

GEN Z AND MASSTIGE BEAUTY BRANDS IN INDIA: A REVIEW OF EMERGING CONSUMER TRENDS

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ABSTRACT

The Indian beauty market has witnessed remarkable transformation with the emergence of masstige brands products positioned between mass-market and prestige segments capturing the attention of Generation Z consumers. This literature review synthesizes scholarly research examining the intersection of Gen Z consumer behavior and masstige beauty consumption in India. Drawing from 23 peer-reviewed studies published primarily between 2020 and 2026, this review critically analyzes key themes including social media influence, digital beauty culture, self-identity construction, affordability dynamics, influencer marketing effectiveness, sustainability consciousness, aspirational consumption patterns, and online shopping behavior. The thematic discussion reveals that Indian Gen Z consumers navigate complex decision-making processes shaped by authenticity demands, value consciousness, and digital nativity. Despite growing academic interest, significant research gaps persist regarding integrated frameworks specific to Indian masstige beauty markets and the unique aspirational consumption patterns in emerging economies. This review contributes theoretical insights into generational consumer behavior while offering managerial implications for beauty brands targeting digitally-savvy, value-conscious young consumers in India's rapidly evolving retail landscape.

KEYWORDS: *Generation Z, Masstige Brands, Beauty Industry, Social Media Marketing, Influencer Marketing, Sustainable Consumption, Consumer Behavior.*

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