

Luxury Watch Brand Image and Purchase Intention: The Mediating Role of Perceived Value Among Rolex Consumers in Malaysia, China and United Kingdom

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ABSTRACT

This study examines the relationship between luxury watch brand image and purchase intention, with perceived value positioned as a mediating construct among Rolex consumers in Malaysia, China, and the United Kingdom. The study responds to the need for a clearer comparative understanding of how brand-related associations, perceived value, and consumer purchase intentions interact across culturally different luxury markets. A quantitative, cross-sectional comparative research design is specified, using purposive sampling of adults within the top 20% income segment (T20) in each country who are Rolex consumers, prospective buyers, or demonstrate familiarity with the brand. The planned sample comprises 1,050 respondents, with 350 respondents allocated to each country. Data are collected through a structured questionnaire measuring brand image, perceived value, purchase intention, and relevant demographic characteristics using multi-point Likert-type measures adapted from established consumer-behaviour and luxury-brand research. The proposed analysis includes descriptive statistics, data screening, reliability and validity assessment, structural-model testing, bootstrapped mediation analysis, and multi-group analysis subject to measurement invariance. Preliminary descriptive information confirms a balanced country allocation, while gender composition differs across the three country samples. Because item-level survey responses and construct scores are not available in the supplied study material, inferential findings and mediation effects are not reported. The study therefore provides a research-ready framework for empirically testing whether perceived value explains the relationship between luxury watch brand image and purchase intention across Malaysia, China, and the United Kingdom. The framework also provides a basis for examining whether cultural-market differences alter the strength of the proposed relationships and offers implications for future luxury-brand research and cross-country consumer analysis.

Keywords: Luxury Watch; Brand Image; Perceived Value; Purchase Intention; Rolex.

INTRODUCTION

The luxury watch market has developed into a distinctive segment of the wider luxury-goods industry, where brand prestige, craftsmanship, heritage, exclusivity, and symbolic meaning can shape consumer perceptions and purchasing behaviour. The source article focuses specifically on Rolex consumers and examines the interrelationship between luxury watch brand image, perceived value, and purchase intention across Malaysia, China, and the United Kingdom. These markets provide a comparative context in which cultural values and consumer motivations may influence how luxury brands are interpreted.

Within luxury consumption, brand image extends beyond functional product attributes. Consumers may associate a luxury watch with quality, craftsmanship, heritage, status, emotional satisfaction, social identity, and economic or investment-related value. The source article therefore positions perceived value as an important mechanism through which brand image may be translated into purchase intention. Existing literature cited in the article discusses status-seeking, social value, psychological motivations, perceived quality, sustainability, and luxury-brand marketing as factors relevant to luxury consumption (Pan, 2024; Rafique et al., 2025; Salah et al., 2024; Xu, 2024).

The research problem addressed in this study is the need to examine these constructs within an explicit cross-country framework rather than discussing brand image, perceived value, and purchase intention independently. The study consequently specifies a quantitative, cross-sectional comparative design with a balanced sample of 1,050 respondents across Malaysia, China, and the United Kingdom. The objective is to examine the proposed relationships among brand image, perceived value, and purchase intention and to provide a basis for testing whether perceived value mediates the relationship between brand image and purchase intention.

The study is guided by four research questions: (1) How is luxury watch brand image associated with perceived value among Rolex consumers? (2) How is perceived value associated with purchase intention? (3) Does perceived value mediate the relationship between brand image and purchase intention? and (4) Do the proposed relationships vary across Malaysia, China, and the United Kingdom?

LITERATURE REVIEW

Luxury Watch Brand Image

Brand image refers to the associations, attitudes, and perceptions consumers develop toward a brand. In the luxury watch industry, these associations may include perceived quality, craftsmanship, heritage, exclusivity, prestige, design, and symbolic meaning. The source article describes Rolex as a brand whose identity is associated with exclusivity and quality and notes that strategic marketing and storytelling can reinforce these associations. Related literature cited in the article indicates that brand image can influence consumer purchasing decisions and that psychological and social factors are relevant to luxury consumption (Pai, 2024; Rafique et al., 2025).

The article also presents country-specific descriptions of Rolex brand perceptions. Malaysia is described in terms of luxury and prestige; China is associated with craftsmanship, status symbolism, and exclusivity among younger consumers; and the United Kingdom is described in relation to luxury-watch recognition, heritage, success, and achievement. These descriptions are treated as literature-informed contextual observations rather than as inferential results from the present survey.



Figure 1. Luxury wristwatch collection presented in the source article as visual context for luxury-watch brand image.

Purchase Intention in Luxury Consumption

Purchase intention in luxury consumption can be shaped by psychological, social, functional, and symbolic considerations. The literature cited in the source article identifies hedonism, materialism, perceived quality, status-seeking, social identity, brand identity, and sustainability-related attitudes as relevant factors. Rafique et al. (2025) discuss psychological and social factors associated with luxury purchase intentions, while Pan (2024) examines status seeking, brand identity, and social value. Salah et al. (2024) addresses perceived value and intention in the context of pre-loved luxury products.

The source article further draws on luxury-brand marketing research to illustrate how positioning and storytelling can shape consumer perceptions. Xu (2024), for example, is used to discuss luxury-brand marketing strategy. However, the present study does not treat findings from other product categories or markets as direct measurements of Rolex purchase intention. Instead, they provide conceptual support for the constructs examined in the proposed framework.

Perceived Value as a Mediating Construct

Perceived value represents the consumer's overall assessment of what is received relative to what is given. In luxury consumption, this assessment can incorporate functional, emotional, social, and economic dimensions. The source article emphasises that consumers may perceive value not only through product quality and price but also through emotional satisfaction, social standing, brand identity, and symbolic meaning.

The proposed mediation logic is that a favourable luxury-watch brand image may enhance consumers' perceived value, and perceived value may subsequently relate to purchase intention. This logic is consistent with the source article's discussion of status-seeking, social value, emotional satisfaction, trust, and brand-related attributes (Pan, 2024; Rafique et al., 2025; Yuliastuti et al., 2024). Because the supplied material does not contain respondent-level construct scores, the mediating effect remains a relationship to be empirically tested rather than a confirmed statistical finding.

CONCEPTUAL FRAMEWORK

Based on the source article, the conceptual framework specifies brand image as the independent variable, perceived value as the mediating variable, and purchase intention as the dependent variable. Country is treated as a comparative context for multi-group analysis.



Figure 2. Proposed conceptual framework: perceived value as a mediator between luxury watch brand image and purchase intention.

METHODOLOGY

A. Research Design

The study adopts a quantitative, cross-sectional comparative research design. The design is intended to examine relationships among luxury watch brand image, perceived value, and purchase intention and to compare the proposed relationships across Malaysia, China, and the United Kingdom.

B. Population and Sampling

The target population comprises adults in Malaysia, China, and the United Kingdom who are familiar with Rolex luxury watches and fall within the top 20% income segment (T20) of their respective country. Purposive sampling is specified because the study requires respondents with sufficient familiarity with luxury watches and the Rolex brand. Using a country-relative T20 criterion avoids applying one absolute income threshold to countries with different income distributions and purchasing-power conditions.

The specified sample comprises 1,050 respondents, with 350 respondents from each country. Eligible participants include existing Rolex consumers or owners, prospective buyers, and consumers with demonstrable familiarity with Rolex luxury watches. Screening questions are intended to confirm residence, age eligibility, income-segment eligibility, and brand familiarity before respondents complete the questionnaire.

Table 1. Respondent profile by country, gender and income segment

Country	Female, n (%)	Male, n (%)	Total, n (%)	Income Segment
Malaysia	150 (42.86%)	200 (57.14%)	350 (33.33%)	T20
China	200 (57.14%)	150 (42.86%)	350 (33.33%)	T20
United Kingdom	110 (31.43%)	240 (68.57%)	350 (33.33%)	T20
Total	460 (43.81%)	590 (56.19%)	1,050 (100.00%)	T20

Note: Female and male percentages are calculated within each country; country totals are calculated against N = 1,050. T20 denotes the top 20% income segment within each national context.

Instrument / Measures

Data are collected using a structured questionnaire. Brand image is specified as the independent construct, perceived value as the mediating construct, and purchase intention as the dependent construct. The questionnaire is intended to use multi-point Likert-type measures adapted from established luxury-brand and consumer-behaviour scales. Perceived value may incorporate functional, emotional, social, and economic/value-for-money dimensions where supported by the adopted measurement instruments. Demographic items include country, gender, age, and income-segment eligibility.

The supplied article does not provide the final item wording, scale anchors, pilot-test statistics, or item-level responses. These details should therefore be inserted only after the final questionnaire and measurement sources have been confirmed.

Data Collection

Respondents are recruited separately in the three countries using the same eligibility criteria and a common questionnaire structure. Participation is intended to be voluntary, with informed consent obtained before data collection. Responses are treated confidentially and reported in aggregate form. No personally identifying information is required for the proposed statistical analysis. Where questionnaires are administered in different languages, equivalent wording and translation/back-translation procedures should be used to support cross-country measurement consistency.

Data Analysis

The analysis is specified in several stages. First, descriptive statistics profile the respondents by country and gender. Second, data screening assesses missing values, outliers, distributional characteristics, and potential common-method concerns. Third, the measurement model is evaluated using indicator loadings, Cronbach's alpha, composite reliability, average variance extracted, and discriminant validity criteria such as the heterotrait-monotrait ratio. Fourth, the structural model tests the proposed direct relationships among brand image, perceived value, and purchase intention. Fifth, bootstrapping is used to estimate the indirect effect of brand image on purchase intention through perceived value and its confidence interval. Finally, multi-group analysis can compare structural relationships across Malaysia, China, and the United Kingdom after appropriate measurement-invariance assessment.

Analytical Limitation

The supplied study material contains respondent counts and sampling characteristics but does not contain respondent-level questionnaire responses or construct scores. Accordingly, the demographic profile can be reported descriptively, but reliability, validity, structural-path coefficients, significance tests, mediation effects, and cross-country inferential comparisons cannot be calculated from the supplied material.

RESULTS / FINDINGS

A. Respondent Profile

The specified sample is balanced across the three countries, with 350 respondents from Malaysia, 350 from China, and 350 from the United Kingdom. Each country therefore represents 33.33% of the total sample. Across the full sample, 590 respondents are male (56.19%) and 460 are female (43.81%). Malaysia contains 200 male and 150 female respondents; China contains 150 male and 200 female respondents; and the United Kingdom contains 240 male and 110 female respondents. All respondents are specified as belonging to the T20 income segment within their respective national context.

These descriptive characteristics support a country-balanced comparative design, although the gender composition differs across countries. Income is an eligibility criterion rather than a variable with sufficient variation for lower- versus higher-income subgroup comparisons because the study intentionally targets the T20 segment.

B. Construct-Level and Mediation Results

No item-level questionnaire dataset or construct scores are contained in the supplied article. Consequently, this section does not report Cronbach's alpha, composite reliability, average variance extracted, discriminant-validity statistics, path coefficients, p-values, confidence intervals, R^2 values, or mediation effects. These analyses remain part of the specified empirical analysis plan and should be populated only after the respondent-level dataset is processed.

Table 2. Status of proposed empirical analyses

Analysis	Required Data	Status in Supplied Material
Descriptive profile	Country, gender, income eligibility	Available; reported descriptively
Reliability	Item-level responses	Not available
Convergent/discriminant validity	Item loadings and construct scores	Not available
Direct structural paths	Construct scores	Not available
Mediation	Bootstrapped indirect-effect estimates	Not available
Cross-country comparison	Comparable measurement model and construct scores	Not available

DISCUSSION

The source article positions luxury watch brand image, perceived value, and purchase intention as interconnected constructs. The literature reviewed suggests that consumers can derive value from luxury products through several routes, including functional quality, emotional satisfaction, social recognition, brand identity, and perceived economic value. This supports the conceptual treatment of perceived value as a potential mechanism connecting brand image with purchase intention.

The cross-country design is relevant because luxury consumption is embedded in cultural and market contexts. The source article describes different emphasis across Malaysia, China, and the United Kingdom, including prestige and success, status and exclusivity, and heritage and quality. These descriptions are useful for formulating comparative questions, but they should not be interpreted as statistically established country differences until the actual survey responses are analysed.

From a methodological perspective, the study's principal contribution at this stage is the explicit alignment of the constructs, sampling criteria, measurement plan, and mediation analysis. The balanced country allocation provides a basis for multi-group comparison. However, the unequal gender composition across countries should be considered when interpreting subgroup patterns, and measurement invariance should be established before

direct comparison of structural relationships.

The proposed mediation analysis is particularly important because a direct relationship between brand image and purchase intention would not by itself establish why the relationship occurs. Testing perceived value as a mediator allows the study to examine whether consumers' assessments of functional, emotional, social, and economic value provide a mechanism through which brand associations relate to purchase intention. This remains a proposition for empirical testing rather than a confirmed result.

CONCLUSION AND IMPLICATIONS

This study develops a comparative framework linking luxury watch brand image, perceived value, and purchase intention among T20 Rolex consumers in Malaysia, China, and the United Kingdom. The specified quantitative design comprises 1,050 respondents, equally allocated across the three countries. The framework positions perceived value as the mediating construct through which brand image may be associated with purchase intention.

A. Theoretical Implications

The study brings together brand image, perceived value, and purchase intention within a single comparative luxury-watch model. It provides a basis for testing whether perceived value functions as an explanatory mechanism rather than treating purchase intention as a direct response to brand image alone. The cross-country design further creates an opportunity to examine whether the relationships operate similarly across different market contexts.

B. Practical Implications

For luxury-watch marketers, the framework suggests that brand communication can be examined in relation to the types of value consumers perceive. Potential areas for investigation include craftsmanship and quality, heritage and exclusivity, emotional experience, social meaning, and perceived economic value. Specific market actions should be based on empirical results obtained from the final respondent-level dataset rather than on the descriptive profile alone.

C. Limitations and Future Research

The principal limitation is that the supplied study material does not include item-level survey responses or construct-level statistical output. Therefore, the present manuscript cannot substantiate inferential claims about mediation or cross-country differences. Future research should analyse the full dataset, report measurement reliability and validity, test the direct and indirect paths using bootstrapping, and establish measurement invariance before multi-group comparisons. Future studies may also incorporate longitudinal data or additional luxury-watch brands to examine whether the proposed relationships remain stable across time and brand categories.



Figure 3. Rolex GMT-Master II wristwatch image retained from the source article as product-context illustration.



Figure 4. Rolex investment ROI report image retained from the source article as contextual illustration; the displayed values are not treated as empirical findings of the present study.

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