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**Seniors' motivations in luxury consumption:
A cross-cultural comparison between France and Tunisia**

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Abstract

This study explores the differences in the motivations of French and Tunisian seniors in the consumption of luxury goods. It is motivated by the persistent gap in the luxury marketing literature with regard to seniors as consumers of these products. Accordingly, an exploratory study based on 55 semi-structured interviews was conducted among seniors in both France and Tunisia. The results reveal differences in consumption motivations. For instance, Tunisian consumers are more likely to have perfectionist motivations, whereas French consumers are more likely to have ostentatious motivations. On the other hand, we found a similarity in both contexts regarding the motivations associated particularly with seniors such as long-term investment, aspiration to feel younger and habit. These findings provide academics and practitioners with an important insight into satisfying the motivations of this target market.

Keywords: Luxury consumption, Culture, Motivation, Senior.