



# Understanding the key determinants of consumers' behaviours towards Masstige brands : An emerging market perspective

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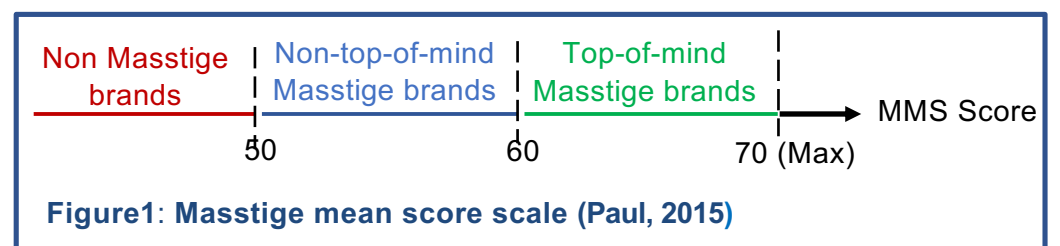
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## Introduction

- Masstige brands position themselves among middle-income consumers on the board of mass-prestige by preserving premium feeling at an affordable price (Das et al., 2021). The concept of masstige is still in its infancy stage (Kumar et al., 2020; Chaurasia et al., 2024).
- There is a lack of clear understanding of these brands from a consumer perspective in emerging markets (Rodrigues et al., 2024).

**Table 1: The key authors in masstige marketing research**

Authors	Contributions
Silvestein and Fiske (2003)	The introduction of the term "masstige" for the first time in Harvard Business Review.
Paul (2015, 2019)	developed a pyramid model and introduced the masstige mean score (MMS)
Kumar, Paul and Unnithan, (2020)	Developed the Vertical extension model of the brand & the mass-luxury continuum



**Objective: Examining consumers' perceptions of—and behaviours towards—masstige brands in emerging markets.**

## Methods

An exploratory sequential mixed-methods design incorporating qualitative and quantitative approaches.

**Research question 1:** What are the antecedents and outcomes of perceived masstige brands?

**Objective 1:** To explore the determinants and consequences of masstige brands based on consumers' evaluation of fashion brands.

**Research question 2:** How do Tunisian young adult consumers evaluate masstige fashion brands?

**Objective 2:** To measure and compare the perceived mass prestige value of fashion brands in Tunisia using MMI and MMS.

**Research question 3:** Does the perception of mass prestige values of fashion brands vary depending on the gender, age, and income of the respondents?

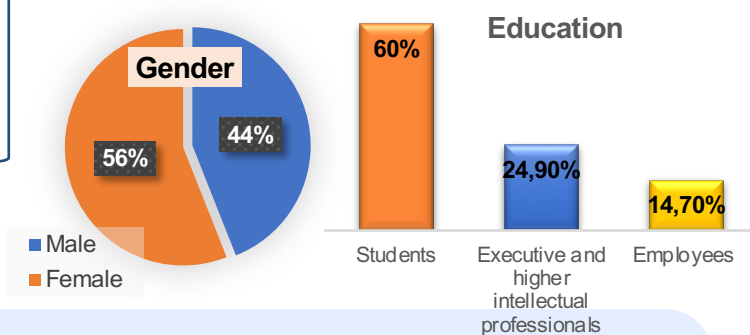
**Objective 3:** To examine whether the perceived mass prestige values are significantly affected by opinions from various gender, income, and age groups.

### Phase 1: Qualitative Study

**3 focus group discussions** Overall, the sample involves 32 participants (9-12 participants per group)

### Phase 2: Quantitative descriptive study

**Structured questionnaire** with 257 young adult consumers (Aged between 20 to 34 years)



## Results and Discussion

- The participants in the group discussions reached a consensus that **Ray-Ban, Guess, Lacoste, and Ralph Lauren** are reasonable representations of high-premium brands (masstige brands) in Tunisia. The results are currently under further analysis to identify the key factors influencing consumer behaviour towards these masstige brands.
- The results of the quantitative study will allow for the measurement of the masstige values of these suggested brands using the Masstige Mean Score scale proposed by Paul (2015). Additionally, the study will test the potential relationships between the identified variables.

## References

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