

Masstige marketing in 2023 and beyond: An introduction to the special issue on masstige marketing

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Abstract

The recent interest of marketers in adopting masstige strategy is a testimony to its potential. But, the dialogue on masstige among research community is not befitting its requirement. This special issue was launched to address this pressing demand towards masstige research. This special issue serves the masstige theory with eight rigorous research papers covering utmost relevant varied aspects of masstige. Papers in this special issue establish the relevance of masstige strategy for hitherto less explored aspects like services, old-age consumers, short- and long-term happiness, and so forth. Novel insights are offered along with future research propositions for masstige research. Our aim of this special issue is well addressed by generating and advancing interest of scholars towards masstige and thereby extending the current horizons of masstige research.

Keywords: mass prestige, masstige, masstige antecedents, masstige outcomes

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