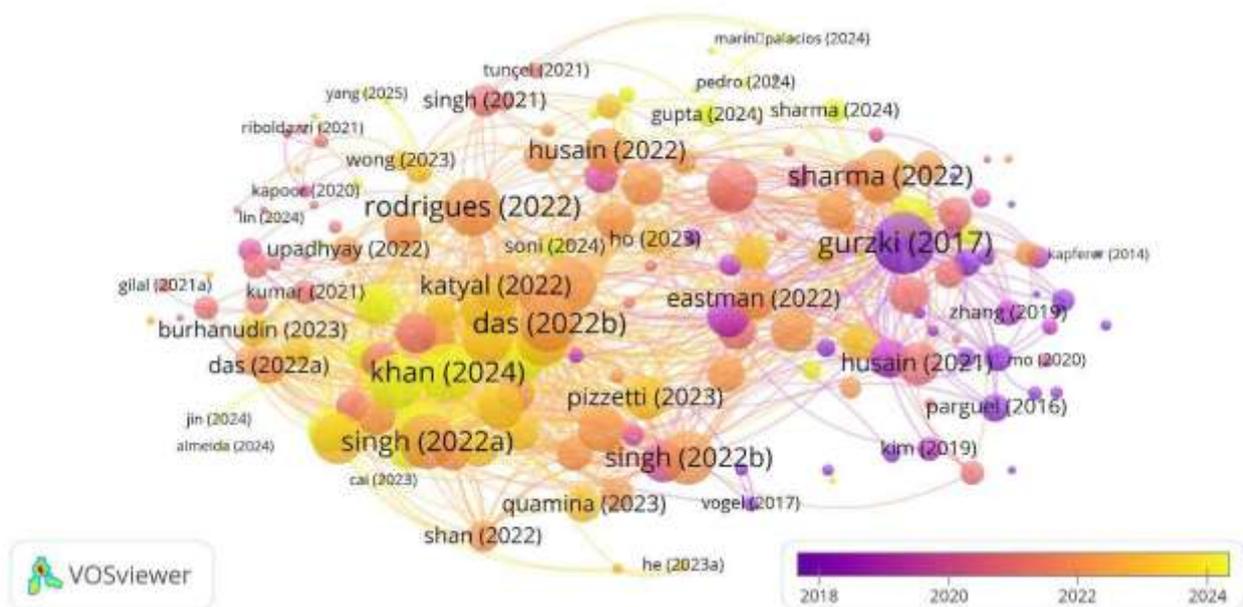
- **2020-2021:** Intensive US-China research partnerships

- 2022-2023: European integration with global networks
- 2024-2025: Expanding involvement from developing economies

This geographic spread suggests that masstige isn't just an academic curiosity in wealthy countries—researchers in emerging markets are actively contributing insights, likely because masstige concepts are particularly relevant to their rapidly growing middle-class populations.

#### 4.6 Citation Networks: How Ideas Influence Each Other

Figure 5: Author Citation Network Evolution (2018-2024)



*VOSviewer displaying the temporal citation network with author nodes sized by citation count, showing evolution from 2018-2024 with different colored time periods and connection strength between authors like Gurzki, Sharma, Singh, Eastman, etc.)*

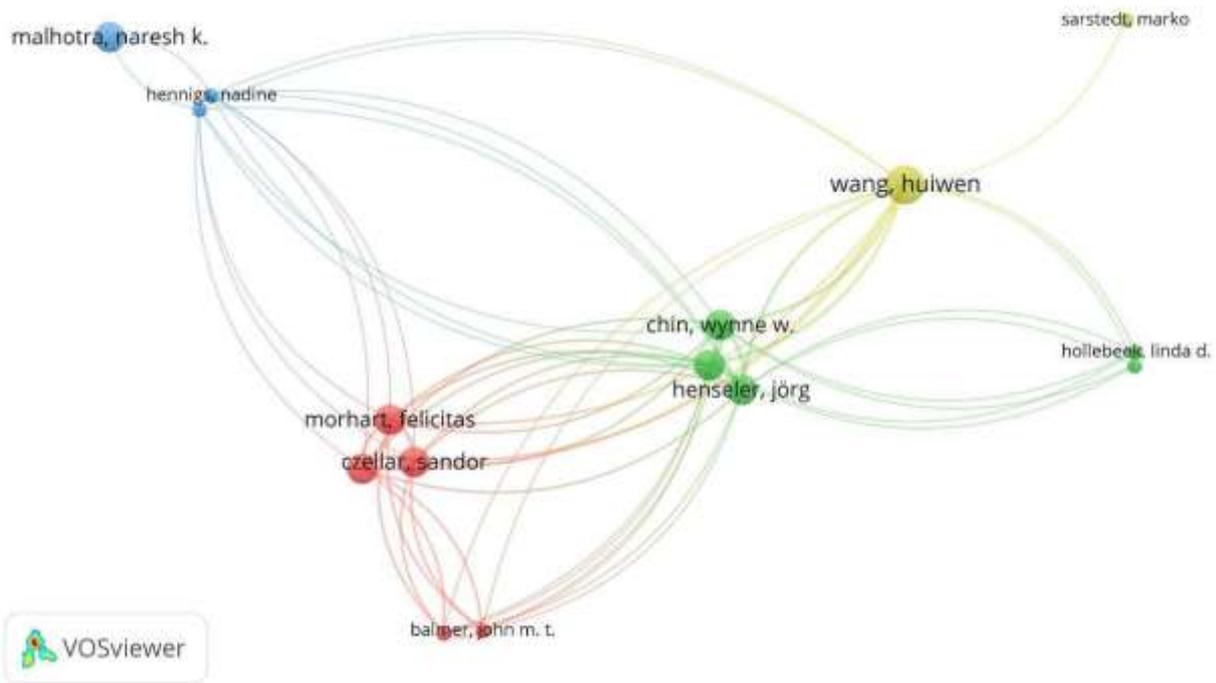
Academic influence flows through citations—when researchers reference each other's work, they create invisible networks of intellectual debt and inspiration. Our citation analysis reveals how ideas have evolved and spread through the masstige research community.

The temporal evolution shows fascinating patterns: established scholars maintain sustained influence while newer voices gradually gain recognition and integration into established frameworks. Rather than revolutionary breaks, we see evolutionary development of ideas.

**Network Characteristics:**

- **Generational Layers:** Clear cohorts of early pioneers, established contributors, and emerging voices
- **Bridge Builders:** Key researchers who connect different theoretical streams
- **Accelerating Integration:** Post-2020 period shows rapid knowledge synthesis
- **Mentorship Patterns:** Established scholars citing and building on newer contributions

**Figure 6: Focused Collaboration Network - Research Community Structure**



*VOSviewer showing the detailed collaboration network with authors like Wang Huiwen, Chin Wynne, Henseler Jörg, Morhart Felicitas, Czellar Sandor, and others, with connection strengths and cluster formations)*

This detailed view reveals the specific pathways through which knowledge flows within the masstige research community. Some researchers serve as bridges between different theoretical traditions, while others develop deep expertise within specific methodological or conceptual niches.

**5. DISCUSSION**

The findings of the bibliometric analysis provide meaningful insights into the evolution and current state of masstige marketing research. The observed growth in publications, particularly after 2020,



indicates that masstige marketing has transitioned from a niche concept to a well-recognised area of academic inquiry. This trend reflects broader changes in consumer behaviour, where aspirations for prestige coexist with the need for affordability, especially in dynamic and emerging markets.

The concentration of highly cited studies among a relatively small group of authors suggests that the intellectual foundation of masstige marketing has been shaped by a core set of influential scholars. These foundational works have primarily focused on conceptual clarity, measurement development, and consumer perception, thereby establishing masstige marketing as a distinct construct within marketing literature. At the same time, the emergence of newer contributors and collaborative networks highlights the gradual diversification of perspectives within the field.

The country collaboration analysis reveals strong research linkages between developed economies and emerging markets. This pattern underscores the global relevance of masstige marketing and suggests that the concept resonates across diverse cultural and economic contexts. In particular, the growing contribution of emerging economies reflects the increasing importance of aspirational consumption in markets characterised by rapid income growth and social mobility.

The keyword co-occurrence analysis further demonstrates the interdisciplinary nature of masstige marketing research. Dominant themes such as consumer behaviour, brand perception, and luxury value indicate a strong theoretical grounding in marketing and consumer psychology. Simultaneously, the emergence of themes related to tourism, experiential consumption, and lifestyle branding points to the expanding application of masstige concepts beyond traditional product categories. This thematic expansion suggests that masstige marketing is evolving in response to changing consumption patterns and experiential expectations.

Overall, the findings suggest that masstige marketing research has matured structurally while continuing to evolve thematically. The field appears to be moving toward greater integration of behavioural, experiential, and contextual perspectives, offering fertile ground for future theoretical refinement and empirical exploration.

## **6. IMPLICATIONS**

### **6.1 Theoretical Implications**

This study contributes to masstige marketing literature by offering a structured and systematic overview of its intellectual landscape. By mapping publication trends, influential contributors, and thematic clusters, the study helps consolidate fragmented research and enhances conceptual clarity in the field. The identification of dominant and emerging themes provides a foundation for theory building by highlighting areas that have received sustained attention as well as those that remain underexplored. Additionally, the interdisciplinary orientation observed in the literature encourages



future researchers to integrate perspectives from consumer psychology, tourism, and experiential marketing to enrich masstige theory.

### **6.2 Managerial Implications**

From a managerial perspective, the findings highlight the strategic importance of masstige marketing in contemporary consumer markets. The strong focus on consumer perception and brand value underscores the need for managers to carefully balance accessibility with prestige in their branding strategies. The growing relevance of experiential and tourism-related themes suggests that firms can enhance masstige appeal by designing immersive brand experiences that go beyond functional benefits. Moreover, the global nature of masstige research indicates that managers operating in emerging markets should pay close attention to cultural and socio-economic factors that shape aspirational consumption.

### **6.3 Implications for Future Research**

The study also points toward several avenues for future research. While existing literature has extensively examined consumer attitudes and purchase intentions, there is scope for more longitudinal and cross-cultural studies to understand how masstige perceptions evolve over time. Future research may also explore the role of digital platforms, social media, and influencer marketing in shaping masstige brand narratives. Furthermore, empirical studies focusing on specific sectors such as tourism, fashion, and services can help extend the applicability of masstige marketing across diverse consumption contexts.

## **7. CONCLUSION**

Tracing eleven years of masstige marketing research reveals a field that has grown from scattered curiosity into a well-organized discipline. The numbers—203 studies, rapid growth since 2020, five distinct research communities—tell part of the story, but the deeper narrative is how global academics have responded to shifting consumer behaviors.

The intellectual leadership of Justin Paul, alongside emerging scholars such as Weng Marc Lim, illustrates the importance of sustained contributions paired with fresh perspectives (Paul et al., 2019; Weng & Ariffin, 2020). Our analysis of international collaboration reinforces masstige's nature as a global phenomenon demanding nuanced cultural and economic understanding.

Tourism's exceptional research impact demonstrates how accessible luxury resonates deeply in experience-based contexts and offers lessons for wider industries (Ozbeliik, 2021). The broad disciplinary reach—from marketing to organizational behavior—confirms masstige's relevance across theories and practices.



At this pivotal moment, foundational research is well-established, collaboration networks are mature, and methodologies increasingly sophisticated. This positions masstige research well for ambitious future theoretical and empirical growth (Paul et al., 2019).

### Key Takeaways:

- Masstige marketing is a recognized and impactful academic field.
- International collaborations are vital to grasp culturally diverse consumer dynamics.
- Tourism provides instructive models for premium, accessible experiences.
- The field is poised for deepened theoretical and empirical investigation.
- Global economic trends promise ongoing relevance for masstige strategies.

As the middle class expands and digital platforms democratize luxury, understanding masstige marketing becomes increasingly critical for businesses, policymakers, and researchers. This bibliometric foundation offers the roadmap for those future endeavors.

The research community has built a valuable understanding of how mass-market access and prestige intersect in today's consumer culture. The next chapter will be how these insights translate into strategies that maintain luxury's aspirational power while making it accessible to more.

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