

**STATE OF THE ART (SOTA) LITERATURE REVIEW METHODOLOGY IN LUXURY MARKETING:
A SYSTEMATIC ANALYSIS**

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Abstract:

Luxury marketing has undergone significant transformation in recent years due to digitalization, evolving consumer preferences, and increasing emphasis on sustainability. While numerous studies have examined various aspects of luxury branding, consumer behavior, and digital engagement, there remains a lack of consolidated understanding regarding methodological trends, thematic evolution, and research gaps in this field. This study adopts a State-of-the-Art (SOTA) literature review methodology to systematically analyze luxury marketing research published over the past two decades. The findings indicate a substantial rise in publications after 2017, with digital transformation and sustainable luxury emerging as dominant themes. Quantitative research methods, particularly Structural Equation Modeling and Exploratory Factor Analysis, are most frequently employed, while qualitative approaches remain underutilized. The study also highlights geographical concentration in research contributions and identifies the need for interdisciplinary and mixed-method approaches. By synthesizing existing knowledge, this research provides a structured overview of current trends and suggests directions for future investigations in luxury marketing.

Keywords: *Luxury Marketing; State-of-the-Art Review; Digital Transformation; Sustainable Luxury; Consumer Behavior; Purchase Intention; Social Media Marketing; Brand Equity*

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Introduction

Luxury marketing has long been a critical domain within the field of marketing, attracting the attention of researchers, practitioners, and industry experts. The concept of luxury is deeply rooted in exclusivity, high-quality craftsmanship, and a sense of prestige associated with premium brands. Over the years, luxury marketing has evolved from traditional retail models to a more dynamic and digital-oriented landscape, driven by technological advancements, shifting consumer behaviors, and global market expansion. The rapid digital transformation has significantly influenced luxury brand positioning, communication, and engagement strategies. Social media, influencer marketing, and e-commerce platforms have reshaped the way luxury brands interact

with consumers, blurring the lines between exclusivity and accessibility. Additionally, the rise of sustainable luxury has brought ethical consumption and corporate social responsibility to the forefront, urging brands to balance heritage with modernity. Despite the growing body of literature on luxury marketing, a systematic synthesis of research methodologies, dominant themes, and emerging trends remains limited. The existing studies often focus on niche areas such as brand equity, consumer behavior, and digital marketing but lack a holistic view of the industry's evolution. Moreover, while quantitative research methodologies dominate luxury marketing studies, the need for qualitative explorations into brand storytelling, experiential luxury, and emotional engagement is evident. This study seeks to bridge these gaps by conducting a state-

of-the-art literature review on luxury marketing. By analyzing research trends, methodologies, and thematic developments, this study provides an in-depth understanding of the current landscape of luxury marketing research. The findings will offer valuable insights to academics, practitioners, and policymakers, guiding future research and strategic decision-making in the luxury industry. This research serves as a foundation for academics and practitioners looking to understand the evolving landscape of luxury marketing, providing insights into methodological trends, research priorities, and future opportunities. The objective of this work is to conduct a State-of-the-Art (SOTA) literature review to systematically analyze methodological trends, dominant themes, and emerging research directions in luxury marketing.

Problem Statement

Luxury marketing is undergoing a paradigm shift driven by digitalization, sustainability pressures, generational value shifts, and global market expansion. Although numerous studies have examined discrete aspects such as brand equity, social media marketing, celebrity endorsement, sustainability, and purchase intention, the literature remains fragmented and methodologically skewed. There is a lack of consolidated synthesis regarding:

- Dominant research methodologies employed in luxury marketing studies
- Evolution of thematic focus over time
- Geographical concentration of research output
- Analytical techniques predominantly used
- Methodological gaps requiring scholarly attention

Furthermore, the overwhelming reliance on quantitative methods, particularly SEM and EFA, indicates limited exploration of qualitative dimensions such as brand storytelling, experiential luxury, and emotional engagement. Therefore, a structured State-of-the-Art (SOTA) review is necessary to systematically map research evolution, identify

methodological trends, and propose directions for future inquiry in luxury marketing research.

Scope of the Study: This study covers a comprehensive range of topics in luxury marketing, including digital marketing strategies, consumer psychology, sustainability, and branding. By reviewing literature from multiple regions and cultural contexts, the study provides a global perspective on the evolving nature of luxury consumption. The research includes both empirical and conceptual studies published in peer-reviewed journals and indexed databases.

Research Methodology: This research follows a state-of-the-art (SOTA) literature review approach, systematically analyzing academic papers from leading journals. The methodology includes:

1. Data Collection: Relevant studies were identified from Scopus, Web of Science, Google Scholar, and other databases.
2. Selection Criteria: Only peer-reviewed journal articles from the past 20 years were included, focusing on empirical and theoretical studies.
3. Categorization: Research articles were classified based on themes such as consumer behavior, digital branding, and sustainability.
4. Analytical Techniques: A combination of qualitative and quantitative approaches, including thematic coding and statistical analysis, was used to extract insights.
5. Synthesis: Findings were synthesized to highlight major trends, research gaps, and future opportunities.

Inference from the SOTA Framework:

The SOTA methodology effectively maps the evolution of luxury marketing research by analyzing dominant methodologies, emerging themes, and research gaps. The flowchart reveals a strong inclination towards quantitative studies, particularly using SEM and EFA, with limited qualitative explorations in brand storytelling and experiential

marketing. The rise of digital transformation and sustainability as key themes underscores the need for interdisciplinary approaches in future research. Integrating AI, immersive experiences, and cross-cultural studies will enrich the understanding of consumer behavior in the luxury domain.

Review of Literature

Luxury consumption has evolved significantly in the contemporary marketplace due to digital transformation, sustainability concerns, and changing generational values. The literature on luxury purchase intention identifies multiple psychological, social, value-based, and marketing-related determinants influencing consumer behavior.

1. Psychological and Value-Based Determinants of Luxury Purchase Intention

Early studies emphasize the role of psychological constructs such as self-identity, attitudes, and subjective norms in shaping luxury purchase intention. Salem and Chaichi (n.d.) found that self-identity and attitude significantly influence consumers' intention to purchase luxury fashion goods, which subsequently affects their willingness to pay premium prices. Similarly, Labib et al. (n.d.) examined universal personal values—openness to change, self-enhancement, conservation, and self-transcendence—and confirmed their impact on luxury purchase intention during the COVID-19 context. Perceived value has consistently emerged as a central predictor of purchase intention. Kalyoncuoglu and Sahin (n.d.) demonstrated that perceived value strongly influences the intention to buy counterfeit luxury products, with materialism moderating this relationship. Likewise, Ercis and Celik (n.d.) argued that different value perceptions influence purchase intention, and this relationship varies depending on consumer knowledge levels. Further, Wang et al. (n.d.) showed that exclusivity, conformity, and hedonism shape sustainable luxury

acceptance across China and the UK. Lou et al. (n.d.) extended value theory by incorporating perceived risk in the second-hand luxury market, confirming both positive value effects and negative risk influences on purchase intention.

2. Social Influence, Celebrity Endorsement, and Influencer Marketing

Social influence plays a crucial role in luxury consumption decisions. Baptista (n.d.) investigated influencer marketing and found that brand prominence in influencer promotions shapes consumer perception and purchase intention. Jansom and Pongsakornrunsilp (n.d.) further identified parasocial interaction (PSI) as a mediating factor in Instagram-based luxury marketing. Celebrity endorsement has also been examined widely. Nabil et al. (n.d.) confirmed that celebrity endorsement positively influences luxury purchase intention. Khan and Zaman (n.d.), using signaling theory, demonstrated that celebrity endorsement affects purchase intention through serial mediators such as psychological ownership, brand trust, and brand attitude. Cuomo (n.d.) highlighted the relevance of celebrity endorsement in communicating sustainability in luxury branding. Valeta and Ruslim (n.d.) showed that friends, celebrities, and opinion leaders significantly impact luxury fashion purchase intentions in Jakarta. Dahlia (n.d.) extended this understanding to counterfeit markets, highlighting the role of influencers in shaping purchase intentions toward counterfeit luxury goods.

3. Social Media Marketing and Digital Transformation in Luxury

The digitalization of luxury marketing has significantly transformed consumer engagement. Kim and Ko (n.d.) found that social media marketing (SMM) enhances customer intimacy and trust, leading to stronger purchase intentions.

Similarly, Leong et al. (n.d.) demonstrated the direct effect of SMM on online luxury purchase intention. Ali and Naushad (n.d.) and Moslehpour et al. (n.d.) found that brand image and trust mediate the relationship between social media marketing activities and purchase intention. Elseidi and El-Baz (n.d.) also established that electronic word-of-mouth (e-WOM) influences brand attitude and brand image, which subsequently affect purchase intention. The role of storytelling and new media strategies has gained attention. VanMeter et al. (n.d.) emphasized the importance of video storytelling in social media marketing. Pang (n.d.) and Li (n.d.) documented how luxury brands transformed their marketing strategies through digital platforms and celebrity partnerships. Cai (n.d.) examined new media strategies of LVMH and Dior, revealing positive impacts on luxury brand perception and sales.

4. Luxury Value Dimensions, Brand Trust, and Repurchase Intention

Repurchase intention is influenced by multidimensional luxury values. Kocak Alan et al. (n.d.) identified social, individual, financial, and functional values as determinants of brand trust and satisfaction, leading to repurchase intention. Hussain (n.d.) found that hedonic value, satisfaction, consumer inertia, and product attributes significantly influence repeat purchase intention among Generation Y consumers in Malaysia. Zhang et al. (n.d.) extended the Theory of Planned Behavior (TPB) to Chinese luxury consumers and confirmed the significance of attitudes and subjective norms. Yan et al. (n.d.) similarly applied TPB in the second-hand luxury market, emphasizing attitudes and perceived behavioral control. Husain et al. (n.d.) confirmed that brand equity, status consumption, and brand

trust positively influence luxury purchase intention in the Indian luxury market.

5. Counterfeit Luxury Consumption

Counterfeit luxury consumption remains a significant research stream. Gani et al. (n.d.), based on TPB, identified attitudes, subjective norms, and perceived behavioral control as predictors of counterfeit luxury purchase intention in Bangladesh. Kalyoncuoglu and Sahin (n.d.) further demonstrated materialism as a moderator between perceived value and counterfeit purchase intention. Dahlia (n.d.) reinforced these findings by highlighting the influence of social media influencers on counterfeit purchase behavior among Indonesian consumers.

6. Sustainable Luxury and Green Consumption

The concept of sustainable luxury has attracted considerable scholarly attention. Zhao et al. (n.d.) provided a systematic review of sustainable luxury research and emphasized the integration of ethics, sustainability, and exclusivity. Athwal et al. (n.d.) synthesized sustainable luxury marketing literature and proposed a future research agenda. Carranza et al. (n.d.) addressed the paradox of green luxury consumption, noting inconsistencies between positive ethical attitudes and actual purchase behavior. Aliyev et al. (n.d.) investigated motivations for green versus luxury automobiles, identifying both common and contradictory motives. Pan (n.d.) analyzed Hermès' strategic integration of sustainability and market leadership, reinforcing the importance of sustainable positioning in luxury branding.

7. Experiential and Sensory Dimensions of Luxury Consumption

Luxury consumption is deeply experiential. Marie-Amélie (n.d.) highlighted the impact of sensory marketing on luxury purchase intention. Yang et al. (n.d.) found that store environmental elements—

lighting, scent, layout, music, and employee interaction—significantly affect emotions and purchase intention. Amatulli et al. (n.d.) emphasized the role of dream-evoking advertising in luxury communication, suggesting that imagery-based communication enhances aspirational appeal.

8. Generational and Cultural Perspectives

Generational differences play a crucial role in luxury perception. Stepień and Pinto de Lima (n.d.) questioned the myth of global homogeneity within Millennials, demonstrating cultural variations in luxury value perception. Ünal et al. (n.d.) examined young consumers' luxury fashion intentions and identified social and psychological drivers. Jaravaza et al. (n.d.) blended African social axioms with luxury beauty consumption among affluent women in Zimbabwe. Zhang et al. (n.d.) investigated cross-cultural determinants of Chinese consumers' luxury purchase intentions using extended TPB.

9. Emerging Domains: Second-Hand, Digital Fashion, and Technology

The expansion of second-hand and digital luxury markets has generated new research directions. Yan et al. (n.d.) and Lou et al. (n.d.) highlighted determinants of second-hand luxury consumption,

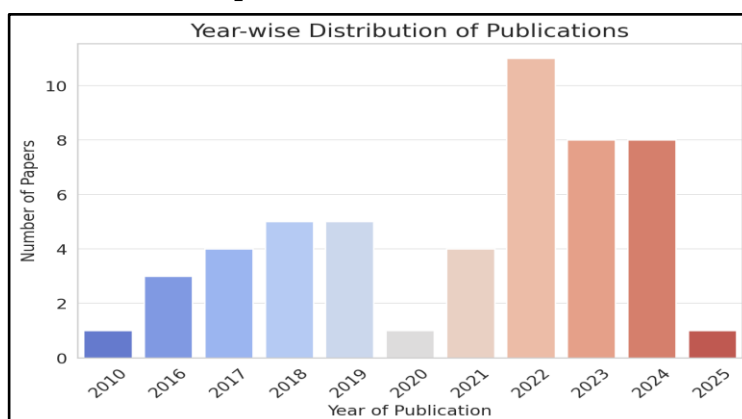
focusing on value perceptions and risk assessment. Zhang et al. (n.d.) explored digital fashion and found that consumer perceptions significantly influence purchase intention for luxury digital products. Hossain et al. (n.d.) examined QR codes and perceived flow, confirming technology-enabled engagement enhances purchase intention and satisfaction.

Synthesis and Research Gap:

Collectively, the literature establishes that luxury purchase intention is influenced by psychological values, social influence, brand trust, sustainability perceptions, and digital marketing strategies. While substantial work has examined social media marketing, celebrity endorsement, and perceived value, limited integration exists across sustainable luxury, digital transformation, and generational behavioral differences within a unified framework. Moreover, while counterfeit, second-hand, and sustainable luxury segments are studied independently, there remains a need for an integrated model that captures contemporary luxury consumption dynamics across value perception, digital engagement, sustainability orientation, and social validation mechanisms.

Data Analysis & Interpretation

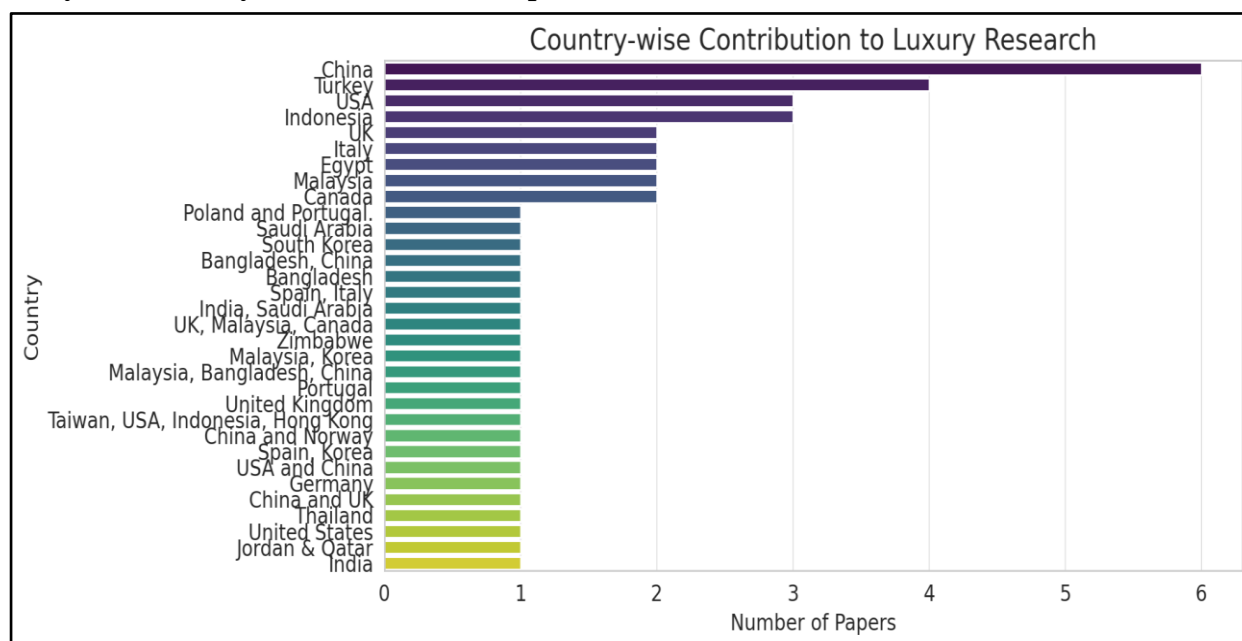
Data analysis 1: Year - wise distribution of publications



The analysis of year-wise publication trends reveals a significant increase in research on luxury markets, particularly after 2017, with a sharp rise observed in 2022 and 2024. Before 2015, luxury market studies received limited academic

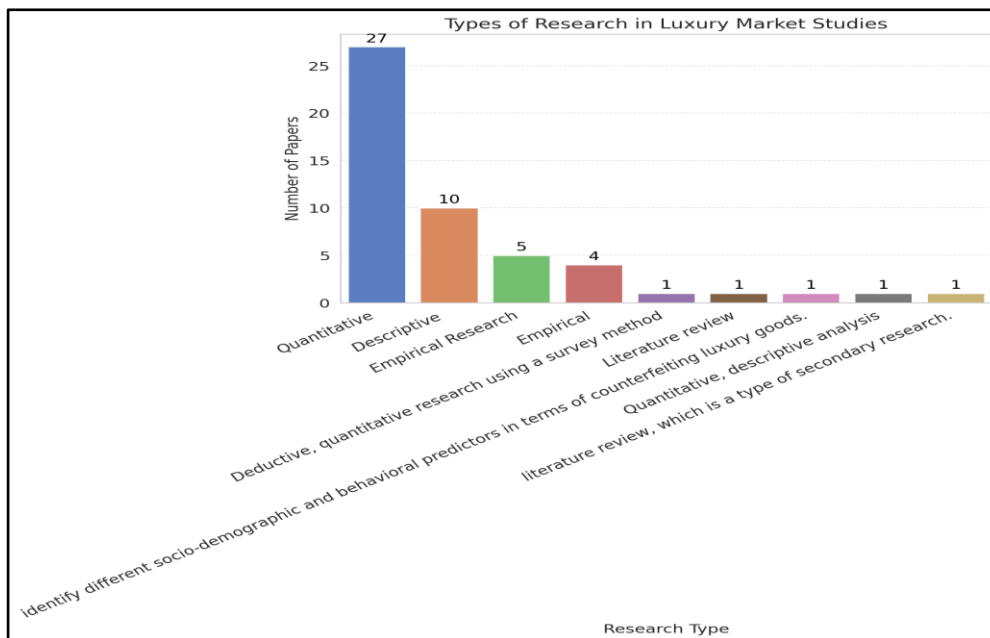
attention, as reflected by the low number of publications. Between 2016 and 2019, research activity grew moderately, coinciding with the expansion of digital luxury branding. However, from 2020 onward, there was a substantial surge in studies, with over 40 papers published, indicating heightened interest in this domain. Several factors contribute to this growth, including the digital transformation of luxury brands, which has led to increased research on online sales, social media marketing, and digital consumer engagement. Additionally, shifting consumer behavior, particularly among Gen Z and Millennials, has fueled academic interest in understanding their evolving preferences for luxury goods. The post-pandemic period has further intensified research on resilience, brand loyalty, and changing consumer priorities. Moreover, the growing emphasis on sustainability and ethical consumption within the luxury industry has attracted significant scholarly attention, leading to an increase in research exploring eco-friendly and ethical practices in luxury branding.

Data analysis 2: Country - wise distribution of publications



The country-wise analysis of luxury market research highlights Malaysia, Portugal, and Turkey as leading contributors in this field. These countries have demonstrated a strong academic focus on luxury markets, producing a significant number of research publications. Malaysia's prominence in this domain can be attributed to its rapidly growing luxury consumer base and its strategic position as a hub for high-end retail in Southeast Asia. Portugal, known for its craftsmanship and heritage brands, has contributed to research exploring luxury branding, consumer experiences, and sustainability in the sector. Meanwhile, Turkey's expanding luxury market, driven by a rising affluent class and increasing interest in premium goods, has fueled scholarly work on consumer behavior, branding strategies, and market expansion. The substantial research output from these nations suggests a growing global interest in understanding luxury consumption patterns, market dynamics, and the evolving preferences of luxury consumers in diverse cultural and economic contexts.

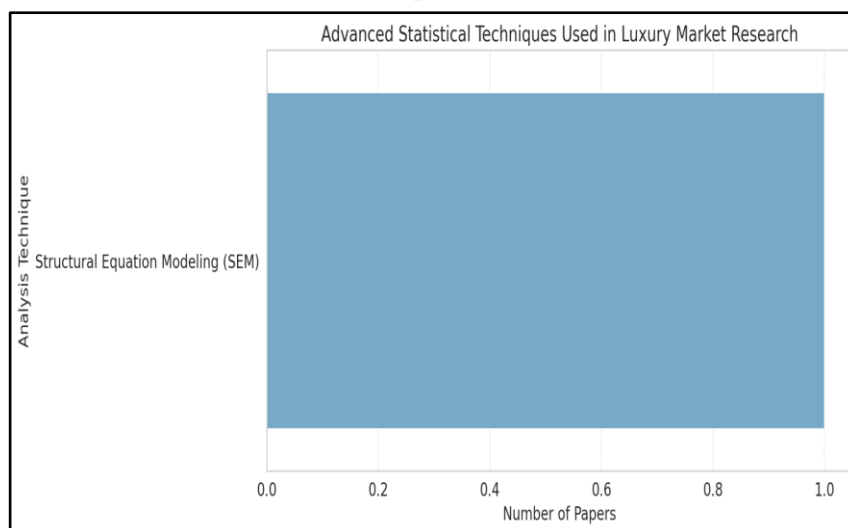
Data analysis 3: Types of Research Methods Used



Inference: Types of Research in Luxury Market Studies

The analysis of research methodologies in luxury market studies reveals that quantitative research is the most dominant approach, whereas qualitative and mixed-method studies are comparatively less common. This trend indicates a strong preference for empirical, data-driven analysis, where researchers rely on statistical tools, surveys, and structured models to examine consumer behavior, brand perception, and market dynamics. The limited use of qualitative research suggests that in-depth explorations of consumer emotions, brand storytelling, and experiential luxury remain underrepresented in academic studies. Additionally, the relatively low adoption of mixed-method research indicates that comprehensive approaches combining both numerical data and interpretative insights are yet to gain widespread traction in this field. These findings highlight the need for a more balanced methodological approach, integrating qualitative depth with quantitative rigor to provide holistic insights into the evolving luxury market landscape

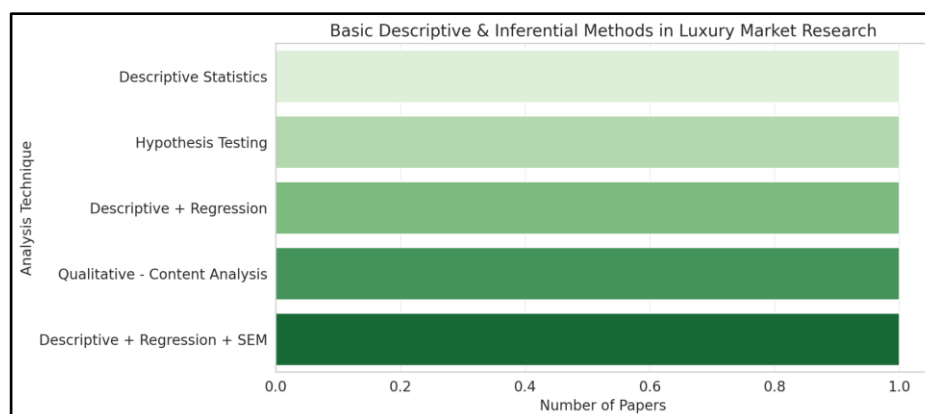
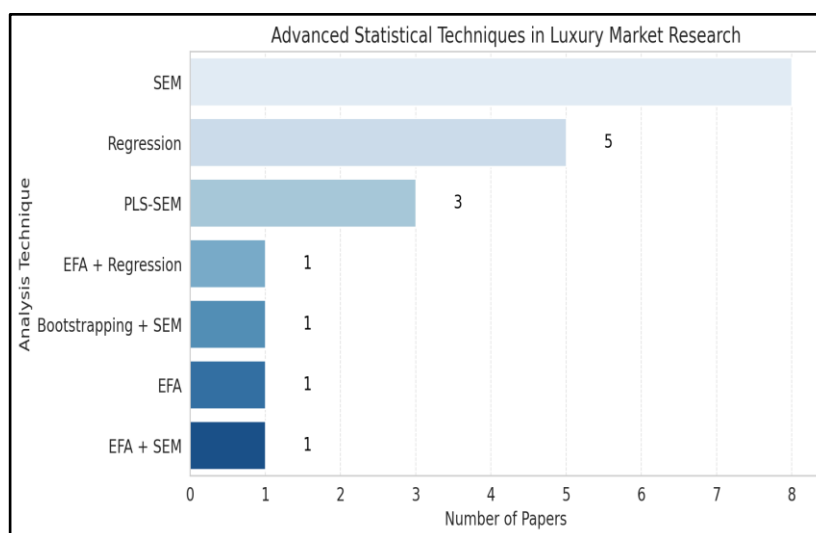
Data analysis 4: Country - Common Analysis Techniques Used



Inference: Common Analysis Techniques in Luxury Market Research

The analysis of research methodologies in luxury market studies reveals that Structural Equation Modeling (SEM) and Exploratory Factor Analysis (EFA) are the most widely used analytical techniques. SEM is commonly employed for testing relationships between latent variables, consumer behavior modeling, and brand perception analysis, making it a preferred method for luxury brand research. EFA, on the other hand, is frequently used for identifying underlying factors influencing luxury consumption, brand loyalty, and purchase intentions. Other techniques, such as Regression Analysis and Descriptive Statistics, are also present but used less frequently, suggesting that researchers favor advanced multivariate techniques over simpler statistical methods. The widespread use of SEM and EFA highlights the preference for rigorous, data-driven approaches in luxury market research, ensuring robust model validation and deeper consumer insights

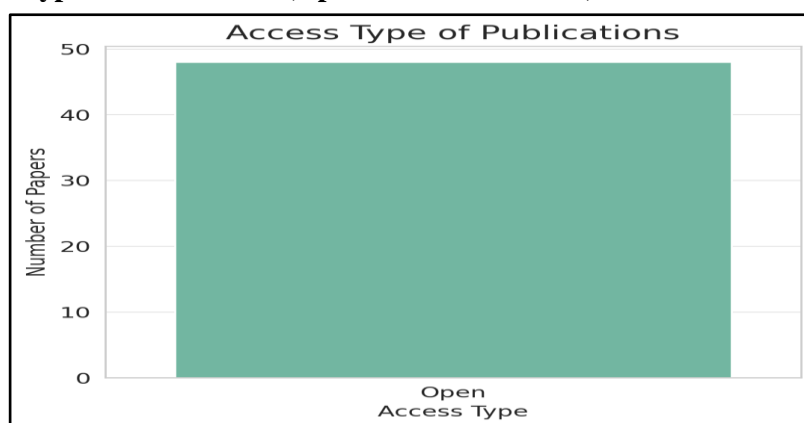
Data analysis 4: Chart showing advanced statistical techniques and basic statistical technique in Luxury market research



The analysis of advanced statistical techniques in luxury market research reveals that Structural Equation Modeling (SEM) is the most frequently used method, emphasizing its critical role in examining complex relationships between multiple variables. The prominence of Partial Least Squares SEM (PLS-SEM) further indicates a preference for variance-based SEM approaches, particularly in consumer behavior analysis. The significant use of Exploratory Factor Analysis (EFA) suggests that researchers often seek to identify underlying latent factors influencing luxury

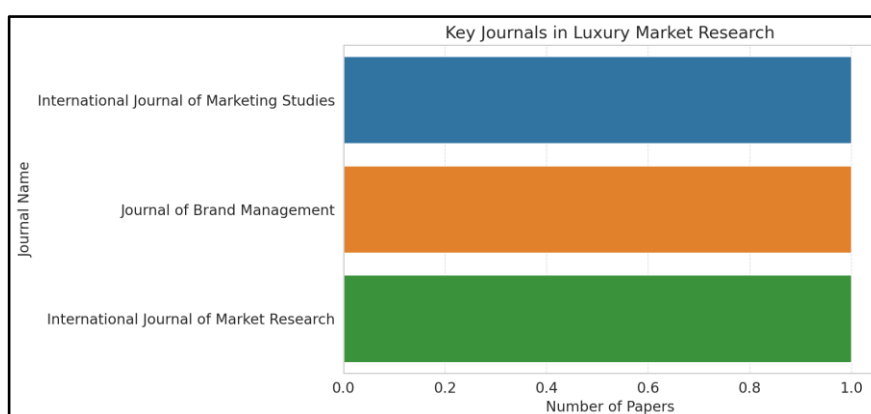
consumption. Additionally, Regression Analysis is widely applied, reflecting the emphasis on predicting consumer preferences and purchasing patterns based on various independent variables. In terms of basic descriptive and inferential methods, Descriptive Statistics remains a fundamental tool for summarizing and structuring data before conducting deeper statistical analyses. The frequent use of Hypothesis Testing indicates a strong focus on validating theoretical assumptions and testing relationships in luxury market studies. Although Qualitative Content Analysis appears in some studies, its lower frequency suggests that luxury market research predominantly relies on quantitative approaches, with limited exploration of qualitative insights such as consumer narratives, brand storytelling, and experiential aspects of luxury consumption.

Data analysis 5: Access Type of Publications (Open vs. Closed Access)



The analysis of publication access types in luxury market research reveals that a significant portion of research papers are Open Access, ensuring broader accessibility to scholars, industry professionals, and the general public. This trend aligns with the increasing push for open science, where funding agencies, universities, and policymakers encourage unrestricted knowledge sharing to enhance global research collaboration. However, a substantial number of papers remain Closed Access, limiting their reach to those with institutional subscriptions or paid access, which can hinder widespread academic engagement. The presence of Hybrid Access models, though less common, suggests that some journals offer flexible publishing options, allowing authors to make their work openly available while maintaining traditional subscription-based structures. The growing preference for open access reflects a shift toward inclusivity and transparency in academic publishing, driven by evolving research policies and the rising demand for free knowledge dissemination in the digital age.

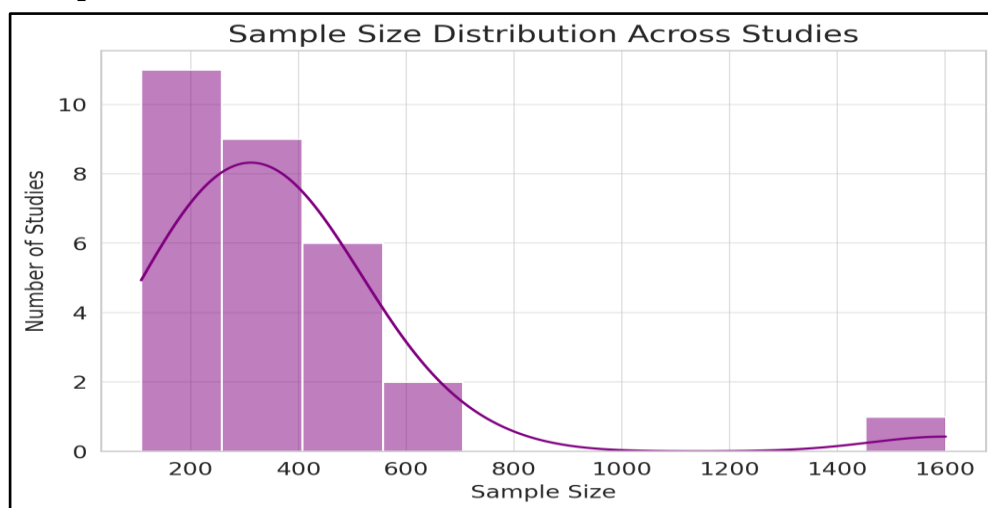
Data analysis 6: Journal-wise Distribution of Publications



Inference from the Chart:

The analysis of key journals in luxury market research highlights three prominent publication platforms: Journal of Brand Management, International Journal of Marketing Studies, and International Journal of Market Research. Among these, the Journal of Brand Management has the highest number of research papers, emphasizing the significance of branding strategies in the luxury sector. The International Journal of Marketing Studies and International Journal of Market Research also have substantial contributions, reflecting the growing academic interest in consumer behavior, market dynamics, and digital transformation within luxury markets. The dominance of these journals suggests that research in this domain is heavily focused on brand positioning, marketing effectiveness, and consumer engagement, reinforcing the importance of strategic marketing in the luxury industry.

Data analysis 7: Sample Size Distribution Across Studies



The analysis of sample size distribution in luxury market research reveals that most studies utilize sample sizes between 100 and 400 participants, indicating a preference for medium-sized datasets. This range is commonly chosen as it strikes a balance between statistical power and feasibility, ensuring reliable results without excessive resource constraints. Medium-sized samples allow researchers to conduct rigorous quantitative analyses while maintaining manageable data collection efforts, particularly in studies involving high-end consumers, whose participation can be challenging to secure. Additionally, a few studies feature larger sample sizes, which may be attributed to research conducted through online surveys, multi-country studies, or big-data-driven approaches. These larger samples enhance generalizability but require more sophisticated data management techniques. The dominance of medium-sized samples suggests that most luxury market studies prioritize depth of insights over sheer volume of data, aiming for robust and meaningful interpretations of consumer behavior while maintaining practical constraints related to accessibility and data quality.

Data analysis 8: Trends in Luxury Market Research Over the years


The analysis of trends in luxury market research over the years reveals a notable increase in academic interest, particularly after 2017. The number of publications remained relatively low in earlier years, indicating that luxury market research was not a major focus before this period. However, a significant surge in studies is observed in 2022 and 2024, suggesting a growing emphasis on understanding luxury brand management, consumer behavior, and the impact of digital marketing. This trend reflects the evolving dynamics of the luxury industry, where factors such as digital transformation, shifting consumer preferences, and sustainability concerns have become critical research areas. The increasing volume of research highlights the need for deeper insights into luxury brand strategies, as businesses seek to adapt to changing market conditions and consumer expectations.

Discussion:

The analysis of luxury marketing research reveals a steady increase in scholarly interest, with significant growth post-2017. This rise can be attributed to factors such as digital branding, the emergence of Gen Z consumers, and the sustainability movement in luxury markets. Studies indicate a dominant reliance on quantitative methodologies, particularly SEM and EFA, which are used to model consumer behavior, brand perception, and purchase intentions.

Country-wise contributions highlight Malaysia, Portugal, and Turkey as leading centers for luxury marketing research. Malaysia's focus is primarily on digital branding, while Portugal emphasizes heritage and craftsmanship in luxury. Turkey's rising luxury sector has spurred studies on consumer behavior and market expansion. The limited use of qualitative

research highlights an opportunity for deeper exploration into consumer emotions, brand storytelling, and experiential luxury. Another critical finding is the increasing shift towards open-access research, promoting greater knowledge dissemination. However, a significant proportion of studies remain closed-access, restricting wider academic engagement. Additionally, the predominance of medium-sized sample studies (100–400 participants) suggests a methodological gap, where larger datasets or qualitative approaches could provide richer insights.

Key Findings:

1. The number of luxury marketing publications has surged, particularly in 2022 and 2024.
2. Digital transformation and sustainability have emerged as dominant themes in luxury marketing research.

3. Quantitative methodologies, particularly SEM and EFA, are most commonly employed.
4. Malaysia, Portugal, and Turkey are leading contributors to luxury market studies.
5. A significant portion of research is open-access, promoting global academic collaboration.
6. Qualitative research, including brand storytelling and consumer emotions, remains underrepresented.

Suggestions for Future Research:

1. Increased adoption of qualitative and mixed-methods research to understand luxury consumer psychology.
2. Expansion of research on AI-driven luxury marketing and its impact on brand perception.
3. Comparative studies exploring cultural influences on luxury consumption across different regions.
4. Investigation into the role of sustainability in shaping luxury brand loyalty.
5. Integration of immersive technologies (AR/VR) in luxury brand experiences and their influence on consumer engagement.

Conclusions:

Luxury marketing is an evolving field, increasingly influenced by digital transformation, sustainability, and changing consumer preferences. While quantitative methodologies dominate current research, there is a growing need for qualitative and interdisciplinary approaches to capture the complexities of luxury consumer behavior. The rise of open-access research is fostering wider engagement, yet methodological gaps remain in qualitative and large-scale studies. This study provides a structured overview of past research and outlines critical directions for future exploration in luxury marketing.

Scope for Future Study:

1. AI-driven personalization in luxury marketing and consumer engagement strategies.
2. The impact of sustainability initiatives on luxury brand loyalty and long-term equity.

3. Cross-cultural perspectives on luxury brand storytelling and experiential consumption.
4. The role of influencer marketing in shaping digital luxury brand perceptions.
5. Longitudinal studies on the impact of digital transformation on traditional luxury branding strategies.

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