

## **South Africa's Masstige Movement: Where Premium Meets Affordable**

In a world where luxury brands are often exclusive and high-priced, a new trend called 'masstige' (mass prestige) marketing, focusing on accessibility and status, emerged. Masstige brands combine luxury-inspired designs with accessible pricing, making them ideal for a broader, middle-income market. With South Africa's retail sector on the rise, these brands have significant potential. However, there's limited research on how masstige brands are perceived in emerging markets like South Africa.

*Ilonka Barnard*, a [master's](#) student from the [Department of Marketing Management](#), conducted a study on how masstige brand advertising influences consumers' willingness to pay premium prices (WTPPP) in South Africa. The study surveyed a sample of customers from ZARA, a well-known brand in the clothing sector. The research examined the association between brand image, brand value, ad authenticity, and WTPPP.

The results showed that consumers' WTPPP is most strongly influenced by brand value, followed by ad authenticity. This means that consumers are willing to pay higher prices for brand that they believe provides distinctive value and communicate authenticity in their marketing. Contrary to previous studies, brand image had no significant influence on WTPPP.

The study reveals how masstige brands can effectively differentiate themselves from high-end luxury and mass-market goods by concentrating on crucial elements like brand value and ad authenticity. Such communication strategies should be particularly effective considering South African consumers' rising desire for aspirational goods. Masstige companies operating in South Africa should promote the authenticity, distinctiveness, and quality of their brands in order to attract aspirational customers. The study gives insights into how masstige brands can present themselves as both accessible and prestigious, eventually affecting customers' purchase decisions.

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