



Mapping the Landscape of Masstige Marketing: Insights from Bibliometric Analysis

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ABSTRACT

A recent development in marketing that significantly affects customers is masstige marketing. Many scholars' attention has recently been drawn to this development. It is evident from recent research that bibliometric evaluations of "masstige marketing" and associated keywords are conspicuously lacking. In response, the current study aims at a bibliometric analysis to aid scholars in pinpointing emerging research areas and accessing essential information regarding influential researchers and their affiliations. A comprehensive bibliometric study of 104 articles from December 2005 to March 2024, sourced from the Scopus database, was conducted through VOSviewer and Biblioshiny. The study conducted performance, and science mapping analysis on the data gathered. The results disclose the annual production of scientific works, author's productivity, highly cited papers, highly cited countries, significant institutions, and keyword analysis. Additionally, the study identified the significant literature and examined prevalent thematic clusters through bibliographic coupling. The study provides an extensive plan for research to be followed by prospective researchers in the future. Researchers can recognise and comprehend the frequency and the trend of the usage of the author's keywords used over time in this subject, as well as familiarise themselves with the terminology used and publications that focus on these kinds of studies.

Keywords: Mass Prestige, Affordable Luxury, Mass Luxury, VOSviewer, and Biblioshiny

INTRODUCTION

One important determinant of consumers' socio-economic status is their income. World Bank has divided the nations into four income groups, *i.e.*, low-income, lower-middle income, upper-middle income, and high-income class (Fantom & Serajuddin, 2016). Companies design and promote their items to the intended customer segment based on this categorization. Luxury is viewed as a distinguishing feature of a person's personality (Granot et al., 2013), as well as a marker of the upper-class and higher-class people who are associated with them (Mandler et al., 2020). Initially, when luxurious items first hit the marketplace, there was a widespread belief that they were only for the rich and out of reach for people with lesser incomes. But as the middle class grew, there was an increasing desire among them to upgrade their consumption by choosing better products (Rosendo-Rios & Shukla, 2023). As a result, companies tried to appeal to a wider market by lowering the cost of luxury goods for people in various income brackets (Wiedmann et al., 2007), which gave rise to the term "Masstige." The fusion of 'mass' and 'prestige',

i.e., 'masstige' was coined in the book name "Trading Up" by Silverstein et al. (2008) and also in the article "Luxury for the Masses" published in the magazine name Harvard Business Review by Silverstein and Fiske (2003). "Masstige" refers to high-end brands that are modified for the mass market (Kumar & Paul, 2018) and are reasonably priced for middle-class customers (Silverstein & Fiske, 2003). According to Chatterjee et al. (2023), masstige products are typically categorised as both "luxury" and "premium," with a price range that lies in midway between middle-market and super-premium offers. The middle class, who contribute significantly to the economy, is now included in the concept of luxury. The community in which an individual resides and the individuals with whom it interacts are also impacted by this consumer masstige brand relationship (Moorlock et al., 2023).

Individuals who belong to middle class have high expectations for themselves and a desire to use the amenities meant for the wealthy. In addition, major brands are collaborating with

high-street retailers to co-brand in order to maximise exposure at a lower cost (Xue & Chawdhary, 2023). In a similar vein, smaller businesses have teamed up with luxury labels to shape the opinions of customers (Lee & Cho, 2023). Conversely, Singh (2023) reveals that revitalising a mass-market product into a masstige brand can be achieved by improving consumer perceptions of brand image, a product's value proposition, and service quality. The upscale and luxury brands have expanded downhill due to the consumers' shifting spending power from seeking out necessities to pay a premium for luxury (Amaldoss & Jain, 2015). The term "affordable luxury" is frequently used to describe the entry of luxury brands into more accessible markets. According to Dubois and Laurent (1995), it is also referred to as "democratisation of luxury"; still, there's some debate about whether both masstige and masstige consumers receive equivalent status cues, as noted by Ho et al. (2023).

Earlier, premium brands, which are luxurious in nature, were restrained only for the exclusive class. Nowadays, these luxurious brands follow different types of strategies to make their products accessible to mass consumers. This transformation was seen in Ford's Jaguar car brand, which contracted their cost and adopted various approaches to expand their market, which was observed as their strategy to make their brand affordable to a large number of consumers. This approach is named as "democratisation of luxury" by Kapferer (2014a). Different terms have been employed by different researchers to describe this market expansion such as "Masstige" by Silverstein and Fiske (2003), "Mass affluence" by Nunes et al. (2004), "New Luxury" by Truong et al. (2009); Eckhardt et al. (2015); Brun and Castelli (2013), "Democratisation of luxury" by Truong et al. (2008); Brun and Castelli (2013), "Populence" by Granot et al. (2013), "Bandwagon luxury" by Kastanakis and Balabanis (2012), "Accessible luxury" by Walley et al. (2013), and "Vertical brand extension model" by Riley et al. (2015).

Consumers are consistently in search of brands, and their satisfaction tends to be high when the brand is considered luxurious. Luxury is often linked with exceptional quality, rarity, and craftsmanship, serving as an indicator of status within society (Kapferer

& Michaut, 2014). In contrast, masstige products offer a compromise by making products available to the mass market, albeit without the exclusivity associated with rarity. Masstige brands, a new kind of luxury brand apart from traditional luxury brands, started emerging in the Indian and worldwide economies (Goyal, 2020). Kim et al. (2019) assert that both masstige and premium brands satisfy hedonistic and social demands of a high order. Masstige marketing aims to extend the high degree of acceptance from the middle-class population that luxury brands already enjoy among upper-class consumers, thereby increasing their market share.

Masstige brands are becoming more popular in the present economic climate, and many well-known businesses are focusing their efforts on succeeding in this industry. The originators of the term "masstige" in 2003, i.e., Silverstein and Fiske, identified Victoria's Secret, Godiva, Coach, and Starbucks as leading examples of this masstige trend. The 2014 release of the One-plus smartphone served as evidence of this. "Smartphone brands such as One-Plus, which have developed to occupy a position of affordable luxury, can be utilised to achieve a desired identity without going over budget" (Kumar et al., 2020). Marketers are actively using a variety of approaches to capitalise on the masstige trend. One key approach is the launching of diffusion brands, which are lower-priced subsidiary brands of their originating brands. Examples are Prada's diffusion line is Miu Miu, the masstige brand, Garnier is the diffusion brand of L'Oréal, and Giorgio Armani's Emporio Armani. By adopting these kinds of approaches by originating brands facilitated the growth of masstige marketing and the stake of consumers in these brands (Arora et al., 2015).

After doing a comprehensive evaluation of the literature, Kumar et al. (2020) put together a study on masstige marketing. Although these reviews offer an in-depth description related to the context of masstige, Donthu et al. (2021) pointed out that as the field grows and new research is produced, their comprehensive approach may become insufficient for synthesising literature. The growing amount of literature makes it difficult to keep track of every document in a field, which has led to the creation of techniques like scientometrics,

meta-analysis, and bibliometric analysis (Farooq, 2023). Several guiding principles, instruments, and procedures are used in bibliometric analysis to gauge citations within scientific publications, creating a variety of metrics to get across the educational realm of a vast scholarly area (Akhavan et al., 2016). To perform a bibliometric analysis, numerous databases are needed. Each database is distinctive in terms of its aspects and programmability (Falagas et al., 2008). The most prominent literature databases employed in numerous areas are the Web of Science and Scopus (ALRyalat et al., 2019). Scopus, evolved by Elsevier, is one out of many databases, with the help of which researchers can perform extensive bibliometric analysis (Farooq, 2024; Khudzari et al., 2018). When supervisors and scholars have to decide their research theme or topic, they behave more prudently. The pathway of a research scholar begins with picking the theme or topic for the research, followed by finding a qualified and capable research supervisor to oversee their work, and the university and nation in which he wants to continue their research. Bibliometric analysis aids scholars in pinpointing emerging research areas and accessing essential information regarding influential researchers and their affiliations. Researchers studying marketing are becoming increasingly interested in masstige. It is evident from recent research that bibliometric evaluations of "masstige marketing" and associated keywords are conspicuously lacking. The current study sought to fill this gap by compiling the body of available literature from the Scopus database and doing a thorough bibliometric analysis of this literature from December 2005 to March 2024. The present study is centered around the research questions listed below:

RQ1: How are the top author's keywords, top journals, and top countries related to each other?

RQ2: Who are the primary contributors in aspects of authors, nations, journals, and affiliations in the field of masstige marketing with their citations?

RQ3: Which document received the most citations concerning masstige marketing?

RQ4: Which keywords are used most frequently concerning masstige marketing?

RQ5: What kind of intellectual and social structure is reflected in masstige articles?

To deal with the above issues, the present research employs scientific mapping analysis and performance analysis and aims to augment the current corpus of literature in the arena of masstige marketing by offering insightful information on research articles, journals, notable authors, their associations, and the nations that are making significant contributions to related subject. To refine the study's topic, a co-citation analysis was carried out to compare the number of citations. The structure of the paper is outlined in different sections. In the second section, methodology is explained; in the third, findings and results of scientific mapping and performance analysis are covered; the fourth section covers the conclusions and implications; and in the last section, limitations and directions for future research are presented.

RESEARCH METHODOLOGY

Bibliometric Analysis

The present study concentrates on bibliometric analysis, and the primary focus is to create metrics to gauge the adequacy of scientific investigation. This analysis measures the quantifiable evaluation of academic literature as a means of various mathematical and statistical models (Zyoud et al., 2015). To find, maintain, and syndicate the various aspects of the research done in the context of masstige marketing, bibliometric analysis uses different types of approaches (Song & Ding, 2014). It is an approach that focuses on the conceptual, intellectual, and social structure and also concentrates on changes that occur in the domain of study (Zupic & Čater, 2015). Summary of the earlier studies is used in the bibliometric analysis to inspect and examine bibliographic resources (Donthu et al., 2020; Suban et al., 2021). Scholars may get assistance from this analysis in constructing a future strategic plan for forthcoming academic research (Mavric et al., 2021). Two types of analysis, i.e., scientific mapping and performance analysis, can be done in the bibliometric examination, but many deviations were found between the two (Cobo et al., 2011). Furthermore, Ramos-Rodríguez and Ruiz-Navarro (2004) highlighted the difference between the two, where authors described that performance analysis concentrates on the outcomes of research done in any field of study, whereas scientific mapping concentrates on correlation among several elements of

research. Moreover, out of the many databases available, Scopus, Google Scholar, and Web of Science are considered vital for accumulating information for bibliometric examination (Murgado-Armenteros et al., 2015).

SPAR-4-SLR Framework

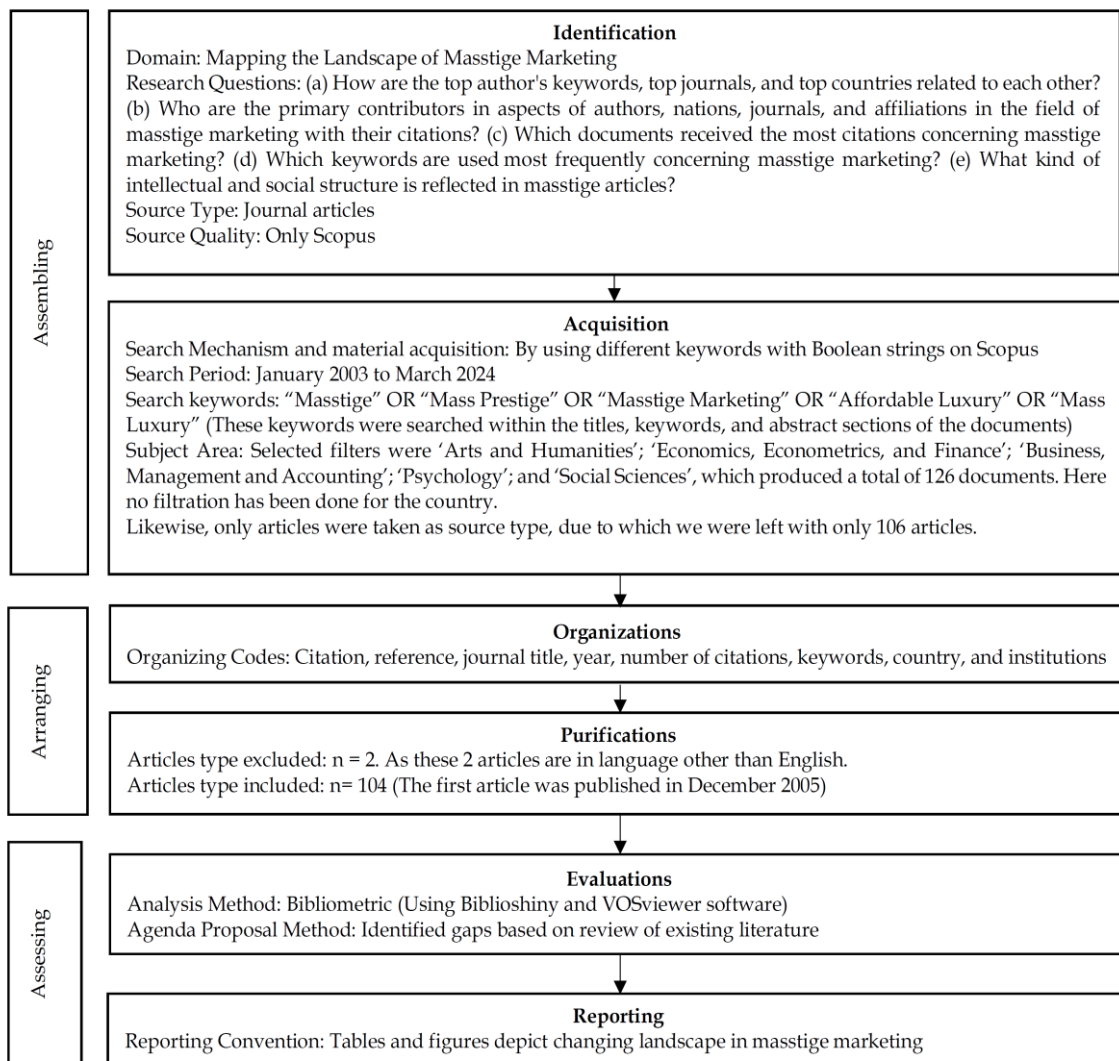
To produce a detailed and thorough systematic review, researchers used the "Scientific Procedures and Rationales for Systematic Literature Reviews" (SPAR-4-SLR) strategy, as described by Paul et al. (2021). The SPAR-4-SLR procedure is divided into three phases: assembling, arranging, and assessing. Each phase is further split into various sub-phases, including identification, acquisition, organization, purification, evaluation, and

reporting. Figure 1 provides a brief description and summary of these sub-phases.

RESULTS AND DISCUSSION

Main Information and Annual Scientific Production

Based on statistics from the Scopus database, 104 articles were published in the masstige domain during the study period. Table 1 displays the information regarding the sources, documents, authors, and document type, whereas Figure 2 shows the annual scientific production over the years, demonstrating that the highest number of articles, totalling 24, were published in the year 2022, followed by 23 in 2023 and 10 in 2020. More important is that 17 articles were already published in the year



Source: Main Information about Data using Biblioshiny

Figure 1: Scientific Procedure and Rationales for Systematic Literature Review (SPAR-4-SLR) framework for systematic Review (Paul et al., 2021)

2024 (till March). Data indicate that the number of articles published during the study has been rising at a pace of about 16.08% per year.

Table 1: Main Information regarding data

Description	Results
MAIN INFORMATION ABOUT DATA	
Timespan	2005 to 2024
Sources	54
Documents	104
Annual Growth Rate (%)	16.08
Document Average Age	3.77
Average citations per document	26.7
References	7138
DOCUMENT CONTENTS	
Keywords Plus (ID)	66
Author's Keywords (DE)	355
AUTHORS	
Authors	219
Authors of single-authored docs	16
AUTHORS COLLABORATION	
Single-authored docs	19
Co-Authors per doc	2.58
International co-authorships (%)	38.46
DOCUMENT TYPES	
Article	104

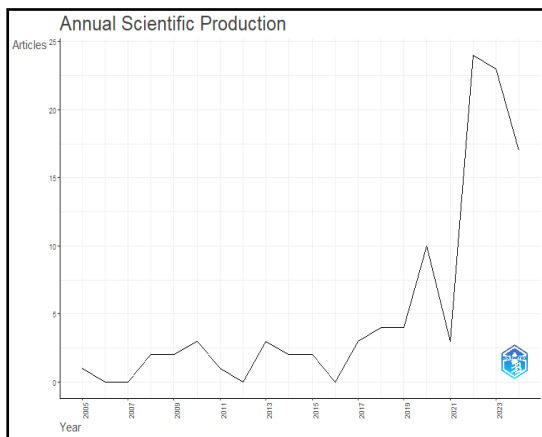


Figure 2: Annual Scientific Production

Performance Analysis

Three Field Plot

To give readers a comprehensive understanding of the research landscape, Figure 3 displays a three-field visualisation of the top 15 nations, journals, and keywords. The Sankey diagram shows the flow of research in three selected fields, *i.e.*, top author keywords, top journals, and top nations. The diagram's flow bandwidth reflects each element's contribution within the chosen field. The three elements are connected with a grey plot. In this

regard, top nations working on the concept of masstige are India, USA, and UK, as shown in Figure 3. Most of the countries have published research on masstige and luxury according to the relationship between nations and the keywords. The prominent nations frequently employ terms such as "masstige" in their research endeavors, while research originating from the USA has notably influenced the prevalence of the keyword "luxury". This suggests that the USA exhibits substantial research productivity in the luxury domain, whereas other top nations have primarily directed their research efforts towards masstige-related topics. The figure also highlights the fact that only two developing nations actively involved in research on masstige are India and China. When it comes to the publication source, journals like "Journal of Business Research," "International Journal of Consumer Studies," "Journal of Retailing and Consumer Studies," "Journal of Product and Brand Management," "Journal of Fashion Marketing and Management," "Journal of Brand Management," and "European Journal of Marketing" are where the majority of keywords are used. These are the top 15 journals based on both citations and articles published in these journals.

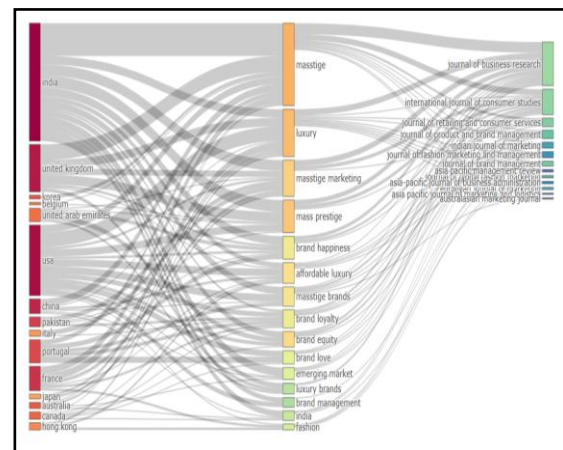


Figure 3: Three Field Plot

Most Relevant and Prominent Sources

The ten most notable journals that regularly publish studies concerning the subject of masstige are shown in Table 2. By examining these sources, researchers can choose appropriate journals for their contributions. The 104 examined papers have been published in 54 different journals. The most articles published were 22 in the 'Journal

of Business Research', 13 in the 'International Journal of Consumer Studies' and 7 in the 'Journal of Retailing and Consumer Services'. Several journals, including, the 'Asia Pacific Management Review', 'Behavioral Sciences', 'Asia Pacific Journal of Marketing and Logistics', 'Business Horizons', 'Hotel Management', and 'Journal of Vacation Marketing' had only one publication, implying that these journals did not devote enough attention to the topics of masstige.

each have 4 publications with 402 and 90 citations, respectively.

Figure 4 presents a spatial study of "Country Scientific Production". This figure used a global map to show where masstige marketing research is spread out geographically. The colour intensity of the map reflects each nation's publication volume, making it possible to visualise research hotspots. Hence, nations with intense colours have contributed the most. India has published an impressive 53

Table 2: List of Journals with Number of Articles

Sources	Articles	Cite Score*	SNIP*	SJR*	Quartile**
Journal of Business Research	22	20.3	3.194	3.128	Q1
International Journal of Consumer Studies	13	13.6	2.347	2.019	Q1
Journal of Retailing and Consumer Services	7	20.4	2.751	2.990	Q1
Journal of Brand Management	4	8.8	1.537	1.169	Q2
Journal of Product and Brand Management	4	10.9	1.731	1.685	Q1
Journal of Global Fashion Marketing	3	6.9	1.253	0.890	Q2
European Journal of Marketing	2	6.9	1.246	1.266	Q1
Indian Journal of Marketing	2	2.5	0.567	0.253	Q3
Journal of Fashion Marketing and Management	2	7.3	1.496	0.912	Q2

*Note: * Figures for 2023 taken from Scopus and **Figures for 2023 taken from Scimago journal ranking SNIP represents "Source Normalized Impact Per Paper" and SJR represents "Scimago Journal Ranking."*

Table 3: Most Prominent Authors and Countries' Scientific Production

TC	Author(s)	TP	TC	Country	CSP
841	Paul J.	12	193	India	53
105	Das M.	5	774	USA	42
402	Kumar A.	4	137	UK	29
90	Saha V.	4	115	China	15
549	Kapferer J-N.	3	726	France	15
28	Shahid S.	3	49	Pakistan	12
14	Singh B.	3	44	Portugal	9
34	Boisvert J.	2	66	South Korea	8
13	Gilal F.G.	2	142	Australia	7
13	Gilal N.G.	2	1	Canada	6

Note: TP represents "Total Production"; CSP represents "Country Scientific Production" and TC represents "Total Citations"

Most Relevant and Prominent Authors; Affiliations and Countries Scientific Production

The most significant and prominent author was identified on the basis of the number of documents written by them. The top 10 authors in terms of their contributions to the field are shown in Table 3. Leading the list with 12 publications is Justin Paul, making him the most productive author with 841 citations. Manish Das is next with 5 publications along with 105 citations, Ajay Kumar and Victor Saha

articles on this topic, making it the country that contributes the most to masstige research. Table 3 shows that the USA, UK, China, France, Pakistan, and other countries also made major contributions to this field with 42, 29, 15, 15, 12, and so on articles, respectively.

The United States leads from other nations with 774 citations; following closely behind are France, India, Australia, United Kingdom, and China, with 726, 193, 142, 137, and 115 citations, respectively.

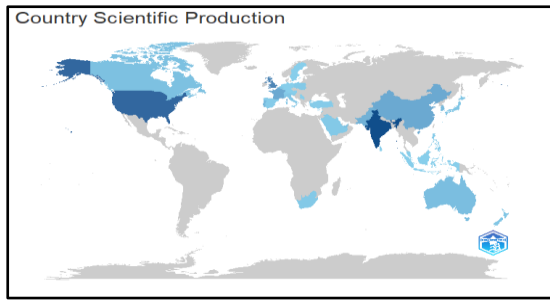


Figure 4: Country Scientific Production

Most Relevant Affiliations

The studies on masstige were carried out by various colleges and institutes worldwide and are depicted in Figure 5. The top 15 institutions' contributions to masstige are listed in Figure 5. With 11 articles, researchers from the University of Puerto Rico made the largest contribution, followed by the American University of Sharjah and Sukkur IBA University with 5 articles each; Central University of Haryana, Georgia Southern University, Nottingham University Business School China, Suryamaninagar, The Honk Kong Polytechnic University, and Tripura University with 4 articles each; Griffith University, Hanyang University, Indian Institute of Management Raipur, Instituto Universitario De Lisboa and the University of Antwerp with 3 articles each; and Birla Institute of Technology and Science with 2 articles.

Global Cited Documents

Table 4 highlights the top ten highest cited documents on the subject of masstige with their TCPY (Total Citations Per Year). The research indicates that the article titled “The specificity of luxury management: Turning marketing upside down” in *Journal of Brand Management* by Kapferer and Bastien (2009) has been cited the most, having received 389 citations in total with a TCPY of 22.88. Kapferer and Bastien (2009) studied the idea of luxury, focussing on how it differs from fashion and premium goods and providing helpful tips for luxury promotion by integrating anthropological, sociological, and historical perspectives to analyse the impact of luxury in democratic nations. Personalised marketing tactics that accentuate rarity, exclusivity, and desirability might be used by luxury brands. They must oppose downward market expansion while sticking to their primary business focus for the purpose of maintaining their luxury standing.

Closely following in citation count is of Kumar et al. (2020) for publishing the article titled “Masstige’ marketing: A review, synthesis and research agenda”, in *Journal of Business Research* with 243 citations and TCPY of 40.50. According to Kumar et al. (2020), "masstige marketing" empowers a wider spectrum of consumers to make purchases of premium

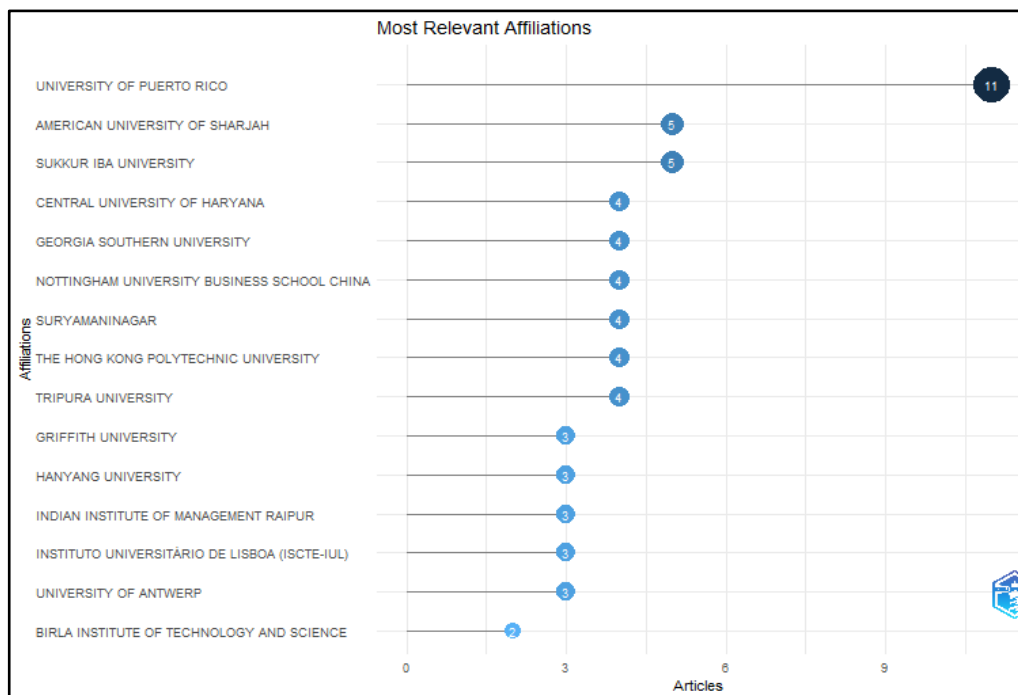


Figure 5: Most Relevant Affiliations

products and amenities. The study underlines how vital it is to learn about consumer self-consciousness and buying habits, given these elements significantly affect decisions about masstige purchases.

With 223 citations, Truong et al. (2009) study is the most often mentioned in masstige marketing research. Paul (2019) and Quach and Thaichon (2017) documents are next with 136 and 127 citations, respectively. The citation counts for the research by Kapferer (2014), Roper et al. (2013), and Paul (2015) are 112, 105, and 100 citations, respectively. Paul (2018) and Kumar and Paul (2018) were somewhat consistent with 96 and 95 citations, as Table 4 illustrates. Out of all the documents, the top 10 documents obtained 1626 citations.

grown over time. This term appeared only once in 2009, but it was used 29 times by March 2024. This implies that "masstige" is becoming increasingly popular in the field of study. Similarly, the usage of the term "luxury" has also increased significantly since 2009, appearing once then and reaching 20 times by March 2024. The increased use of this keyword may indicate a growing interest in luxury marketing. Important keywords "mass prestige" and "masstige marketing" were used frequently throughout the study period, beginning from 1-time for each term in 2015, and growing continuously with 13 and 11 times respectively, suggesting that the masstige sector is a persistent subject in research. The keyword "affordable luxury" also gained significant usage from 1 time in

Table 4: Top Global Cited Documents

TC	Year	TCPY	Title	Source
389	2009	22.88	"The specificity of luxury management: Turning marketing upside down"	<i>Journal of Brand Management</i>
243	2020	40.50	"'Masstige' marketing: A review, synthesis and research agenda"	<i>Journal of Business Research</i>
223	2009	13.12	"New luxury brand positioning and the emergence of Masstige brands"	<i>Journal of Brand Management</i>
136	2019	19.43	"Masstige model and measure for brand management"	<i>European Management Journal</i>
127	2017	14.11	"From connoisseur luxury to mass luxury: Value co-creation and co-destruction in the online environment"	<i>Journal of Business Research</i>
112	2014	9.33	"The artification of luxury: From artisans to artists"	<i>Business Horizons</i>
105	2013	8.08	"Constructing luxury brands: exploring the role of consumer discourse"	<i>European Journal of Marketing</i>
100	2015	9.09	"Masstige marketing redefined and mapped: Introducing a pyramid model and MMS measure"	<i>Marketing Intelligence & Planning</i>
96	2018	12.00	"Mass prestige value and competition between American versus Asian laptop brands in an emerging market – Theory and evidence"	<i>International Business Review</i>
95	2018	11.88	"Toward a 'masstige' theory and strategy for marketing"	<i>European Journal of International Management</i>

Note: TC= "Total Citations" and TCPY= "Total Citations Per Year"

Word's Frequency over Time

Figure 6 depicts the development of the author's keyword usage in the examined documents over the years through the examination of word frequency over time. The author's usage of the term "masstige" has

2017 and continued to rise until March 2024 with 8 times. The crucial keywords "brand loyalty" and "brand love" are not very common, and both were used by the authors in the year 2022 with 3 and 2 times, respectively. This research highlights shifts in emphasis and

Evaluation of Thematic Cluster by Employing Bibliographic Coupling

Two documents are usually known as bibliographically coupled whenever each of them cites the same sources. This suggests a possible connection between the two documents focusing on an identical issue (Martyn, 1964). According to Kessler (1963), bibliographic coupling is the simple phenomenon of articles sharing a minimum of one common reference. Concerning Weinberg (1974), bibliographic coupling centers around the belief that two separate documents are more likely to address similar content when both contain a significant number of citations in common. For this analysis, VOSviewer software was used, where the minimum limit of the number of citations of a document was fixed to 20, from which the authors received 30 documents. Following bibliographic coupling, Table 5 and Figure 9 discuss the three labeled clusters that influence our knowledge of masstige marketing.

Cluster 1: Luxury Brand Strategy & Market Positioning

Thirteen documents concerning "Luxury Brand Strategy & Market Positioning" are included in Cluster 1, which has 1,284 citations in total. Kapferer and Bastien (2009) received the highest number of citations in this cluster, with 389, followed by Truong et al. (2009) with 223, and Quach and Thaichon (2017) with 127. In 2009, Kapferer and Bastien looked at the notion of luxury, highlighting what makes it unique and distinct from premium and fashion brands, along with providing strategic guidance for luxurious marketing brands. The research examines the significance of luxury in democratic societies, employing historical, sociological, and anthropological viewpoints. Companies that sell luxurious brands ought to employ specific marketing techniques that emphasize desirability, exclusivity, and rarity. They need to resist downward market expansion and adhere to their main line of operation to preserve their luxury position. The research done by Truong et al. (2009) presents scientific support for the masstige positioning tactics of emerging luxurious brands, highlighting their ability to distinguish themselves from mid-range brands by keeping affordable price premiums to attract more customers. This arrives at the point that, if marketers effectively achieve the right balance between prestige differentiation

and affordable premium pricing, then masstige tactics offer a feasible chance to conventional luxury enterprises. The relationship between luxurious brands and consumers towards value co-creation as well as co-destruction has been investigated by Quach and Thaichon (2017). The research focused on how social resources played a crucial role in influencing these behaviours, especially through interactions over the internet. Based on the results of the research, including love, status, information, and services, serve a dual role in promoting value co-destruction and co-creation.

Cluster 2: Masstige and Consumer Psychology

Cluster 2 encompasses ten research documents centered on the subject of "Masstige and Consumer Psychology," which have 520 citations in total. Das et al. (2022), Kumar et al. (2020), and Kumar et al. (2021) possessed the highest number of citations within this cluster, with 243, 57, and 36, respectively. The research done by Das et al. (2022) focuses on how masstige can encourage middle-class buyers. The research investigates the ways in which various components of consumers' perceived masstige value and desire for masstige influence masstige inspiration, and this in return promotes masstige engagement. Consumer inspiration is sparked by affective desire, which in turn encourages the decision to interact with masstige brands. Before deciding whether to engage with a brand or not, shoppers examine its social and emotional worth as well as the price to match up the perceived quality of the brand. Kumar et al. (2020) stated that "masstige marketing" serves high-end products and services to a larger consumer base at a reasonable cost. The study emphasises that it is very crucial to comprehend the self-consciousness as well as the buying behaviour of the consumer as it affects the in-shaping purchases of masstige products and services. Kumar et al. (2021) emphasised the moderating effects of social ideal self and self-consciousness; the research studies the connection between masstige and happiness received from the brand. The adoption of masstige brands boosts customer happiness, but self-consciousness reduces the resulting impact. Contrary to this, the social ideal self had no discernible effect on this relation. Marketers ought to employ masstige tactics to boost consumer happiness

concerning the brand and also by taking self-consciousness into account.

Cluster 3: Masstige Theory & Conceptual Frameworks

Cluster 3 encompasses seven documents centered on "Masstige Theory & Conceptual Frameworks," totalling 533 citations. Paul (2019) has 136 citations, Paul (2015) has 100 citations, and Kumar and Paul (2018) have 96 citations, which makes them the highest cited documents in this cluster. Paul (2019) refined and evaluated the Masstige Mean Score (MMS) as a framework to evaluate the efficacy of brand administration and marketing strategies, as well as created theoretical frameworks to define, operationalise, and enhance masstige value. By assessing and contrasting Masstige Mean Index Values (MMIV) across various regions, nations, or within the same nation, the Masstige Scale makes it easier to analyse marketing efforts of masstige brands. Paul (2015) established a conceptual framework for "masstige marketing" strategy, emphasising the tactical application of the four Ps of marketing for achieving long-term success. Brands may attain mass prestige by effectively blending the

four Ps, and a higher Masstige Mean Score (MMS) elevates the possibility that a brand will be considered as a "top-of-mind" brand by customers. Kumar and Paul (2018) intend to offer insight into the masstige literature by analysing how the four top-selling laptop brands involving two American such as HP and Dell, and two Asian such as Lenovo and Acer are viewed in terms of prestige. The study investigates the way these brands create mass prestige positioning and influence the perception of customers, with a foundation based on the masstige theoretical framework.

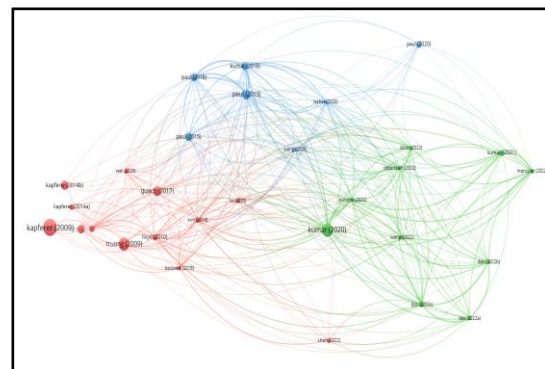


Figure 9: Thematic Cluster by Employing Bibliographic Coupling

Table 5: Thematic Cluster by Employing Bibliographic Coupling

Cluster Number & Colour	Cluster Label	Documents	Title	Author	Citation	Total Link Strength
1 (Red)	Luxury Brand Strategy & Market Positioning	13	"The specificity of luxury management: Turning marketing upside down"	Kapferer and Bastien (2009)	389	9
			"New luxury brand positioning and the emergence of Masstige brands"	Truong et al. (2009)	223	25
			"From connoisseur luxury to mass luxury: Value co-creation and co-destruction in the online environment"	Quach and Thaichon (2017)	127	24
2 (Green)	Masstige and Consumer Psychology	10	"Inspired and engaged: Decoding MASSTIGE value in engagement"	Das et al. (2022)	243	154
			"Masstige' marketing: A review, synthesis and research agenda"	Kumar et al. (2020)	57	75
			"Do brands make consumers happy?- A masstige theory perspective"	Kumar et al. (2021)	36	95

3 (Blue)	Masstige Theory & Conceptual Frameworks	7	“Masstige model and measure for brand management”	Paul (2019)	136	150
			“Masstige marketing redefined and mapped: Introducing a pyramid model and MMS measure”	Paul (2015)	100	66
			“Mass prestige value and competition between American versus Asian laptop brands in an emerging market—Theory and evidence”	Kumar and Paul (2018)	96	173

CONCLUSIONS AND IMPLICATIONS

The study employed bibliometric analysis to gain deeper insights into the intellectual and structure of masstige marketing. Authors examined 104 articles from the Scopus database using the VOSviewer and Biblioshiny. Science mapping analysis and performance analysis were used to analyse the data. It is found that the number of papers published over the analysed period has consistently increased with an annual growth rate of 16.08%. The analysis discovered that there were 26.7 average citations per document. 219 authors in all were found in the masstige domain, among them 92.69% of them contributed to documents with multiple authors and just 7.31% to ones with a single author. The study identified 355 authors' keywords and 66 plus keywords during the analysis.

Based on the analysis of the documents, the most productive article was written by Kapferer and Bastien (2009), which received 389 citations. Kumar et al. (2020) and Truong et al. (2009) came at second (243 citations) and third (223 citations), respectively. The affiliation analysis ranks the University of Puerto Rico in the United States at the top, followed by Sukkur IBA University and the American University of Sharjah. According to the evaluation of nations' contributions, India is the country that publishes the most, followed by the United States, the United Kingdom, China, France, and Pakistan. When examining the top cited countries, the United States leads the list, followed by France, India, Australia, the United Kingdom, and China.

The study's outcome will assist the researchers in locating pertinent research guidelines. It will

also assist the students in deciding which nation and which university to attend to further their research. Three different clusters were found by performing a cluster analysis on articles that contained bibliographic connections. Thematic connections between the published research have been identified by looking into the most prominent papers within every single cluster. Each of these clusters covers a wide range of topics including (a) Luxury Brand Strategy & Market Positioning (Cluster 1), (b) Masstige and Consumer Psychology (Cluster 2) and (c) Masstige Theory & Conceptual Frameworks (Cluster 3). Furthermore, the authors of the current study offer prospective additional investigation paths through recognising understudied areas throughout the field of masstige.

This study provides a wealth of opportunity for scholars to gain a deeper understanding of research already done in the context of masstige. The results not only complement earlier reviews but also add to the esteemed field in several ways. The techniques used in this work can be used by researchers in other fields to do bibliometric analysis in the areas of interest. To help masstige researchers, academicians, and research experts in comprehending the evolution of this subject over time, the study has identified top authors, major countries, major sources, papers with maximum citations, and a variety of clusters. From an academic perspective, the bibliometric analysis aids in offering some responses to important queries that scholars have to take into account while studying masstige. Researchers can find this study useful for recognising and comprehending the frequency and the trend of the usage of the author's

keywords used over time in this subject, as well as for familiarising themselves with the terminology used and publications that focus on these kinds of studies. This analysis offers insights into the importance of the topic, which can subsequently inform the development of masstige offerings.

The present research guides academics toward significant topics by emphasising highly utilised keywords, highly cited articles, and prominent authors. From studying social and intellectual structures, researchers may find appropriate research partners and develop research communities to work together collaboratively. Journals may raise the array of proficient reviewers within their board by finding prominent authors and institutions. Additionally, this study locates prominent authors, affiliations, and sources, allowing marketers to connect with expertise for collaborations, recommendations of brands, or advice. Not only this, but the funding bodies may also leverage money to have the greatest impact by acknowledging top investigators.

Limitations and Directions for Future Research

Although the study makes significant contributions, it is crucial to recognise some of its shortcomings, such as its reliance on a single database rather than several sources for data retrieval. While it is true that Scopus has a large number of papers that cover the issue in great detail, even then using a variety of databases would improve the topic's coverage. Conference proceedings, doctoral theses, textbooks, or unpublished working papers were not included in the review of the masstige literature. Further, papers published in English were included, which may have undervalued research that was done in other languages. Furthermore, only a blend of Biblioshiny and VOSviewer was used for analysis. But in addition to Biblioshiny and VOSviewer, it would be useful to investigate with the help of other analytical tools like Gephi, CiteSpace II, Bibexcel, and Tableau for future research studies. Additionally, the research have missed ideas from industry viewpoints because it mainly used data from academic publications found in Scopus. Future research could include both academic and trade media, namely news articles, to further build on this study. Therefore, this bibliometric study can be used

as a starting point by professionals and academics who are interested in masstige marketing.

Masstige marketing is an emerging area that will likely have a significant impact in the near future. The core of revolution in any area originates from generating knowledge through research efforts (Yip & Lee, 2017). To make innovative and unique contributions to the field, upcoming researchers can incorporate the concept of masstige marketing with fields like co-branding, Generation Z consumers, consumer happiness, brand love, brand preference, brand satisfaction, and consumer hedonism. Statistical methods can be used to examine the relationships between these fields. The present study is limited to only five terms for retrieving the documents. To broaden the scope of the future study, various search keywords such as 'Luxury for Masses,' 'Luxury Democratisation,' 'Downward Extensions,' 'New Luxury Brands,' 'Bandwagon Luxury,' and 'Mass Affluence' can be employed. The study indicates that most articles have originated from India, the USA, and the UK. Therefore, more research is recommended from countries with lower publication rates, such as Austria, Germany, Indonesia, Kuwait, Lebanon, Malaysia, the Netherlands, Serbia, Sri Lanka, and Sweden. As the present study encompasses literature published from December 2005 to March 2024, hence, future researchers could widen its coverage by expanding the timeframe.

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The authors declare that they have no conflicts of interest.

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Ethical Considerations

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