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Towards a Conceptual Integration of Masstige in Consumer Behaviour through a Kaleidoscopic View

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Abstract: The purpose of this research paper is to conduct a comprehensive scoping review with the objective to examine the advancement of masstige marketing as an essential notion in consumer-brand engagement researches. The study covers a multitude of facets of masstige marketing literature, comprising frameworks, methodologies, antecedents, outcomes, mediators, moderators through the examination of 88 studies. In an effort to incorporate masstige marketing notion within the consumer-brand engagement research, this paper highlights the necessity of constructing robust frameworks and tackling the quantitative difficulties. This scoping review provides insights to practitioners and academics who desire to further explore the domain of masstige.

Keywords: Brand Management, Masstige, Luxury, Consumer-Brand Relationship, Prestige Brands

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