

RESEARCH ARTICLE

## Masstige: A Paradigm Shift in Luxury Marketing

Siddiqa Fatima

### ABSTRACT

One of the most significant changes of luxury marketing is the evolving masstige segment – a fusion of mass and prestige. Although mass marketization is becoming increasingly important, scholarly research that focuses on the impact of masstige is scarce, and thus there is a gap in our knowledge concerning how it affects luxury marketing strategy. Savvy marketers have a new root level approach to consider for brand relationships and purchasing journeys. This paper will investigate the impact of masstige branding on consumer perception, brand purchase intention, and positioning within the luxury brand category. Through the research, we have uncovered that masstige brands are effectively rewriting standard luxury marketing dynamics by providing a wonderfully neutral (or inoffensive) balance of accessibility and aspirational appeal. Further, the researcher discusses how these strategies help brands appeal to a wider range of consumers without losing the aroma of rarity. The insights drawn from this research have important implications for both the luxury marketing literature as well as for brands looking to perform successfully within a highly competitive marketplace. The directions for future research include questions concerning the durability and fit of masstige strategy beyond a three-year horizon, as well as how it is impacted by changes in economic and cultural contexts.

**Keywords:** Branding, Luxury, Masstige, Mass prestige, Measures, Strategies

### INTRODUCTION

The luxury market is rising and evolving in the world and also in developing nations like India. According to Ladha's (2020) research, India's luxury market sector is expected to reach its worth of approximately US dollars 7,956 million in 2020, despite the possible losses from the Coronavirus-19 pandemic. Luxury goods offer consumers status, exclusivity, distinctiveness, affection, and emotional aspects (Lee and Watkins, 2016). According to Shavitt (1989); Fiske (2003); Johnson *et al.* (2004), luxury brand purchases are influenced by self-expression, imitation of lifestyle, and the social influence of others. In the last few years, the marketplace has made luxury products more democratized, making them more achievable and attainable for middle- and low-income buyers.

During the year 2023, the luxury market was estimated to be valued at 1.5 trillion euros globally (Bain

and Company Annual Report, 2023). The luxury market has evolved into different types: (i) accessible super premium products, with prices set so that the middle-class segment can easily afford them; (ii) old luxury brands extending downwards to cater to the mass market; and (iii) masstige brands or mass prestige brands, which occupy the sweet spot between mass

---

Research Scholar, Institute of Management Studies, Banaras Hindu University, Varanasi, Uttar Pradesh, India

Email id: siddiqafatima77@gmail.com

**How to cite this article:** Fatima, S. (2024). Masstige: A Paradigm Shift in Luxury Marketing. *Optimization*, 16(2): 60-73.

**Source of support:** Nil

**Conflict of interest:** None

Received: 02/09/2024; Accepted: 17/10/2024

---

and class. According to the report, the luxury industry is expected to grow at a compounded annual growth rate of 10.6% during the years 2020 to 2023, which motivates middle-income purchasers seeking elegance and spending in urban cities. This phenomenon evolved as a new categorization of luxury called “masstige products” (Kumar *et al.*, 2020). As per Godley, Williams, and Shukla (2010), masstige products represent the ‘democratization of luxury.’ Silverstein and Fiske (2003) introduced a unique luxury product called the new luxury, namely, super premium goods, the downward extension category of luxury goods, and masstige. Masstige brands are those that cater to the mass markets and are comparatively less pricey than conventional luxury goods, which are exclusive in both aspects of reachability and price (Truong *et al.*, 2009). Nevertheless, some studies conducted on masstige brands have been gaining recognition recently (Truong *et al.*, 2009). Though masstige is becoming popular and emerging as a novel category, the empirical aspect of it is still in an initial stage (Balaji and Saha, 2021). Having said that, since masstige is a new phenomenon, less concentration has been placed on comprehending the dimensions of masstige marketing and brand management (Kumar and Paul, 2020). Previous studies on masstige mostly regarded it as a lower category extension of classical luxury. On the other hand, some newly conducted studies regard masstige as a distinct category of brands (Paul and Kumar, 2020).

In spite of the fact that branding experts have acknowledged the significance of masstige as a construct, the scholarly writing does not shed enough light on it. Subsequently, additional research is required to comprehend the development of masstige branding and its management through recently evolved strategies and measures to generate long-term revenues. With the above statement in mind, researchers have endeavored to explore recent measures in masstige luxury to ascertain the accurate mass prestige value and have further highlighted recent

masstige marketing strategies practiced by companies to target the mass market. The study starts with a note on the birth/origin of masstige brands.

## OBJECTIVES

- To highlight the recent masstige strategies that have been applied lately with regard to the masstige brands.
- To highlight the scales developed for the measurement of masstige brands.

## RESEARCH GAP

Given these gaps, the literature on masstige marketing is still underdeveloped. However, several studies have often considered one aspect (e.g., pricing) or related it to consumer perceptions and provide a fragmented view of those aspects but do not consider how different factors intervene with each other that will ultimately influence brand positioning by their behavior and vice versa. Further, most research is concentrated in Western markets, and we have less knowledge of the impact of cultural differences on perceptions of masstige versus luxury brands held within emerging markets like India or Southeast Asia.

There is little research about the psychological and emotional forces driving consumers to masstige products as opposed to traditional luxury goods. The contribution of digital marketing, including social media and influencer strategy, to brand perception and consumer engagement is an interesting area but still underexplored.

This will lead to a deeper understanding of masstige marketing and ensure that brands are able to negotiate this challenging landscape.

## REVIEW OF LITERATURE

### Brand Equity in Masstige Marketing

Ho *et al.* (2024) explore how masstige brands can convey luxury prestige while minimizing social costs

typically associated with luxury purchases. Their research highlights the dual perception of status and warmth that consumers associate with masstige and luxury brands. The study concludes that masstige brands can effectively cultivate brand equity by presenting themselves as desirable yet accessible, allowing consumers to enjoy the prestige of luxury without the associated social burdens.

Law (2023) discusses the struggles of brands like Mango in the Chinese market. This analysis suggests that market dynamics significantly influence brand equity perceptions, as different cultural contexts may alter consumer attitudes toward masstige offerings. The potential for growth in the U.S. market is presented as a beacon of hope, indicating that a deeper understanding of local consumer preferences can enhance brand equity strategies for masstige brands.

Agrawal *et al.* (2022) delve into the shifting consumer trends within the luxury market, emphasizing the necessity for masstige brands to adapt their branding strategies. They argue that contemporary consumers are increasingly drawn to brands that offer both aspirational value and practicality, which is essential for building strong brand equity in the masstige category. This insight underscores the importance of aligning brand positioning with evolving consumer expectations to maintain relevance and appeal.

Das *et al.* (2022) investigate the inspiration value of masstige brands in emerging markets, highlighting the balance between “standing out” and “fitting in.” Their findings suggest that masstige brands can create strong brand equity by fulfilling consumers’ desires for uniqueness while also catering to the need for social acceptance. This dual approach enhances brand loyalty and strengthens overall equity in diverse market environments.

Alenizi (2022) provides a broader perspective on social influence, examining factors that affect consumer adoption of mobile banking. Although not directly focused on masstige, the study’s insights into internalization, identification, and compliance can be

applied to understand how consumers perceive and engage with masstige brands. The social dynamics outlined in this research are pivotal in shaping brand equity, as they highlight the influence of social norms and group behaviors on consumer choices.

### **Consumer Perception of Masstige Brands**

Das *et al.* (2022b) examine the engagement value of masstige brands, emphasizing how these brands inspire consumer loyalty and participation. Their research indicates that masstige brands effectively create emotional connections with consumers, fostering a sense of community and belonging. This engagement is critical in shaping positive consumer perceptions, as it allows brands to resonate on a personal level while maintaining their aspirational qualities.

Goyal (2020) provides insights from an Indian context, analyzing consumer-perceived associations with masstige brands. The study highlights that consumers often associate masstige brands with a blend of affordability and prestige, positioning them as desirable alternatives to traditional luxury brands. This perception not only enhances brand equity but also encourages a broader consumer base to engage with masstige offerings, particularly in emerging markets.

Ho *et al.* (2023) contribute to the understanding of consumer perceptions by exploring the social implications of masstige branding. Their findings suggest that masstige brands can offer the status of luxury without the social costs typically associated with high-end purchases. This balance of status and warmth allows masstige brands to cultivate a favorable perception among consumers, making them attractive options for those who seek both prestige and reliability.

Rathi *et al.* (2022) undertake a bibliometric analysis of the evolving luxury marketing landscape, highlighting the significance of consumer perceptions in shaping brand strategies. Their analysis indicates

that as consumer preferences shift toward more sustainable and inclusive options, masstige brands are well-positioned to thrive. This adaptability is crucial for developing robust brand equity in an increasingly competitive market.

Christodoulides and Wiedmann (2022) outline a future research agenda for luxury marketing and branding, emphasizing the need for a deeper understanding of consumer behavior in the context of masstige. Their editorial underscores the importance of investigating how consumer perceptions of luxury and mass-market offerings intersect, which can inform effective marketing strategies for masstige brands aiming to capture diverse consumer segments.

#### **Pricing Strategies for Masstige Products**

Kapferer (2015) emphasizes the importance of maintaining a delicate balance between exclusivity and accessibility in the pricing strategies of luxury brands. While masstige brands seek to reach a wider audience, they must also ensure that their pricing reflects a level of prestige that attracts consumers seeking quality and status. Kapferer argues that strategic pricing, which maintains a perception of rarity, is essential for brand growth while safeguarding the luxury brand identity.

Kapferer and Bastien (2012) outline the nuances of luxury marketing, including pricing as a key factor in establishing brand perception. They argue that masstige brands can leverage psychological pricing strategies—such as price anchoring and prestige pricing—to communicate value and desirability. By positioning their prices just below traditional luxury brands, masstige products can capture consumers who aspire to luxury but are deterred by high costs.

Aaker and Biel (2013) discuss the role of advertising in building brand equity, which is closely linked to pricing strategies. They suggest that effective marketing communications can justify higher price points for masstige products by highlighting unique attributes and aspirational qualities. This

strategy allows brands to enhance perceived value, thereby justifying a premium price while appealing to the target demographic's desire for status.

Atilgan *et al.* (2005) investigate brand equity determinants within the beverage industry, providing insights into how pricing affects consumer perception and loyalty. Their findings suggest that competitive pricing, alongside a strong brand identity, can significantly influence consumer behavior. For masstige brands, a well-calibrated pricing strategy that reflects both quality and accessibility can enhance brand loyalty and foster positive consumer relationships.

Heine (2012) elaborates on the concept of luxury brands, noting that masstige brands occupy a unique space that requires tailored pricing strategies. Heine posits that pricing must consider both the emotional and functional aspects of the product, ensuring that consumers feel they are receiving value commensurate with the price. This approach is essential for masstige brands to appeal to a broad market while retaining an aura of prestige.

#### **Market Segmentation in Masstige Targeting**

Alvarez *et al.* (2004) discuss the strategic balance necessary for success in the new luxury market. They argue that masstige brands must identify specific consumer segments that value both quality and accessibility. Effective segmentation allows these brands to position themselves uniquely in the marketplace, appealing to consumers who aspire to luxury but prefer the practicality of masstige products. The authors emphasize the importance of understanding the evolving preferences of different demographic groups in order to tailor marketing strategies accordingly.

Yoo and Donthu (2001) focus on the development and validation of a consumer-based brand equity scale, which has implications for market segmentation in masstige targeting. Their research underscores the importance of brand equity in influencing consumer preferences and behaviors. By

identifying segments that prioritize brand equity, masstige brands can more effectively target marketing efforts to those consumers who seek both aspirational value and affordability.

Zeithaml (1988) provides a foundational understanding of consumer perceptions concerning price, quality, and value. In the context of masstige brands, this means that effective segmentation must take into account how different consumer groups perceive these elements. Zeithaml's means-end model suggests that marketers should align their segmentation strategies with consumer values and preferences, which can help masstige brands tailor their offerings to meet the desires of distinct market segments.

Bonfield (1974) investigates the interactions between attitudes, social influence, personal norms, and intention, offering insights relevant to market segmentation. His findings highlight that consumers' purchasing decisions for brands are influenced not only by personal preferences but also by social factors. For masstige brands, understanding these dynamics can help in identifying segments that are more likely to respond positively to marketing campaigns, particularly those that leverage social proof and aspirational messaging.

Christina (2020) draws parallels between Tesla and Starbucks, positioning both as aspirational brands that target similar consumer segments. This comparison illustrates how masstige brands can effectively segment their markets by targeting consumers who desire premium experiences without the associated high costs of traditional luxury. By aligning their brand messaging with lifestyle aspirations, masstige brands can appeal to a demographic that values innovation and status.

## THEORETICAL FRAMEWORK

### The origin of Masstige Brands

The masstige phenomenon first emerged in the 1990s, when luxury corporations sought to accelerate their

own growth by targeting the middle class. The word 'masstige' is a combination of two words: "mass" and "prestige." This term means a brand that inhibits the elements of mass market accessibility along with the features of luxury. The term masstige was coined by Silverstein and Neil Fiske in their book called *Trading Up* and in their Harvard Business Review article "Luxury for the Masses" in the year 2003. The literal meaning of masstige would be a category of retail that includes relatively low-priced goods that come with a relatively prestigious brand name, i.e., goods and services priced between low-end mass market items and high-end prestigious items. Masstige is a marketing approach that aims to reach as many people as possible rather than focusing on 'premium' ones. It enables brands to go deep down in the market and offer a wider range to consumers. Despite extensive promotions, brands maintain their brand equity, indicating that their premium status remains intact. These products are priced in the midrange to premium range (Kim *et al.*, 2019; Truong *et al.*, 2008). Masstige theory is based on the equation  $\text{price} = f(\text{masstige})$  and  $\text{masstige} = f(\text{product, marketing, and place})$  strategies (Paul, 2018). A brand can charge a premium price if its management uses an effective marketing mix (price, product, promotion, and place strategies).

According to Paul (2015), mass prestige applies to brands aimed at lower socioeconomic classes. According to Truong *et al.* (2009), even if a brand is promoted widely, it might still have a sense of prestige. According to Silverstein, Fiske and Butman (2008), prestigious items are now accessible to middle-class consumers seeking superior quality and taste. Some researchers refer to masstige as populence (Granot and Russel, 2013). Therefore, masstige is for mass consumers. These brands are referred to as new luxury (Hart *et al.*, 2016; Truong *et al.*, 2009) or mass-consumed luxury (Nobre and Simoes, 2019). Chevalier and Lu (2010) defined luxury brands as "absolute luxury" and new luxury as "accessible

luxury,” which are tied to the relative luxury demanded by the middle classes as their prosperity grows. Shukla (2010) and Kim *et al.* (2019) describe these as “masstige luxury” made accessible to mass consumers.

In recent years, the concept of new luxury, defined by affordability, expansion of the market, and accessibility in the mass market, has changed the definition of luxury (Eckhardt *et al.*, 2015).

This change has presented a substantial opening for luxury companies to reach out to the middle class through masstige marketing. Masstige refers to mass prestige and may be understood by looking at its link to components of the marketing mix (Kumar and Paul, 2018; Das *et al.*, 2022b). Brands that have the ability to successfully establish brand equity are able to claim a higher selling price than masstige brands. Customers, too, are willing to pay these costs, as outlined by the masstige theoretical model.

The history of the masstige brand is rooted in the ancient Greeks and Romans, which is among the most primeval commerce (Kapferer, 2015). Popular luxurious labels have been around for hundreds of years. But luxury has changed with time, and its original meaning has shifted. Luxury consumption has increased worldwide, even in emerging economies, since the 1980s (Cavender, 2012; Petersen *et al.*, 2018). Luxury brands have traditionally targeted wealthy consumers with premium-priced products, but in order to break into masstige markets and grow sales, they have expanded their product lines to include more affordable accessories such as wallets and keyrings (Boisvert and Ashill, 2018; Paul, 2019). This strategic shift recognizes that luxury businesses can increase their market share by targeting the middle-income segment without sacrificing quality or lowering prices (Paul, 2018). The companies producing masstige brands are distinguished on the basis of the prestige they deliver to customers at an affordable price (Das *et al.*, 2022a).

### Comparison between Masstige and Luxury

In order to get a clear difference between the masstige and luxury brands, let’s take a look at how they are defined. Luxury brands are products or goods that buyers perceive as having genuine worth; they are also linked to a prestige image with which buyers can connect, by providing excellent quality, and they surely deserve premium pricing (Ko *et al.*, 2019). As the definition of a luxury brand is not limited to one interpretation, various criteria have been used, consisting of exclusivity, distinctiveness, high pricing, and superior standards of the products (Neuno and Quelch, 1998; Johnson, 2004). Luxury products have always been consumed by the rich class, but the middle-income group has also started to consume them since their purchasing power has increased (Kapferer, 2012). One study conducted indicates that one of the unique characteristics of luxury goods is that they allow consumers to showcase their identity, status, and personality traits by acquiring and consuming them (Sung, 2015).

According to Heine (2011) and Lee *et al.* (2018), researchers who focus on masstige brands consider reachable and affordable brands to be regarded as mass prestigious (masstige), while affordable luxury is often labeled as solely masstige but not luxury. As there is no clear point of differentiation between luxury and masstige brands, the features of both reachable and lower-priced luxury brands or new luxury are known as masstige. The main component of explaining masstige brands is their connection with middle-market consumption.

Traditional luxuries represent class, trend-setting, and elitism, while masstige represents self-identity through a high-class market vibe (Paul, 2019). Masstige brands must express and reconfirm their quality quotient, unlike conventional luxury, which is inherent (Kumar *et al.*, 2018). Ajay Kumar identified masstige as an expensive branding product for mass prestige consumption aimed at aspiring middle-income

**Table 1:** Distinction between Masstige and Luxury Brands

| Basis            | Masstige   | Luxury   |
|------------------|--|--|
| Market           | Middle class   | Upper class  |
| Price            | Medium to high, reachable to a wide market                 | Extremely high, usually not accessible to the average buyer        |
| Standard/quality | Good, but might use exclusive materials to a lesser degree | High standards products, and use rare materials to a higher degree |
| Design           | Trendy, usually inspired by the luxury goods               | Distinctive, quirky, sets the trend                                |
| Perceived value  | Dominant perceived value because of high quality and brand | Very dominant perceived value because of high quality and brand    |
| Brand building   | Premium yet accessible                                     | Superior, rare and prestigious                                     |

Source: Author compilation

individuals. He suggested that mass prestige brands should be priced higher than affordable products, have selective distribution to create scarcity, use luxury packaging, and advertise below-the-line.

Prestige brands are defined as “top-quality, status, elite, and mass-available brands whose prices are set lower than conventional luxury yet provide a premium essence compared to mass brands that are available.”

### Masstige Marketing

Despite a significant increase in middle-class customers and purchasing power, the theory of branding has fallen short of meeting the needs of the ever-growing market (Von Wallpach *et al.*, 2017; Das *et al.*, 2022). Luxury brands have successfully been able to utilize a masstige marketing strategy, delivering buyer satisfaction, status, prestige, and uniqueness at a premium cost. Ishaq *et al.* (2023) state that luxury businesses continue to target the middle class via masstige marketing, a modern economic opportunity that is a combination of luxury and mass. The present technique aims at making creative luxury products more attainable to larger markets by meeting tastes along with the fondness of the ordinary class (Mansoor *et al.*, 2024).

Recently, the terms “new luxury” and “masstige” were established to describe the expansion of the market and luxury brands’ affordability (Kumar *et al.*,

2020). Masstige is a marketing expression that signifies the downward extension of luxury brands. Another strategic term used for the premium yet accessible penetration of the product is masstige marketing, which signifies developing brand awareness, likability, and affection for the product. Paul (2015b) describes masstige as a “penetration strategy of the market which is for medium and large business houses, especially in developed countries.” Also, Silverstein and Fiske (2003) emphasized the importance of this technique, citing the rising count of middle-income buyers that value luxury products. Masstige marketing aims to reach as many people as possible, rather than focusing just on ‘premium’ customers. This approach enables brands to reach a more diverse audience. Despite extensive promotions, brands maintain their brand equity, indicating that their premium status remains intact. According to Kim *et al.* (2018), masstige companies arose in response to the need to make premium goods more accessible to the general public.

In times of crisis, such as COVID-19, or even during the 2008 recession, luxury businesses used a masstige marketing strategy to engage with growing global economies effectively. Top home and personal care enterprises have achieved a 6% annual growth rate by implementing the masstige strategy (Vacirca

*et al.*, 2013). Also, leading companies around the world, such as LV (Paul, 2019); Toyota (Paul, 2018); Apple (Kumar and Paul, 2018), have adopted the masstige strategy.

According to Silverstein and Fiske (2003), as more middle-class consumers seek higher quality and taste, luxury items in the form of masstige are becoming more accessible to the widespread market. With respect to the above discussions, some of the properties of masstige branding are explained in detail:

### **Developing Brand Equity**

Using a masstige strategy can boost a brand's equity by increasing its perceived worth. When mass-market firms launch higher-quality, attractive, and sophisticated products, they can reposition themselves in the minds of consumers as more desirable and distinguished. This improved reputation can lead to increased consumer loyalty and the capacity to demand higher pricing, even on common product lines.

### **Blending Exclusivity and Accessibility**

The most difficult characteristic of masstige marketing is maintaining an equilibrium between exclusivity and accessibility. Brands must carefully manage their product lines to maintain the premium factor while remaining accessible to a larger audience. This balance is critical because if a product becomes too popular, it loses its aspirational value. However, if it remains too exclusive, it may fail to reach the intended mass-market audience.

### **Expanding Market Reach**

Masstige marketing enables firms to reach a larger demographic by selling products that retain a sense of luxury at a lower price range. This method appeals to consumers who want to possess high-end products but lack the funds to do so. Brands may dramatically extend their market base by designing products that feel premium while remaining affordable to the typical customer (Wadhwa, 2008).

### **Strategic Partnerships and Collaborations**

Collaborations and partnerships are extremely important in masstige marketing. High-end designers and luxury businesses frequently work with mass-market shops to develop limited-edition collections (Lee and Cho, 2022). These collaborations benefit both parties: luxury brands gain a larger audience, while mass-market retailers improve their image and attract new customers. H&M collaborates with designers such as Karl Lagerfeld and Balmain, while Target deals with brands such as Missoni and Lilly Pulitzer. Considering the explored literature, researchers have tried to work on the below-mentioned objectives.

## **RESEARCH METHODOLOGY**

A literature review is a systematic, rigorous, and repetitive technique for determining, assessing, and consolidating the existing available information. A literature review gives the researcher valuable insights on prior studies, the pathway in which knowledge is moving, and the areas that can be further investigated. It is quite challenging to undertake an extensive study without having adequate literature. As an outcome of this, a meticulous systematic review is needed in the field of management. The systematic reviews are most frequently used by academicians and practitioners as they are more reliable, transparent, and evidence-based.

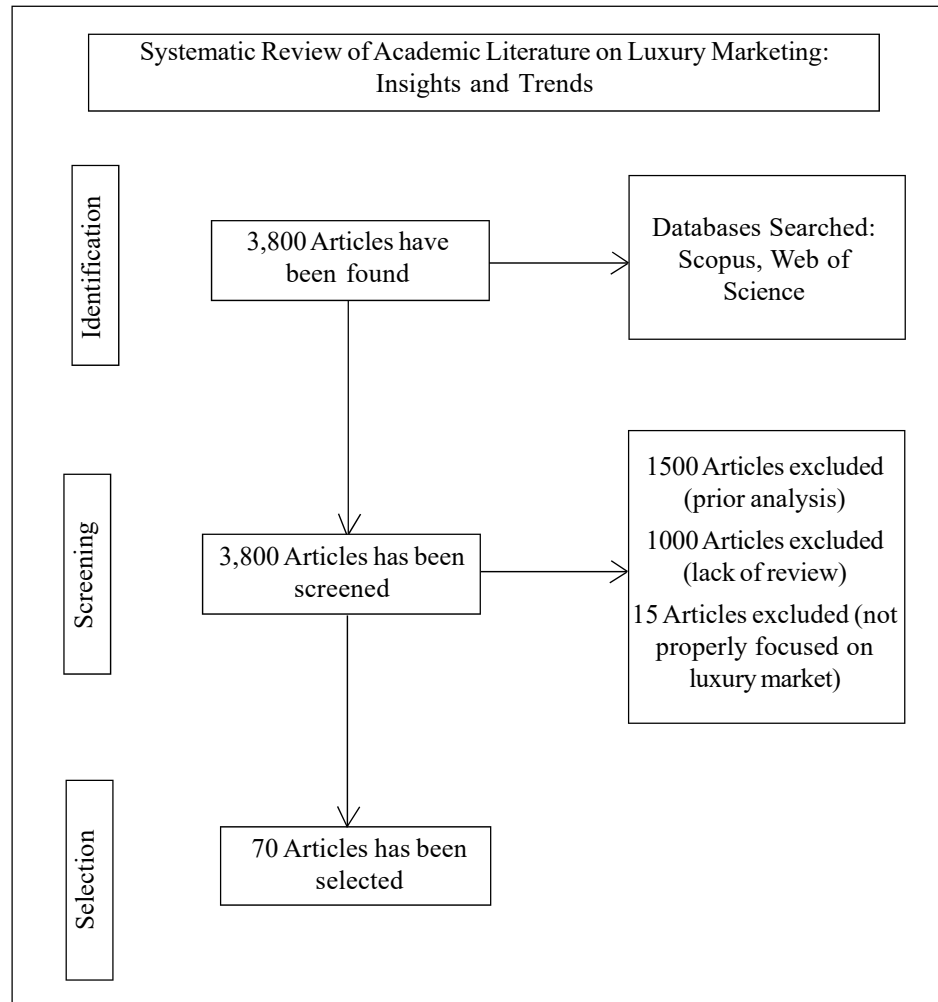
In view of this, the researcher utilizes the systematic review analysis technique to provide a full comprehension of masstige marketing. In order to pinpoint the present research areas and prospects for the future, an exhaustive synthesis of the literature is included in the current study. A series of steps followed are outlined in the diagram below.

### **PRISMA FRAMEWORK**

The systematic review included a large sample of academic literature (over 3,800 articles identified up to our search), as shown in Figure 1. In total, 2,700 articles were released between the years of 2011-2023, and approximately a



**Figure 1: Prisma Diagram**  
Source: Authro's



further 1,200 articles from the era of publishing (2003–2009). The variety of data speaks to the continued obsession with luxury. This search has been conducted in both the Scopus and Web of Science databases. The quality of our analysis was assured by careful screening of the 3,800 articles from 2009-2023. Of these, during the process, 1,500 articles could be excluded because they had already been analyzed. We excluded 1,000 articles because they lacked rigorous peer review, and we excluded 15 articles because they were not dominant in the luxury scale. This intensive procedure of quality control ultimately resulted in 70 final full-text articles closely elaborating the core of our analysis. The articles

themselves are a wealth of insights and resources for anyone interested in what is happening within luxury marketing.

## FINDINGS AND DISCUSSION

### Emerging Strategies, Scales (Measures) and Implications in the Masstige Marketing

This section will explore the measures, strategies, and practical implications that have been recently implemented to accurately assess masstige value, facilitating a meaningful comparison between luxury and masstige branding.

### **Emerging Strategies**

According to the research, masstige marketing is part of luxury brands' savoir-faire by adopting creative approaches that mix aspects of luxury with affordability so that they can reach larger consumer groups. Entrepreneurs who are looking to lift and justify their position in the market usually use co-branding here, which, as you know, many brands have been playing this card to gain more ground at a lower cost. Giving middle-class consumers access to high-end wares allows aspirational shoppers the ability to buy luxury products—increasing brand loyalty and market share. Also, on the digital front, brands are using social media plays and influencer partnerships to reach younger demographics and strengthen emotional bonds.

### **Scales (Measures)**

The findings underline the significance of strong measuring instruments to assess brand prestige in the masstige segment. A simple example is the MasCal scale and its associated or related form, the Mass Steg Scale (MMSS), which provide an understanding of how a customer perceives and what they think. With the help of these metrics, brands can identify their position compared to other competitors and work on those areas. Analyzing mass prestige scores across different product categories could enable brands to adjust marketing strategies in order to deliver the most on-brand consumer experience, especially as it is particularly relevant when looking into new markets where spending behavior might have significant variation compared with existing ones.

### **Applicability of Masstige Marketing**

These findings have significant implications for both practitioners and scholars. Marketers need to recognize that the nature of consumer trust is changing - they want more transparency, greater value, and an emotional connection with brands. With

masstige, brands can still focus heavily on exclusivity while opening their doors to more people - and in the process, develop stronger relationships with a wider audience. Academically, the study shows that this is an area for significant additional research into how consumers think about brands in the masstige space - and maybe even where cultural factors come into play.

In sum, the consequences identify masstige branding as an essential luxury marketing reorientation. Through the embrace of new tactics, diligent measurement, and implications for consumer engagement, brands can successfully negotiate this changing world, ensuring masstige remains a testament to the modern luxury market.

### **IMPLICATIONS OF RESEARCH**

The examination of masstige in luxury marketing has theoretical and managerial implications for researchers and practitioners alike. Understanding this masstige appeal (which transcends massed-up luxury) helps luxury brands stem the tide of diffused expertise by offering their consumers a range of still-premium-yet-disciplined product lines. Instead, having a masstige dimension allows brands to expand market share while keeping the core luxury image intact.

From this, brands are challenged to service the how, which requires a combination of value and convenience. Representing various segments through marketing campaigns will reinforce relationships and solidify consumer trust.

From an academic perspective, the research requires greater investigation of consumer behavior and brand positioning in a mass-market setting. Applying knowledge from consumer psychology and sociology might shed light on the logic of masstige consumption as an individual case. In addition, this study leads to a discussion of broader consumer (luxury) behavior more generally in society, such as sustainability and corporate social responsibility.

As such, this research is a significant first step for the industry and an excellent foundation upon which future academic studies in masstige marketing can be conducted.

### **LIMITATIONS**

The study of luxury masstige analysis also has some limitations that could influence the results. Primary issues are with secondary data sources and the definiteness of persuasiveness based on unquestionability. Without a specified sample size, the results may not reflect all possible consumer viewpoints.

The data that is collected from different sources on the internet may vary in quality, which could result in biases and a potential misinterpretation in the analysis. Systematic review analysis, although informative in its own ways, does not tell us much specifically about the emotions and motivations driving consumers to select masstige brands.

The luxury sector is dynamic, and the data may not have been updated relative to changes in this market, which are extremely fast, with new trends and choices from consumers changing. It's the nature of this dynamic landscape, which requires continual research to keep up with its relative strength and accuracy in outcomes. Finally, the embryonic stages of research on masstige hinder definitive findings. This makes it an introductory analysis on the subject of this study and indicates a need for additional research to be conducted in this domain.

### **DIRECTIONS FOR FUTURE RESEARCH**

Future research on masstige in luxury marketing should shift its focus towards using empirical studies, appropriate sample sizes, and trying to balance the use of qualitative versus quantitative methods. Utilizing this mitigation strategy will enable us to obtain a more comprehensive understanding of consumer attitudes and behaviors toward contemporary masstige brands.

This is the reason looking at masstige through different cultural lenses becomes crucial to understanding how that culture can impact one's perception and positioning of their brands.

Longitudinal approaches provide a means to achieve insights about how more sustainable masstige strategies might be and their impact on brand loyalty over time. Moreover, the growing importance of digital marketing and assessing how it benefits masstige brands would provide a greater perspective on consumer interactions and purchases.

Using psychological theories here may provide new insights into the emotional and motivational aspects that affect consumer choices of masstige brands. Understanding more in this domain will also have strong implications for our understanding of masstige as a significant element within luxury marketing and contribute valuable insights to academia and industry.

### **CONCLUSION**

The study of masstige marketing in this paper uncovers its capability to gain brand awareness, likability, and consumer attachment, which results in enhancing the status of a brand among competitive brands. Conclusions: The insights suggest that volatile preferences of consumers create new strategic challenges in masstige strategies for marketers striving to intensify competition. As consumers move away from mass to premium in anticipation of becoming their ideal selves, the ability to capture changing demand will be critical for driving revenue across industries such as electronics, fashion, and personal services, specifically within rapidly growing emerging markets with significant growth potential—for example, China.

These insights are applicable for practitioners and researchers to evaluate brand prestige scores as well as to commence cooperative relationships between mass prestige and consumer affection. Exploring the

dynamics of how Company Image, Home Country, and Mass Prestige combine to affect an emerging market like India will help provide insightful approaches. In the meantime, we are only going to see similar strategies, as well as more and more masstige manufacturers emerge, taking on greater roles in search of consumer addictions or overall dynamic market trends. Masstige marketing in luxury branding: it is the future.

## REFERENCES

- Aaker, D. A., & Biel, A. L. (2013). *Brand equity & advertising: Advertising's role in building strong brands*. Psychology Press.
- Agrawal, G., Rathi, R., Garg, R., & Chhikara, R. (2022). Abundantly rare: Changing consumer trends in the luxury market. *Vision*, 4(2), 25-35 <https://doi.org/10.1177/09722629221104201>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Alenizi, A. S. (2022). Exploring the antecedents of internalization, identification, and compliance social influence for mobile banking adoption. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-01-2022-0019>
- Alvarez, G., Kemanian, V., & Malnight, T. (2004). Keeping the strategic balance in the new luxury market. *Critical Eye*, 9(11), 43-47.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237-248.
- Bellaiche, J. M., Mei-Pochtler, A., & Hanisch, D. (2010). *The new world of luxury: Caught between growing momentum and lasting change*. The Boston Consulting Group.
- Boisvert, J., & Ashill, N. J. (2018). The spillover effect of downward line extensions on U.S. consumers' evaluation of a French luxury parent brand: The role of branding strategies, authenticity, and fit. *Psychology & Marketing*, 35(10), 740-751.
- Bonfield, E. H. (1974). Attitude, social influence, personal norm, and intention interactions as related to brand purchase behavior. *Journal of Marketing Research*, 11(4), 379-389.
- Capitalizing on the value of a brand name. Free Press.
- Cavender, R. (2012). The evolution of luxury: Brand management of luxury brands. *Old and new: The evolution of luxury: Brand management of luxury brands, old and new*.
- Chandon, J. L., Laurent, G., & Valette-Florence, P. (2016). Pursuing the concept of luxury: Introduction to the JBR special issue on "Luxury marketing from tradition to innovation." *Journal of Business Research*, 69(1), 299-303.
- Chen, P. T., & Hu, H. H. (2010). The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International Journal of Hospitality Management*, 29(3), 405-412.
- Cheng, H. H., & Huang, S. W. (2013). Exploring antecedents and consequences of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management*, 33(1), 185-198.
- Chereau, P., Hoffmann, J. J., & Soscia, I. (2015). The masstige paradox in China: A business model innovation opportunity for independent luxury companies? *Global Fashion Management Conference*, 2, 264-269.
- Chevalier, M., & Lu, P. X. (2010). *Luxury China: Market opportunities and potential*. John Wiley & Sons.
- Christina. (2020, February 29). Tesla is the new Starbucks. MBA in the City. <https://mbainthecity.com/2020/02/28/tesla-is-the-new-starbucks/>
- Christodoulides, G., & Wiedmann, K. P. (2022). Guest editorial: A roadmap and future research agenda for luxury marketing and branding research. *Journal of Product & Brand Management*, 31(3), 341-350.
- Christodoulides, G., Cadogan, J. W., & Veloutsou, C. (2015). Consumer-based brand equity measurement: Lessons learned from an international study. *International Marketing Review*, 32(3/4), 307-328.
- Das, M., Saha, V., & Balaji, M. S. (2022a). "Standing out" and "fitting in": Understanding inspiration value of masstige in an emerging market context. *Journal of Product & Brand Management*, 31(4), 521-535.
- Das, M., Saha, V., & Roy, A. (2022b). Inspired and engaged: Decoding MASSTIGE value in engagement. *International Journal of Consumer Studies*, 46(3), 781-802.
- Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.

- Euromonitor. (2022). *Luxury goods in India*. <https://www.euromonitor.com/luxury-goods-in-india/report>
- Fiandari, Y. R., Surachman, S., Rohman, F., & Hussein, A. S. (2019). Perceived value dimension in repetitive fish consumption in Indonesia by using an extended theory of planned behavior. *British Food Journal, 121*(6), 1220-1235.
- Ghosh, A., & Varshney, S. (2013). Luxury goods consumption: A conceptual framework based on literature review. *South Asian Journal of Management, 20*(2).
- Goyal, A. (2020). Consumer perceived associations of Masstige brands: An Indian perspective. *Journal of Promotion Management, 27*(3), 399-416.
- Hansen, T., Jensen, J. M., & Solgaard, H. S. (2004). Predicting online grocery buying intention: A comparison of the theory of reasoned action and the theory of planned behavior. *International Journal of Information Management, 24*(6), 539-550.
- Heine, K. (2012). The concept of luxury brands. *Luxury Brand Management, 1*(2), 193-208.
- Ho, F. N., Wong, J., & Brodowsky, G. (2023). Does masstige offer the prestige of luxury without the social costs? Status and warmth perceptions from masstige and luxury signals. *Journal of Business Research, 155*, 113382.
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services, 34*, 145-152.
- Indian Retailer Bureau. (2021, November 9). Atomy India plans to establish manufacturing units in India by 2025. Indian Retailer. <https://www.indianretailer.com/news/atomy-india-plans-to-establish-manufacturing-units-in-india.n12020>
- Jana, R. (2022). If Apple goes mass, will they be known for masstige? Bloomberg.com. <https://www.bloomberg.com/news/articles/2008-06-09/if-apple-goes-mass-will-they-be-known-for-masstige>
- Kalampokis, E., Karamanou, A., Tambouris, E., & Tarabanis, K. A. (2016). Applying brand equity theory to understand consumer opinion in social media. *Journal of Universal Computer Science, 22*(5), 709-734.
- Kapferer, J. N. (2015). *Kapferer on luxury: How luxury brands can grow yet remain rare*. Kogan Page Publishers.
- Kapferer, J. N., & Bastien, V. (2012). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan Page Publishers.
- Kelleci, A. (2022). Key determinants of luxury marketing accordant with sustainability-oriented value perspectives. *Sustainability, 14*(10), 5916.
- Kelman, H. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution, 2*(1), 51-60.
- Ko, E., Costello, J. P., & Taylor, C. R. (2019). What is a luxury brand? A new definition and review of the literature. *Journal of Business Research, 99*, 405-413.
- Kumar, A., & Paul, J. (2018). Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence. *International Business Review, 27*(5), 969-981.
- Law, J. (2023, March 26). Mango and other ‘masstige’ brands shutter after struggling in China. Can the US offer hope? Campaign Asia. <https://www.campaignasia.com/article/mango-and-other-masstige-brands-shutter-after-struggling-in-china-can-the-us-o/483811>
- Law, J. (2023a, March 24). Mango and other ‘masstige’ brands shutter after struggling in China. Could the US offer new hope for them? Jing Daily. <https://jingdaily.com/us-market-mango-sulwhasoo-inditex/>
- Lee, J. H., & Hwang, J. (2011). Luxury marketing: The influences of psychological and demographic characteristics on attitudes toward luxury restaurants. *International Journal of Hospitality Management, 30*(3), 658-669.
- Lieven, T., Grohmann, B., Herrmann, A., Landwehr, J. R., & Van Tilburg, M. (2014). The effect of brand gender on brand equity. *Psychology & Marketing, 31*(5), 371-385.
- Lim, H. R., & An, S. (2021). Intention to purchase wellbeing food among Korean consumers: An application of the Theory of Planned Behavior. *Food Quality and Preference, 88*, 104101.
- Lin, K. Y., Wang, Y. T., & Huang, T. K. (2020). Exploring the antecedents of mobile payment service usage: Perspectives based on cost-benefit theory, perceived value, and social influences. *Online Information Review, 44*(1), 299-318.
- Paul, J. (2018). Toward a ‘masstige’ theory and strategy for marketing. *European Journal of International Management, 12*(6), 722-745.

- Paul, J. (2019). Marketing in emerging markets: A review, theoretical synthesis, and extension. *International Journal of Emerging Markets*, 15(3), 446–468.
- Peng, S., Yang, A., Cao, L., Yu, S., & Xie, D. (2017). Social influence modeling using information theory in mobile social networks. *Information Sciences*, 379, 146-159.
- Petersen, F. E., Dretsch, H. J., & Loureiro, Y. K. (2018). Who needs a reason to indulge? Happiness following reason-based indulgent consumption. *International Journal of Research in Marketing*, 35(1), 170-184.
- Phau, I., & Prendergast, G. (2000). Consuming luxury brands: The relevance of the ‘rarity principle’. *Journal of Brand Management*, 8(2), 122-138.
- Rathi, R., Garg, R., Kataria, A., & Chhikara, R. (2022). Evolution of luxury marketing landscape: A bibliometric analysis and future directions. *Journal of Brand Management*, 29(3), 241-257.
- Rios, R. E., & Riquelme, H. E. (2008). Brand equity for online companies. *Marketing Intelligence & Planning*, 26(7), 719-742.
- Singh, S., Singh, N., Kalini , Z., & Li bana-Cabanillas, F. J. (2021). Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction. *Expert Systems with Applications*, 168, 114241.
- Som, A., & Blanckaert, C. (2015). *The road to luxury: The evolution, markets, and strategies of luxury brand management*. John Wiley & Sons.
- Stegemann, N. (2006). Unique brand extension challenges for luxury brands. *Journal of Business and Economics Research*, 4(10), 57-68.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.
- Tan, C. S., Ooi, H. Y., & Goh, Y. N. (2017). A moral extension of the theory of planned behavior to predict consumers’ purchase intention for energy-efficient household appliances in Malaysia. *Energy Policy*, 107, 459-471.
- Teimourpour, B., & Heidarzadeh Hanzae, K. (2014). An analysis of Muslims’ luxury market in Iran: Challenges and opportunities. *Journal of Islamic Marketing*, 5(2), 198-209.
- Testa, F., Russo, M. V., Cornwell, T. B., McDonald, A., & Reich, B. (2018). Social sustainability as buying local: Effects of soft policy, meso-level actors, and social influences on purchase intentions. *Journal of Public Policy & Marketing*, 37(1), 152-166.
- Thilakan, K. (2022, April 6). 5 sustainable masstige cosmetic brands to embrace this season. Retrieved July 2, 2023, from *FWD Life | The Premium Lifestyle Magazine* website: <https://fwdlife.in/5-sustainable-masstige-cosmetic-brands-to-embrace-this-season>
- Ting, S. H., & Lee, D. P. Y. (2019). Determinants of primary school choice in Malaysia: School proximity and ethnicity-related reasons. *Journal of School Choice*, 13(2), 228-254.
- Wang, S., Wang, J., Yang, F., Li, J., & Song, J. (2020). Determinants of consumers’ remanufactured products purchase intentions: Evidence from China. *International Journal of Production Research*, 58(8), 2368-2383.
- Wei, J., Zhao, X., & Yang, X. (2021). Measuring purchase intention towards green power certificate in a developing nation: Applying and extending the theory of planned behavior. *Resources, Conservation and Recycling*, 168, 105363.
- Wiedmann, K. P., Hennigs, N., Klarmann, C., & Behrens, S. (2013). Creating multi-sensory experiences in luxury marketing. *Marketing Review St. Gallen*, 30, 60-69.
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139-153.
- Yeoman, I., & McMahon-Beattie, U. (2006). Luxury markets and premium pricing. *Journal of Revenue and Pricing Management*, 4, 319-328.
- Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research*, 52(1), 1-14.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhou, T. (2011). Understanding online community user participation: A social influence perspective. *Internet Research*, 21(1), 67-81.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.