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**Topic: Factors Influencing Consumer Purchase Intention towards Luxury Watches in the  
UK**

## **Abstract**

This dissertation study examined issues that have an impact on consumer purchase intention of luxury watches in the United Kingdom using Rolex as a case study. The study was conducted to evaluate the most important variables which affect consumer purchase intention, examine the effects of perceived quality, brand image and perceived value, as well as suggest strategies which could enhance consumer purchase intention within the UK luxury watch market. The research methodology was a Structured Literature Review (SLR), which aims at a qualitative approach to the research. The secondary academic literature was also identified and measured systematically using predetermined search terms and selection criteria. Academic databases such as ScienceDirect, SpringerLink, SAGE Journals and Google Scholar were consulted in order to get relevant literature. After the selection and screening process, ten thematic studies were chosen to be analysed.

The results indicated that consumer purchase intention for luxury watches depended on a mix of personal factors, social and brand factors and not on functional product characteristics only. The noticeable factors which were found to play a role in the luxury purchase intention were status, uniqueness, social influence, consumer identity, emotional attachment, self-distinction and hedonic motivation. The findings also indicated that consumers do not necessarily have the same motivations for purchasing luxury watches.

Perceived quality was correlated with craftsmanship and reliability/product performance, while brand image was correlated with prestige/heritage, trust and exclusivity. The perceived value was lifted beyond functional and financial value to cover emotional, social, experiential and prospective long-term investment value. These were identified as concurring in influencing the overall perception of Rolex by consumers.

On the findings, the research proposes that Rolex ought to press on with its heritage, authenticity, craftsmanship and exclusivity whilst keenly responding to evolving consumer demands. Additional support for purchase intention could be found in the development of a managed omnichannel experience, believable online communication, consumer-oriented interaction and more targeted communication based on various consumer motivations. Overall, the research concludes that Rolex needs to leverage current and evolving consumer trends and boost consumer buying intention in the UK by safeguarding traditional and luxurious brand positioning as well as acting selectively toward the digital.

**Some of the keywords include:** Consumer Purchase Intention, Luxury Watches, Rolex, Perceived Quality, Brand Image, Perceived Value, UK Luxury Market.

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## Chapter 1: Introduction

### 1.1 Background

The world luxury watch market is one of the fundamental aspects in the personal luxury goods market, and the decision of consumers to buy or not to buy a product is determined by many more factors than the functional features of the goods.

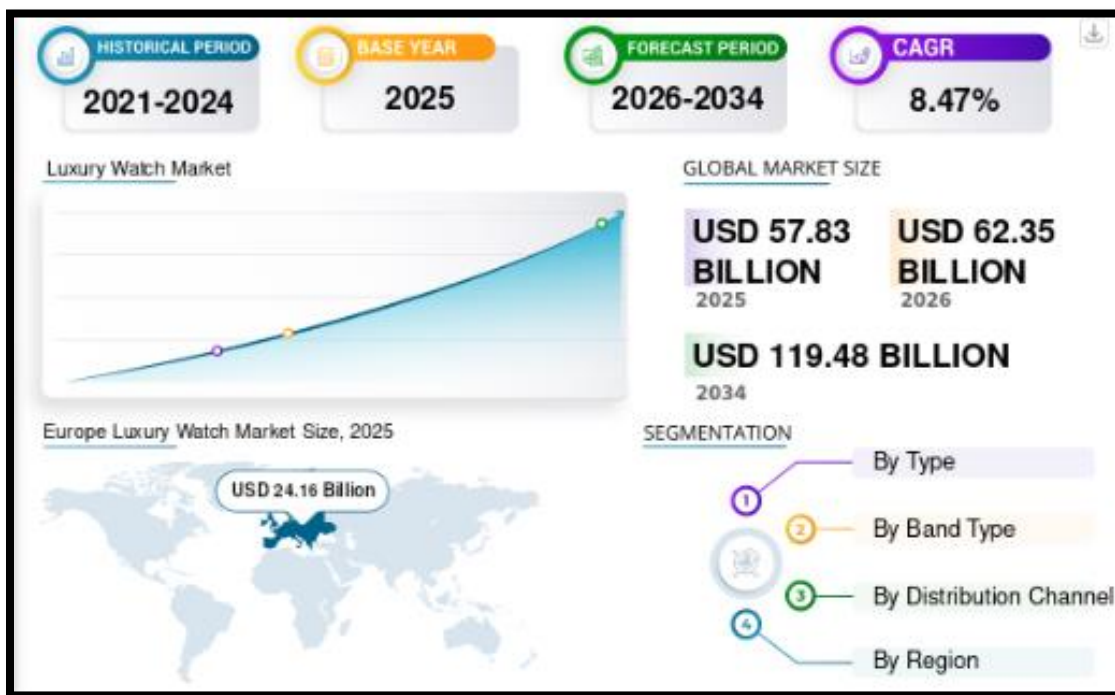


**Figure 1: Luxury Watch Market trends**

(Source: Fortunes business insight, 2026)

Though the luxury segment worldwide has been characterised by economic instability, the high-end watch market has been relatively robust as wealthy customers still provide value to the heritage brands due to their high quality, exclusivity and brand equity. Trends in the industry show that the most premium segment of the Swiss watch market still controls revenues in the industry in spite of the increased market pressures, proving that there is still demand in the high-end luxury product segment.

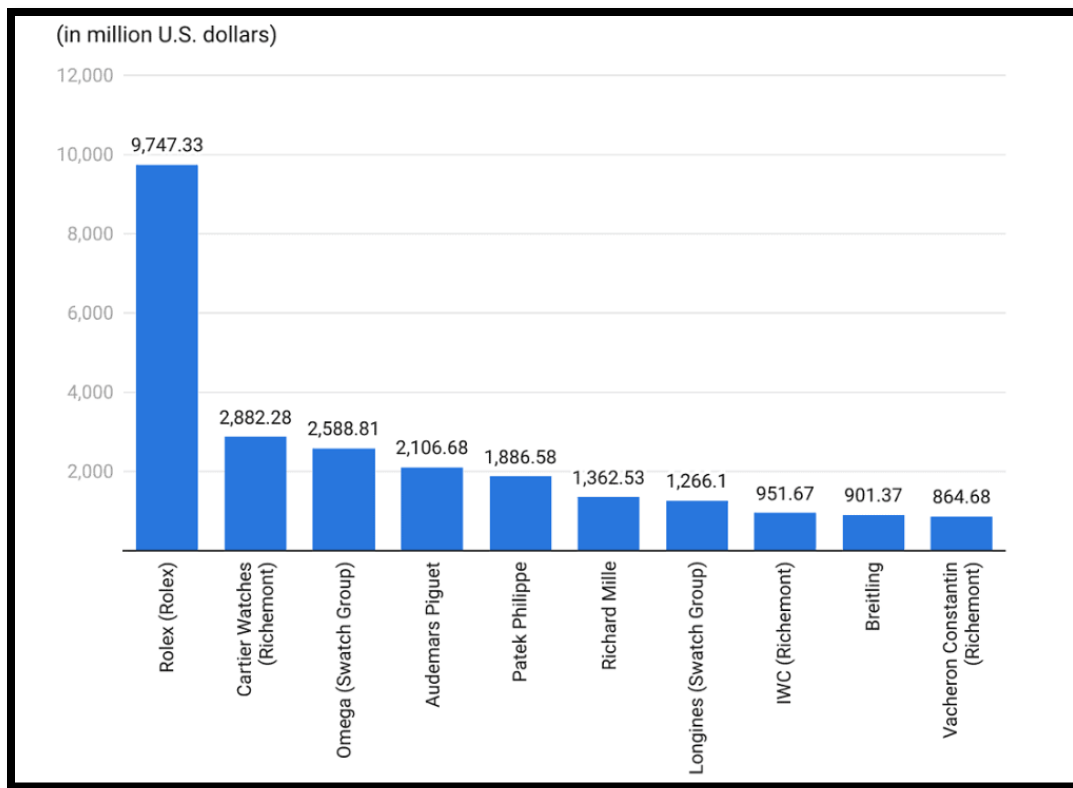


**Figure 2: Market Share of Luxury Watch Brands**

(Source: Electro IQ, 2025)

From the different facts and figures, it has been noted that the selected brand is considered as one of the luxuries watch businesses at the global level with revenue of around \$9,747.33 million, and this shows about its competitiveness in the global market context. Through controlled production, the company has enjoyed a leading status in the Swiss pure watch sector in terms of brand equity and its outstanding customer loyalty. According to industry estimates, Rolex has earned in excess of US 14 billion in sales in 2025 and has contributed between 1/3 of the overall sales value in the Swiss watch industry, which proves its status as the number one luxury watch brand in the world (Robber port, 2026). This sense of superior product quality is not the only marker of this dominance but rather an indicator of how well Rolex has executed its long-term strategy of branding that effectively integrates exclusivity, scarcity and perceived investment value.

The United Kingdom is one of the biggest European luxury goods markets and still a major destination of Swiss exports of luxury watches. Despite an uncertain future of global luxury consumption due to the pressure of inflation, predicated by geopolitical uncertainty and a decline in consumer confidence, the UK is proven to be a mature market with high disposable incomes, high-end luxury consumers, and increasing demand for high-end Swiss watch brands (Renub, 2026).

## 1.2 Problem statement

Consumer purchase intention has emerged as a highly relevant field of study in luxury marketing due to the multiplicity of psychological, behavioural, as well as brand attributes that lead to consumer purchasing behaviour as opposed to the independent product utilisation as its single determinant. Concepts of quality,

brand prestige, exclusivity, emotional value and long-term investment opportunities are the variables through which consumers perceive products in the luxury watch business segment before making purchase decisions. Despite Rolex's successful assertion as one of the top luxuries watch brands globally, the luxury watch industry in the UK has been getting quite competitive owing to the presence of long-established companies like Omega, Cartier and Patek Philippe in the market, as well as due to shifting consumer expectations and changing buying behaviour. The literature available has thoroughly discussed luxury consumer behaviour in the various types of luxury products. Nevertheless, there are not many studies conducted specifically with respect to consumer purchase intention for Rolex luxury watches in the UK market.

### 1.3 Rationale

The luxury watch market will keep on changing as consumers move towards products with not only great craftsmanship and design but also with emotional, worldly symbolism and investment value. The insights on the influences on consumer purchase intention have been gaining more relevance in this dynamic environment, where luxury brands need to remain competitive and enhance their relationship with consumers (Schaarschmidt 2026). Despite the fact that Rolex has been able to retain a leading position in the global luxury watch market, evolving consumer preferences, stronger competition in the market and the rising power of digital platforms have reshaped how consumers appraise and buy luxury goods. Research which gives an all-round insight into the factors that determine purchase intention in the UK luxury watch market is therefore a necessity.

Academically, the existing literature has focused more on luxury consumer behaviour in the context of more general categories of luxury products, whereas very little has been done on Rolex as a luxury brand of watches in the UK (Vescovi 2025). In addition, the perceived quality, brand image and perceived value as individual constructs have often been explored in previous studies, which has led to disjointed evidence on how these two variables interact in influencing consumer purchase intention. The identification of this gap with a systematic synthesis of the modern academic literature will help fill this gap and lead to a more integrated concept of luxury consumer behaviour and supplement current knowledge of luxury branding and consumer marketing studies (Bloomberg, 2026).

### 1.4 Aim and Objectives

**Aim:** To evaluate factors influencing consumer purchase intention toward luxury watches in the UK: Case study of Rolex

#### **Research objectives**

- To assess key factors that influence purchase intention of consumers toward Rolex luxury watches in the UK.
- To evaluate the impact of perceived quality, brand image and value on consumer purchase intention toward Rolex luxury watches.

- To recommend strategies that Rolex can adopt to strengthen consumer purchase intention in the UK luxury watch market.

### 1.5 Research questions

- What are the factors that influence purchase intention of consumers toward Rolex luxury watches in the UK?
- How do perceived quality, brand image and value impact consumer purchase intention toward Rolex luxury watches?
- What strategies Rolex can adopt to strengthen consumer purchase intention in the UK luxury watch market?

### 1.6 Significance

These findings are of academic and practical importance because they will add to the current knowledge of the factors that impact the buying decision of consumers in the luxury watch industry. The study fills a gap in the current body of research as it specifically concentrates on Rolex in the UK luxury watch market, which has been a relatively under-researched field. Although the understanding of luxury consumer behaviour in the broader categories of luxury products has been studied in previous research, very few studies have systematised the findings concerning the effects of perceived quality, brand image and perceived value, in aggregate, on purchase intention among consumers of Rolex products (Kylämarkuna 2023). Through a Structured Literature Review, this dissertation incorporates the current academic evidence to reveal in-depth knowledge of these relationships, and it now becomes part of the existing knowledge of luxury branding and consumer behaviour.

### 1.7 Scope

This dissertation is constrained by the parameters that it seeks to study with respect to the purchasing intention of consumers of Rolex luxury watches in the United Kingdom. The paper specifically addresses the three major determinants found in the literature by specifically considering the perceived quality, brand image and perceived value and measuring their effects on consumers' intention to buy Rolex products. The study is built on the case study of one brand, and it helps to gain a narrower and deep insight into how consumers make their purchases in the luxury watch industry (Kochkina and Kharchenko 2023).

Academically, the research study is limited to secondary research in the form of a Structured Literature Review. Peer-reviewed articles in English published within the period 2020-2026 only will be taken into consideration so that the evidence represents the current trends in the research of luxury consumer behaviour and branding.

### 1.8 Brief summary of methodology

The qualitative method that has been used in this dissertation is a Structured Literature Review (SLR) as it is a secondary research approach, which therefore sought to examine the factors that determine consumer

intention to purchase Rolex luxury watches in the UK. Structured Literature Review was chosen due to its resulting systematic, transparent and replicable identification, assessment and synthesis of available scholarly evidence, which has contributed to the high reliability and credibility of the research findings. This method is suitable when it comes to answering the research aim, as the body of knowledge should be integrated instead of gathering new empirical data (Gamage 2025).

The related literature will be acquired via established scholarly databases, such as Science Direct, SpringerLink, Sage Journals and Google Scholar. It will be utilised with a structured search strategy where predetermined keywords that include consumer purchase intention, Rolex, luxury watches, perceived quality, brand image, perceived value and the UK luxury market will be used. The selection of studies will be based on clear inclusion and exclusion criteria to ensure the quality and relevance of the evidence. The literature so chosen will then be analysed through thematic analysis in order to determine recurrent themes to compare the results with different studies and come up with an overall view of the issues that contribute to consumer purchase intention.

### 1.9 Dissertation structure

The dissertation is organised into five chapters. Chapter One outlines the research by giving the introduction of the research background, problem statement, rationale, research aim and objectives, research questions, significance, scope and summary of research methodology. Chapter Two critically looks at the current academic literature that applies to consumer purchase intention, especially the perceived quality, brand image and perceived value in the luxury watch industry. Chapter Three outlines the research methodology, such as research design, data collection strategy, search, inclusion and exclusion criteria, thematic analysis procedure and ethical considerations. Chapter Four contains the findings and discussion of the Structured Literature Review: it describes the synthesis of the results of the selected research according to the research goals. Lastly, Chapter Five contains the general conclusions, the theoretical and practical implications of the results, recommendations to Rolex and limitations of the study.

## **Chapter 2: Literature Review**

### 2.1 Chapter Introduction

Chapter 2 critically examines the literature that has been produced on the issue of determinants that determine consumer purchase intention towards luxury watches, with a greater focus on the UK market and the positioning of Rolex. The review takes into account the broader factors in the determinants of luxury purchase intention prior to narrowing down to three core factors in the conceptual framework, which are perceived quality, brand image and perceived value. Perceived quality refers to the perceptions of consumers about craftsmanship, product and design characteristics, and brand image refers to the reputation, trust, prestige and brand meanings. Perceived value entails functional, emotional, social and long-term value that is attached to luxury watches.

### 2.2 Review Of The Articles.

#### 2.2.1 Key factors influence purchase intention of consumers toward Rolex luxury watches in the UK

The overall consumer purchase intention of luxury watches is a result of a mixture of personal, social, cultural and market-specific factors. According to the literature, consumers cannot evaluate luxury watches based only on performance or functionality. Status, uniqueness, experience, trust, cultural values, social communication and interaction by the luxury brands can also be reflected in their decisions. These variables apply to Rolex in the sense that purchase intention could be formed as a result of positively judging the product and as a result of positively judging the brand, as well as the meaning associated with ownership. Consumer traits and luxurious reasons. Consumer attributes are a significant consideration since various classes may have different meanings of luxury. Sharma, Pradhan and Srivastava (2021) focused on understanding the buying intentions of young consumers when it comes to luxury purchases through qualitative research.

They found generational change and a great interest in luxury among the young consumers. This gives an idea that the purchase intention might be relative to the consumer identity and generation; that is, the conventional luxurious motivators may not always be relevant to all consumers. Simge (2020) also exemplifies it by analysing low- and middle-income Generation Z consumers in Turkey through in-depth interviews and structured observation of 37 participants aged between 17–21. The results classified the perception of luxury by Generation Z into concepts, products and services. This denotes that income does not necessarily eliminate the interest in luxury, and consumers may comprehend luxury in various ways based on their conditions. In the case of Rolex, this implies that consumer purchase intention must be incorporated with variations in age, income and personal perceptions. Symbolic motivations, social status and uniqueness. Another factor is social status. Philippe, Debenedetti and Chaney (2022) performed qualitative content analysis of 420 distinct advertisements of 36 brands of fine-watchmakers. The results indicated that luxury watch brands strategically utilised status, reputation and legitimacy communication using cues, with a mix of these cues depending on

strategic intent and market embeddedness. It means that the social meaning which is carried by the brand, not just physical qualities of the watch, can impact the intention to purchase luxury watches.

Moon and Seo (2025) interviewed 156 people in the UK who lived there and compared status consumption and the necessity of uniqueness as mutually exclusive elements of luxury-purchase intention. These findings revealed that the positive correlation between status consumption and purchase intention reduces with the growing need for uniqueness by the consumer. This observation is especially useful in relation to the current UK study since this shows that consumers might desire a Rolex to indicate status, yet at the same time it is important to note that consumers may desire the product to serve as a source of differentiation among others. Status definition may thus not be sufficient in explanation of purchase intention. Consumer experience and attitudes. Attitudes to luxury brands can also be impacted by consumer experience. The authors of the April 2020 study by Jhamb, Aggarwal, Mittal and Paul (2020) gathered questionnaire data among 200 young shoppers in Chandigarh and its urban areas in India and used structural equation modelling. The research discovered that sensory, intellectual, behavioural and affective experiences play important roles towards consumer attitudes towards luxury brands. This means that the attitudes at purchase can be built based on the overall experience that the consumers can relate to luxury and not due to the product performance on its own. In the case of Rolex, brand-related experiences, product presentation and ownership might thus lead to positive purchase intentions.

Cultural and economic factors, the condition of the economy may influence luxury purchases. Davari, Iyer, Guzmán and Veloutsou (2022) tested the intention to purchase personal luxury in a recessionary setting. Their research shows that luxury purchase behaviour must be viewed in varying economic circumstances as opposed to thinking that consumers will respond equally in times of financial stress. It applies to Rolex since such a luxurious buy can demand that consumers maintain desired prestige and advantages against their economic conditions. Attitudes towards luxury and purchase intention are also affected by cultural values. Wong and Park (2022) have made a comparison between Korean and Dutch millennials and analysed investment, functional, individual and social values affecting luxury goods. The paper has taken into consideration the effects of these perceived values on attitudes and purchase intention and revealed the fact that consumption of luxury may vary among people. Therefore, the results of other national markets should not be considered as reflective of UK customers.

Alghanim and Ndubisi (2022) also studied the connection between sustainability, luxury consumption, perceptions of value and consumer income. The study is further enriched by their demonstration that the value judgments and economic peculiarities of consumers can be taken as one unit when studying the luxury consumption phenomenon. This can imply that consumers can consider the greater gains of owning a luxury, as opposed to decision-making based entirely on status. The issue of trust is especially pertinent when shopping for luxury goods via online platforms. Changchit, Loveland, Cutshall and Pham (2024) dwelled upon pre-owned luxury-brand watches on Facebook business, considering the factors of social-image

satisfaction. The research illustrates the applicability of social interaction in purchasing digital watches. The reason why this matter is that online environments are capable of affecting the way consumers access information, the way they appraise products and their perceptions prior to making a purchase. The broader luxury sector is also in a conflict of accessibility and exclusivity as regards the digital environment. Park, Im and Kim (2020) carried out three studies, which researched brand-consumer engagement and value perceptions in social-media marketing.

The results indicated that the perceived social, uniqueness value and quality value might be decreased by high brand-consumer engagement due to decreased psychological distance linked to luxury brands. This is significant to Rolex since there can be a limit to which expanding communication with consumers could reinforce purchase intention; too much familiarity could undermine some of the value perceptions, which distinguish luxury brands. Changing consumer demands and changing technology. Another aspect that affects the environment of luxury watches is technological development. Blazquez, Alexander and Fung (2020) explored the views of millennials towards luxury wearable technology. The paper underlines the increased topicality of technological innovation among younger luxury clients, as well as the menace of wearable technology to conventional luxury goods.

In the case of Rolex, it implies that the shift in consumer requirements could impact purchase intention, especially in the case where the younger generation feels the need to compare conventional watches with high-technological versions. Generally, the literature suggests that purchase intention of luxury watches is multidimensional. The consumer generation and income are intertwined with status, uniqueness, experience, cultural values, trust, digital engagement, and technological expectations. Notably, there is no indication that these factors act in isolation. On the contrary, they can vary in terms of their effect depending on the consumers and market environment. It offers a good foundation on which to analyse the interaction of these broader drivers and the particular functions of the perceived quality, brand image and perceived value in creating purchase intention towards Rolex luxury watches in the UK.

#### 2.2.2 Impact of perceived quality, brand image and value on consumer purchase intention toward Rolex luxury watches

Close to the judgment of luxury products among consumers are perceived quality, brand image and perceived value. The perceived quality in the Rolex setting can be based on craftsmanship and reliability, brand image can be based on prestige and heritage, and the perceived value may contain functional benefits, emotional benefits of the product and symbolic benefits. The literature has suggested that the dimensions may co-determine the way in which consumers would rate luxury products and whether the favourable ratings can translate into purchase intention. Brand equity and trust offer a significant linkage between brand perceptions and purchase intention. With quantitative survey evidence, Husain, Ahmad and Khan (2022) investigated the relationship between brand equity, status consumption and brand trust and luxury-brand purchase intention. Their results show that such factors apply to the purchase intention of luxury brands. This implies that a

positive brand image is not adequate since the consumer requires assurances of the brand, and could factor in the prestige involved in ownership. In the case of Rolex, brand equity and trust can consequently add to purchase intention.

Another explanation is given by the relationship between perceived value and consumer identity. The study by Xi, Yang, Jiao, Wang and Lu (2022) explored the effect of consumer perceived value on brand identity in the luxury market. The results endorse the perspective that perceptions of value play a role in the way consumers associate with luxury brands. It applies to Rolex since people might feel the value is not merely based on functional performance but on the identity and meaning of ownership. The issue of psychological traits should also be taken into account. Yue and Cui (2025) investigated psychological entitlement, mindset and consumption of luxury products or experiences. They conclude that the consumer approach to luxury consumption is affected by psychological attributes. As such, the purchase intention can vary when comparing consumers who perceive the ownership of Rolex as a symbol of accomplishment and consumers whose primary aim is to gain functional or investment-based advantages.

Gil-Cordero, Ledesma-Chaves, Yoo and Han (2023) employed the mixed-method approach as a way to examine the factors that affect the intention to purchase in the context of luxury tourism and luxury goods. Their results suggest that the luxury consumption choice is an interdependence of multiple factors instead of an individual product attribute. This recommends taking into consideration perceived quality and brand-related and experiential value. Brand heritage is of significance to Rolex. Zhou, Xiao, Yoon and Zhu (2026) investigated colour saturation, brand heritage and perceived status. Their results reveal that visual brand features can interact with heritage perceptions to influence perceived status. Brand image, therefore, is created as a result of various cues as opposed to the product name itself. The rich history of Rolex can thus reinforce symbolic meaning and perceived status. Brand value and brand reputation are directly applicable to Rolex. Koektener, Gumus and Sahar (2020) applied a comparative case study and content analysis of Rolex and Apple. They analysed brand reputation, brand value and trademark registration in the realm of globalisation. The paper underscores the need to consider reputation and brand worthiness as key aspects of differentiating businesses and shaping consumer preferences.

In the case of Rolex, having a good reputation can thus contribute towards perceived brand value and enhance related purchase consideration. Online communication is also capable of affecting brand image. Landrealle and Catenazzo (2021) reviewed the concept of digital marketing in the Swiss luxury-watch market and the impact that digital messages may have to preserve the reputation of purity and high quality that the industry has built. Their study sheds light on the increasing significance of online platforms and the conventional prestige of Swiss luxury watches. In the case of Rolex, well-managed digital communication will thus enhance the quality and brand image without eliminating exclusivity. Köstlmeier and Röder (2025a) focused on the international luxury watch and asset pricing market, and emphasised the financial attributes of luxury watches and their possible applicability as alternative assets, implying that the perceived value might not only be

functional and symbolic benefits but also more long-term financial ones. Perceived value may also encompass considerations relating to investments.

The research on the returns of luxury watches by Koestlmeier and Roder (2025b) revealed the benefit of diversification upon the inclusion of watches in portfolios with stocks, bonds and gold, with Rolex, Patek Philippe and Audemars Piguet watches showing higher returns than most other brands. It was also concluded that they had fairly low volatility and weakness with traditional asset classes. Although this research is about financial value instead of consumer purchase intention, the fact that it suggested that consumers might hold the luxury watch for longer-term economic and functional benefits, another aspect that can influence overall quality is a change in technology. Arya (2020) merged the quantitative and qualitative study of smartwatches and Swiss luxury watches, focusing on the marketing, financial, consumer-behaviour and technological situations.

The researchers cited the fast growth of smartwatches as a threat to the traditional Swiss watch. In the case of Rolex, this means that the quality perceived is based more and more on the positioning of traditional craftsmanship against the shift into technological expectations.

Quality, image and value relationship can then be perceived as complementary. Perceived quality gives assurance in the product; brand image gives meaning and distinction; and perceived value is an overall gain that the customers have been linked with when they own the product. A Rolex can then be prized as both a work of craftsmanship and an emotional reward at the same time as offering status, identity, and as an investment, as some consumers may perceive. Generally, the literature does not refute the suggestion that brand image and perceived value, as well as perceived quality, play a role in luxury purchase intention, but the contribution of these factors might not hold the same level among consumers. Confidence, identity, value perception, status, strengthened by heritage, and digital communication and brand image add yet another layer to value, which can be strengthened by investment in technology.

### 2.2.3 Strategies adopted to strengthen consumer purchase intention in the UK luxury watch market

Some strategies to consumer engagement highlighted in the literature as employed by Rolex and the luxury-watch brand include heritage, exclusivity, digital, social media, omnichannel interactions, trust, authenticity, celebrity and consumer identity association. These tactics illustrate the way luxury-watch companies have reacted to evolving customer demands without abandoning the luxury features.

#### **Heritage, brand image and consumer value**

Zhang and Muller (2022) have focused on stating the luxury-brand approach in the context of the Swiss watch industry, mainly based on case evidence, as well as interviews with executives and consumer research. Their results emphasised the need to balance tradition and modernity, a definite brand code, brand value, as well as combined long-term marketing efforts. This illustrates the ever-relevant role of heritage in the brand positioning of luxury watches. Dhanuka (2023) analysed the brand image and perception of luxury products, and emphasised the role of constant brand image. It signifies that brand image constitutes a significant

component of luxurious consumer consideration. Batalha (2024) has researched individual values of luxury and intention to purchase, whereby the consumers are found to attribute various types of personal value to consumption of luxuries. Zhao, Peng and Yu (2023) carried out a review of the literature in Scopus and Web of Science and analysed 52 eligible studies. Their results revealed a multidimensional interaction of sustainability and luxury purchase intention where sustainability and traditional values of luxury like exclusiveness and prestige emerged.

### **Online, social-media interaction**

In their study, Landrealle and Catenazzo (2021) employed an online questionnaire and qualitative interviews with owners of luxury watches to analyse digital marketing within the Swiss luxury watch sector. Their results showed the need for more digital content, and the official site was found to be a good channel for additional development of social media. Pramono and Aprilianty (2020) studied the luxury-watch Instagram content using content analysis and PLS-SEM. Their results found a positive interaction between social-media marketing and customer relationships and purchase intention. The qualitative and quantitative analysis of smartwatches and Swiss luxury watches by Arya (2020) revealed technology development as an urgent challenge facing the classic Swiss luxury-watch brands. Bilal et al. (2024) researched the levels of consumer interaction, affective attachment and intention to buy in the context of AI-assisted retail and showed that the role of technology-based customer experience is growing more and more relevant. Chetioui et al. (2020) analysed influencer characteristics and consumer purchase intention, whereas Gomes, Marques and Dias (2022) studied influencer characteristics and purchase intentions towards fashion product purchases. Collectively, the studies illustrate how digital influence and consumer engagement are increasingly playing an important role in luxury and fashion communication.

### **Multimedia and online shopping experiences**

Bertrand and Glebova (2024) reviewed the topic of digital transformation and customer experience in the hard-luxury sector and found that there was growing interest in the omnichannel approach. This shows the convergence of online and offline customer experience through modern luxury retail. Zhang et al. (2023) explored livestreaming in stores and intention to purchase offline and showed the concept of how the digital content relates to the later physical-purchase behaviour. In a survey of 307 webcast users, Song, Liu and Shi (2022) explored visibility, interactivity and authenticity in the context of the SOR framework. Their results related all these features to perceived value, trust and purchase intention. Zhou and Tong (2022) have mainly focus on stating about the overall intention for purchase in terms of livestreaming and also, analysed about emotion as a mediator.

### **Credibility, genuineness and secondary-market activity**

A review of empirical studies concerning social commerce by Lăzăroiu et al. (2020) has determined that online trust and perceived risk are significant in purchase intention. Bhattacharya et al. (2023) explored the country of origin of e-retail, privacy, trust and purchase intention, and observed that privacy practices lead to

consumer trust. Zhang and Zhang (2022) explored the uncertainty of products and realised that perceived value is one of the mediating variables in purchase intention.

Bai et al. (2026) observed how the identity of luxury brands is affected by second-hand luxury dealers and emphasised the correlation between official and unofficial retail stores. Steele (2026) also conceptualised luxury watches as an eminent asset market and talked about authentication, provenance and transactions. The study by Koestlmeier and Roeder (2025a) examined 27289 watch-months from 2010 to 2022, which revealed investment attributes in luxury watches.

### **Consumer identity and celebrity communication**

Jimenez and Arbaiza (2024) investigated the place of celebrities where Rolex and Casio were mentioned and found both benefits in terms of visibility and reputational risks. In a study by Chen et al. (2021), brand image, self-congruity and purchase intention were investigated, which showed the connection between brand meaning and consumer identity. The purchase intention was explored as a Theory of Planned Behaviour, with the focus on attitudes, social expectation and perceived behavioural control by Zong et al. (2023). Generally, this evidence makes Rolex and the luxury-watch sector in general appear to be applying a mixture of heritage management, digital communication, social-media interaction, and omnichannel experiences, trust relationships, authenticity, association with celebrities, and identity-based brand communication.

## 2.3 Theoretical framework

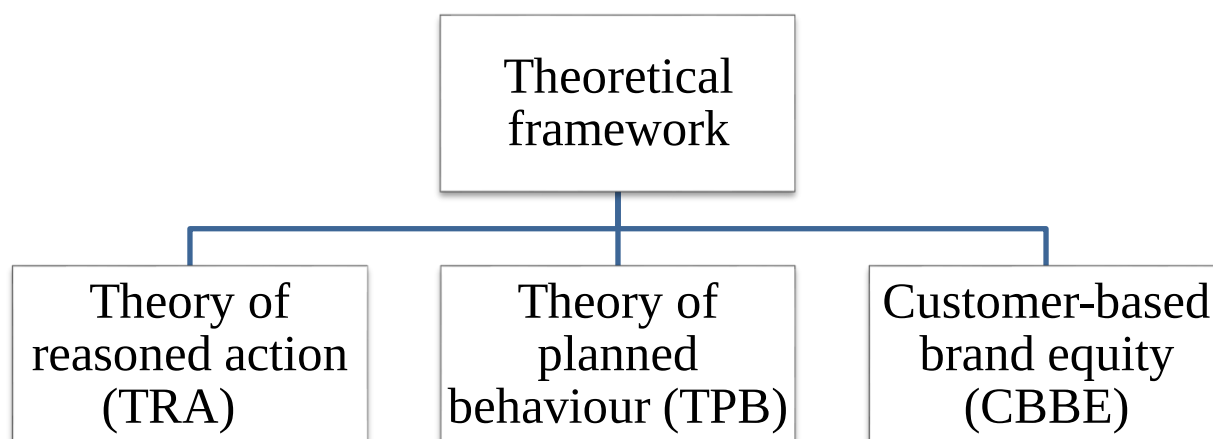


**Figure 3: Theoretical framework**

## **Theory of Reasoned Action**

As per the views of Fishbein and Ajzen (1975), it has been found that behaviour in terms of subjective norms indicates behavioural purposes. Also, the fact that behaviour could be positive or might be negative in terms of performing a behaviour by an individual. The theory fits the current study since potential consumers who consider a Rolex might do two things: they can judge the purchase by the consumer himself and by the judgments of others around him or her. Luxury consumption is especially relevant in terms of the framework as the purchase decisions may include both personal and social factors. A positive assessment of Rolex can arise out of its perceived features and brand name, and social expectations can shape the desirability of possessing the item. TRA thus offers a background on the development of the evaluations done by consumers into purchase intention.

## **Theory of Planned Behaviour**

Ajzen (1991) Theory of Planned Behaviour is an expansion of TRA that incorporates perceived control of behaviour. This is the rate at which consumers believe that they have the capacity and the resources to execute a certain behaviour. With reference to Rolex, this aspect is significant as consumers might share a favourable attitude towards the brand, and, in the case of social approval, the purchase intention might be limited by financial or purchasing accessibility. Zong, Liu and Gao (2023) utilised TPB to investigate consumer purchase intention and took into consideration attitudes, subjective norms and perceived behavioural control in the purchasing process. Their research validates the utility of TPB to describe interactions of personal evaluation and the social influence and perceived ability in jointly influencing purchase intention.

## **Customer-Based Brand Equity**

The Customer-Based Brand Equity (1993) model by Keller is a brand-centred explanation of consumer reactions. This model suggests that knowledge and associations of the consumer with a brand play a role in the evaluation attitude of a specific brand. This applies to Rolex as customers might be attached to the brand based on its heritage, prestige, quality and exclusivity. These sorts of associations can reinforce the overall assessment of the brand, and lead to purchase intention. The empirical literature is also relevant to the theoretical relevance of brand equity. Husain, Ahmad and Khan (2022) looked at brand equity, status consumption and brand trust in terms of luxury-brand buy intention and established that the factors are relevant to the purchase intention of consumers.

## **Application to the present research**

The three theories do not offer similar reasons. TRA how consumer attitudes and subjective norms come into play; TPB how perceived capability to make the purchase comes in; and CBBE how brand associations have an impact on the consumer evaluation. They all form a theoretical foundation of the reasons why the purchase intention towards Rolex can develop in consumers. The theories also underpin the conceptual framework, but they do not posit that the different constructs are just the same theoretical mechanisms. The perceived quality

can help to create favourable attitudes, brand image may reinforce brand associations, and perceived value can affect overall evaluation of the purchase by the consumer.

#### 2.4 Conceptual framework

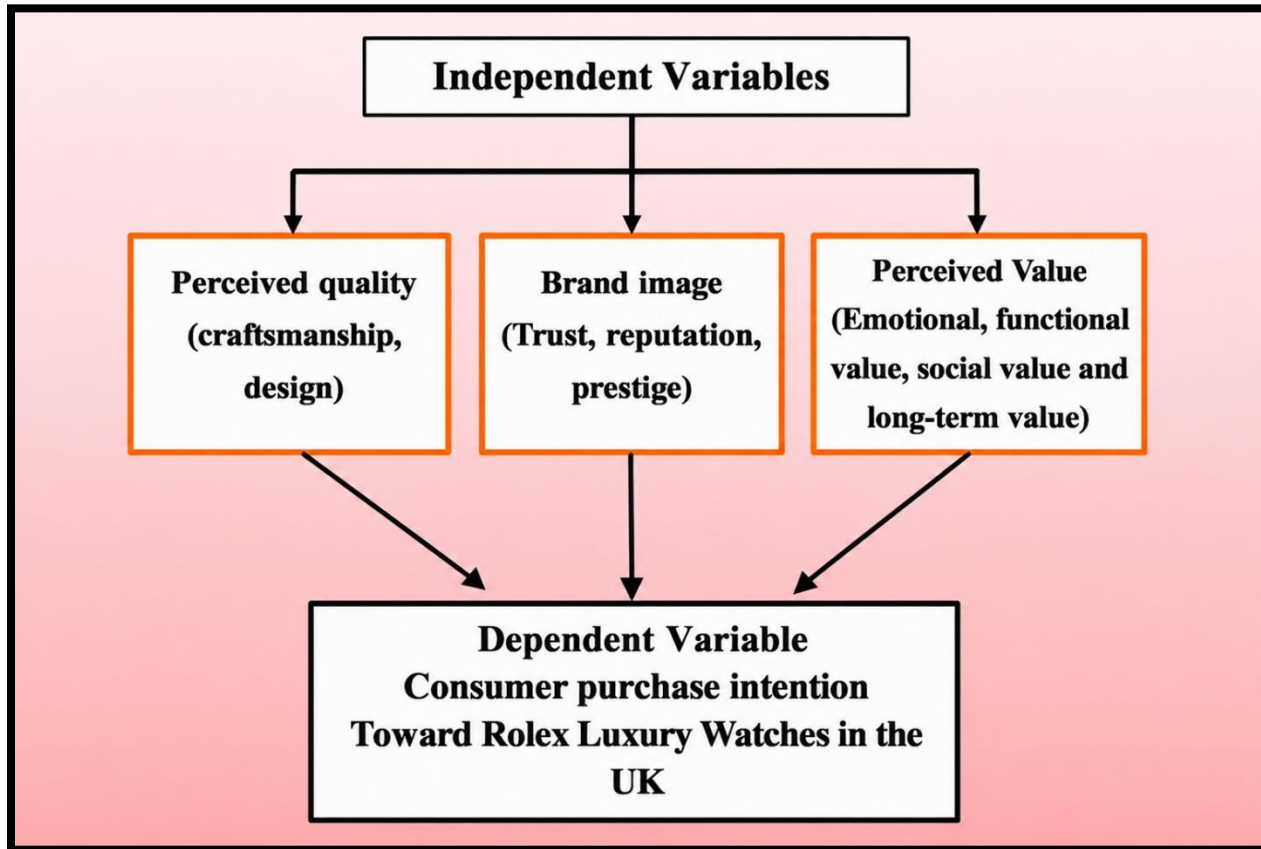


Figure 4: Conceptual framework

The conceptual framework defines the key variables suggested to inform the consumer purchase intention for Rolex luxury watches in the UK. According to the literature, the perceived quality, brand image and perceived value will be placed as the explanatory variables, and consumer purchase intention will be the result. Studies on the topic of luxury consumption and luxury-watch characteristics and consumer value perceptions support the said relationship. The framework thus offers a starting point for integrating the product-based and consumer-based influences in the Rolex context. Wang et al. (2021) employed a poll of luxury consumers in China and the UK to study the values and intention to buy sustainable luxury brands. The research involved luxury watches as one of the product categories, and the research revealed the different value perceptions which affect their attitudes and purchase intentions. This justifies perceived value as a crucial element of the

framework presented. Dinh, Muhlbacher and Torchia (2024) explored brands of luxury watches and analysed the family values and luxury properties perception. Their research yields evidence that insights on luxury characteristics would be applicable to luxury brand assessment by consumers.

This helps to incorporate the perceived quality and luxury-related perceptions in the framework. Pourazad et al. (2024) rely on survey data from Australian consumers and PLS-SEM, making Rolex one of the target traditional luxury brands. The results indicated that hedonism made a difference in brand prestige and symbolism, whereas prestige and symbolism made a difference in brand love and purchase intention. This is direct support for the inclusion of brand-related perceptions in the framework. Wang, Sung and Phau (2024) gathered the data through an online panel with 287 affluent consumers and modelled it with structural equations. Natural rarity had a positive predictive role in functional, emotional and social perceived value, indicating that the luxurious features can determine the value consumers associate with products. In the study by Nazarani and Suparna (2021), researchers conducted a survey of 144 Zara customers in Denpasar with the help of purposive sampling and a five-point Likert scale survey. The result of multiple regression revealed that the luxury brand perception, brand image and product quality have a positive and significant effect on the purchase intention. This study has direct empirical evidence on the three-variable structure used in this research, though it is about Zara and not Rolex.

## 2.5 Literature Gap

The evidence reviewed reveals that there are some significant knowledge gaps as far as the luxury-watch purchase intention is concerned. To test how the factors influence the online luxury-watch purchase intention, Semenkin et al. (2023) conducted a questionnaire survey among 400 consumers and analysed the results through regression analysis. The results indicated that attitudes, social influences and the online shopping environment had significance, whereas perceived usefulness had insignificance. The study was, however, on online buying as opposed to the joint impact of perceived quality, brand image and perceived value among Rolex buyers in the UK. The other area of disparity is the broader aspect of investment in luxury watches. In his empirical study on alternative investment assets, Curto (2024) analysed art, diamonds, and fine watches. The results revealed that the luxury assets have the ability to bring about diversification benefits and that rarity, craftsmanship, and status are what make them interesting to invest in.

The evidence that can be found pertaining to luxury consumption as a counterfeit can be found in the literature as well. Five studies were performed by Liu, Wakeman and Norton (2025) with various samples and fake luxury goods. They found that the egalitarian value of counterfeit luxury products due to perceived income inequality increased purchase motivation. In as much as this offers valuable evidence on other motivations to luxury consumption, it deals with fake and not genuine Rolex purchases, thus failing to determine how the

perceived quality, brand image and perceived value come into play in intention to purchase genuine Rolex watches. Likewise, Kim et al. (2024) adopted snowball sampling and employed 257 Chinese consumers who had used counterfeit goods and employed hierarchical multiple regression to establish the relationships. The effect of positive word-of-mouth and the effect of moral judgement enhanced positive word-of-mouth buying of counterfeits and undermined the effect of saving face, respectively. Scientifically, a lack of research studies on true Rolex purchase intention has been conducted in the UK among consumers.

## 2.6 Chapter summary

This chapter surveyed the elements that affected consumers' intention to purchase Rolex luxury watches in the UK. The perceived quality, brand image, perceived value, consumer and social influences, and strategic approaches were studied. There was also a gap in the literature, as few studies specifically adopt a combined analysis of these factors among consumers of Rolex in the UK. The methodology and subsequent analysis are thus based on the theoretical framework and current evidence.

## Chapter 3: Research Methodology

### 3.1 introduction

The chapter explores the research approach used to examine how consumer choice to buy luxury watches in the UK (with a reference to Rolex) is affected. This study relies on purely secondary scholarly sources of knowledge, and the study does not entail the gathering of primary data on the consumers. A qualitative approach is selected with the help of a Structured Literature Review (SLR), that enable to use concise identification, valuation, and combination of existing academic data. The research aim, objectives, and research questions that address the factors influencing consumer purchase intention, the role of perceived quality, brand image, and perceived value and strategies that can enhance purchase intention are in line with methodological choices in the research.

### 3.2 Research philosophy

The philosophy of the research is **interpretivist** since the study aims to get an understanding and interpretation of what is available in terms of consumer perceptions and meanings in relation to luxury watches. Interpretivism is appropriate in research that involves the interpretation of human experiences, perceptions and socially constructed meanings. Within the framework of luxury consumption, the quality, prestige, exclusivity, brand image and value can accrue different meanings to consumers. It, therefore, follows that to comprehend purchase intention, it is necessary to dwell on how these concepts have been conceptualised in past studies (Saliya 2023). The interpretivism option is in line with the qualitative nature of the research. In lieu of viewing purchase intention as only a quantifiable end product result, the study looks into what previous scholars have thought made sense in the perceptions and factors related to consumer intentions to buy luxury watches. The literature then offers various insights which can be evaluated and understood using thematic analysis.

The interpretivist stance also allows the availability of secondary literature since the researcher is citing the conclusions and arguments that have already been put forward by other researchers. This is not meant to argue that only one numerical relationship is applicable to all consumers. Rather, the study aims to determine patterns of recurrence, differences and meanings in the available evidence. It is especially applicable to the Rolex context, with the literature discussing broader aspects of luxury consumption and particular aspects of luxury-watch attributes (Oluka 2025). The philosophy thus advocates the article-wide approach by offering an appropriate ground on which to interpret qualitative secondary evidence and comprehend consumer-linked meaning behind purchasing luxury watches.

### 3.3 Research type

The given research type is the **qualitative** one since it attempts to interpret and synthesise the existing academic literature instead of statistically testing the relationships by using newly acquired numerical data. The research does not entail questionnaires, interviews, experiments or any other type of primary data

collection. Rather, it analyses findings, arguments and conclusions made in literature available concerning the subject (Gamage 2025). Qualitative research is a proper approach as the theme of the research deals with consumer perceptions and meanings of luxury products. Individual purchase intention of luxury watches cannot be explained solely by using functional features since consumers can also regard prestige, exclusivity, quality, brand reputation, emotions, social meaning and perceived investment value. The literature available thus has various interpretations and findings which need to be compared and synthesised. The qualitative literature-based methodology can facilitate the examination of these varying views without quantifying them. Qualitative secondary research is used since the aim upon which the study is carried out is the acquisition of integrated knowledge instead of the formulation of further empirical results. The SLR offer a rather systematic and transparent approach to analysing and synthesising the existing academic evidence (Saliya 2023). Consequently, the qualitative secondary research offers a suitable conceptual framework on which to answer the research questions and draw evidence-based inferences on consumer purchase intention of Rolex in the UK.

### 3.4 Research approach

**A deductive research approach** is embraced due to the fact that the research starts with clear research objectives, research questions and topics of inquiry and then starts comparing the available literature to these clearly set areas. The study does not commence with gathering totally open-ended data and formulating a totally new conceptual pathway based on the evidence. Rather, literature is examined in the context of the particular aim of learning about consumer purchase intention and the factors discovered within the framework of the research. The deductive approach is consistent with the structure of the research (Makateng and Mokala 2025). This is related to the research of the main determinants of consumer buying intention towards Rolex luxury watches in the UK. The second goal is narrowed down to the perceived quality, brand image and perceived value and their role in determining purchase intention. The third goal relates to the strategies which Rolex can implement to intensify consumer purchase intention.

These goals help to give a good direction to search, select and interpret the secondary literature. The research questions also define pre-defined spheres that evidence is investigated on. The deductive approach is especially applicable to the thematic analysis since the chosen literature has been analysed concerning the three general areas. The former theme explores the issues depending on consumer purchase intention, the latter explores issues related to perceived quality, brand image and perceived value, and the third focuses on how to reinforce consumer purchase intention. The methodology thus gives a rational relationship between the research questions, the search of the literature, selection of the articles and the analysis thereafter (Hamzani et al. 2023).

### 3.5 Research design

The proposed study has a **descriptive research design** since it aims to critically investigate and provide evidence about what the current scholarly literature has shown about consumer intentions to buy luxury

watches, specifically in the Rolex case study in the UK. The descriptive research fits a secondary literature study since the study aims at organising, comparing and synthesising the available evidence rather than manipulating variables or engaging in an experimental investigation. The design has enabled the research to define what factors were found in earlier research, how the perceived quality, brand image, and perceived value were/are talked about, and provide insight into what luxury markets have proposed or studied based on this. The study thus gives a systematic account and synthesis of the available evidence whilst still having a clear relationship with the research aims (Furidha 2023). A Structured Literature Review is also supported by the descriptive design since the evidence is collected based on a set of pre-defined criteria and then systematised based on the applicable research themes. The SLR as a methodological and transparent approach to investigating, evaluating and integrating scholarly evidence. Therefore, the descriptive design provides an appropriate complement to the SLR as it offers a clear format in which the features and the results of the chosen studies are presented. There is no primary empirical testing in the design. Any effort at finding statistical causality between variables with a new consumer sample is unattempted. Rather, the research outlines and critically summarises what the existing literature shows about purchase intention and the factors it relates to (Hall and Liebenberg 2024). This renders the design in line with the secondary nature of the dissertation.

### 3.6 Research strategy

The main research methodology that is adopted in this dissertation is **Structured Literature Review (SLR)**. One of the benefits of an SLR is that it gives a methodical and open method to the process of determining, sampling, assessing and integrating the currently existing scholarly studies, which can be useful to a specific research issue. It fits this research since the study aims to combine the existing information instead of gathering primary data via interviews with consumers. The SLR has been proposed as the key research strategy and that it is systematic and transparent, and hence a key reason why it is selected. A systematic methodology would lessen the chances of having to randomly choose literature based on one's own ability since the search and selection exercises are informed by set parameters. It also enables the research process to be described simply, and it can be duplicated by another researcher (Sauer and Seuring 2023).

The SLR has start with the identification of suitable academic databases and search terms. Governed records are then filtered by set inclusion and exclusion rules. After the screening process, the remaining studies are analysed, and their results are reviewed with the help of thematic analysis. Specifically, ten studies are chosen for the final thematic analysis in this study. SLR is well suited to the case given that the research problem in question is about concentrating evidence that is spread out into varying regions of luxury consumer behaviour. In the past, researchers have factored in such issues as the perceived quality, brand image, perceived value, prestige, exclusivity and other issues related to consumers (Cabrera and Cabrera 2023). These findings can be compared with each other through a systematic review as opposed to a disaggregated approach of every article being viewed as an individual agent. The plan is also in line with the scholarly aim of the dissertation. The

study has focus on coming up with a logical comprehension of the determinants of consumer intention to buy Rolex luxury watches in the UK. The necessity to synthesise academic evidence since research paying particular attention to Rolex in the UK is not really abundant. As such, the SLR offers the general methodology explaining the linkage between the literature search and the location of the 10 studies and later thematic analysis as outlined in the dissertation.

### 3.7 Data collection

The study relies only on **secondary data**. Secondary data is data that has already been created and published by other researchers and can be analysed. In this research, the main data sources are academic journal articles, which were found using recognised academic databases. There is no direct research done with consumers, Rolex employees, managers or other participants. This means that primary research instruments such as questionnaires, interviews and focus groups are not required in the research. The research methodology has involved secondary sources retrieved via research databases and does not imply the recruitment of participants or using questionnaires or interviews (Cheong et al. 2023). The secondary literature dwells on the aspects which are directly related to the research purpose, such as consumer purchase intention, luxury watches, Rolex, perceived quality, brand image, perceived value, luxury branding and the UK luxury market. Secondary academic evidence would be appropriate since the goal of the research is not only to synthesise knowledge but also to determine common conclusions made by various researchers.

### 3.8 Data analysis

**Thematic analysis** has been used to analyse the data gathered from the 10 sampled secondary studies. This approach is suitable since the study has been trying to determine recurring themes, similarities and differences in the available academic literature on the topic, and not do a statistical analysis. The systematic organisation and synthesis of findings of various studies is made possible by thematic analysis based on the objectives of the research. The thematic analysis appropriate to detect repeated trends, contrasting results and categorising the evidence based on the research aims. Considering the **10 chosen studies**, the analysis has start with a thorough reading of the main findings and evidence presented in the selected studies. The important observations have then been coded and classified based on likes and repetitive ideas (Ajayi 2023). Such codes have then been grouped together into three themes, namely factors affecting consumer purchase intention; perceived quality, perceived image and perceived value; and strategies to enhance consumer purchase intention. These themes are directly related to the research objectives. Lastly, the results of the 10 studies have be evaluated to determine areas of consensus, differences and counter evidence.

### 3.9 Criteria for choosing secondary data

A structured search strategy and pre-determined inclusion criteria and exclusion criteria were used to select the secondary literature. This was done by searching the ScienceDirect, SpringerLink, SAGE Journals and Google Scholar databases, using keywords covering the topics of consumer purchase intention, Rolex, luxury watches, perceived quality, brand image, perceived value, luxury branding, and the luxury market in the UK.

**Table 1: Search strategy**

| <b>Database</b>       | <b>Search Terms</b>                                                                                                                                 | <b>Publication Period</b> | <b>Language</b> |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------|
| <b>ScienceDirect</b>  | This mainly focused on consumer purchase intention, perceived quality, Rolex, luxury watches, and also brand image, and perceived value.            | 2020–2026                 | English         |
| <b>SpringerLink</b>   | This includes consumer intention for purchase, and Rolex, luxury watches, also luxury branding.                                                     | 2020–2026                 | English         |
| <b>SAGE Journals</b>  | luxury consumption, and intention for purchase and also brand image are some search terms.                                                          | 2020–2026                 | English         |
| <b>Google Scholar</b> | Rolex, brand image, luxury watches, consumer and UK luxury market purchase intention, also perceived quality, perceived value are key search terms. | 2020–2026                 | English         |

**Table 2: Inclusion and Exclusion criteria**

| <b>Criteria</b>               | <b>Inclusion</b>                                                                                          | <b>Exclusion</b>                                            |
|-------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <b>Period for publication</b> | 2020 and 2026                                                                                             | before 2020                                                 |
| <b>Language</b>               | English-language studies                                                                                  | Non-English studies                                         |
| <b>Publication type</b>       | Peer-reviewed journal articles                                                                            | Books, conference papers, magazine papers and dissertations |
| <b>Subject relevance</b>      | Studies related to luxury watches, luxury consumption or consumer purchase intention                      | Studies unrelated to the research topic                     |
| <b>Research focus</b>         | Studies addressing purchase intention, perceived quality, brand image, perceived value or related factors | Studies that do not contribute to the research objectives   |
| <b>Duplication</b>            | Original studies                                                                                          | Duplicate studies                                           |

The screening process of inclusion and exclusion criteria was done to make sure that the chosen literature was relevant to the research topic and in line with the research scope (Gamage 2025). The selection procedure included scrutinising titles and abstracts and then conducting a full-text evaluation of studies that fulfilled the criteria of being potentially relevant. These were studies that lacked the required publication in the specified

period, were written in a different language, and/or were not pertinent to the research. After screening, ten studies were picked to be included in the final secondary examination.

**Table 3: Screening and Final selection**

| <b>Screening Stage</b>              | <b>Description</b>                                              | <b>Number of Studies</b> |
|-------------------------------------|-----------------------------------------------------------------|--------------------------|
| <b>Identification</b>               | Studies identified through the selected academic databases      | 50                       |
| <b>Duplicate removal</b>            | Duplicate records removed                                       | 5                        |
| <b>Title and abstract screening</b> | Records screened for relevance                                  | 45                       |
| <b>Records excluded</b>             | Studies not relevant to the research topic                      | 20                       |
| <b>Full-text assessment</b>         | Full-text studies assessed against the selection criteria       | 25                       |
| <b>Full-text studies excluded</b>   | Studies failing to meet the inclusion criteria                  | 15                       |
| <b>Final studies included</b>       | Studies meeting all criteria and selected for thematic analysis | 10                       |

### 3.10 PRISMA style study selection

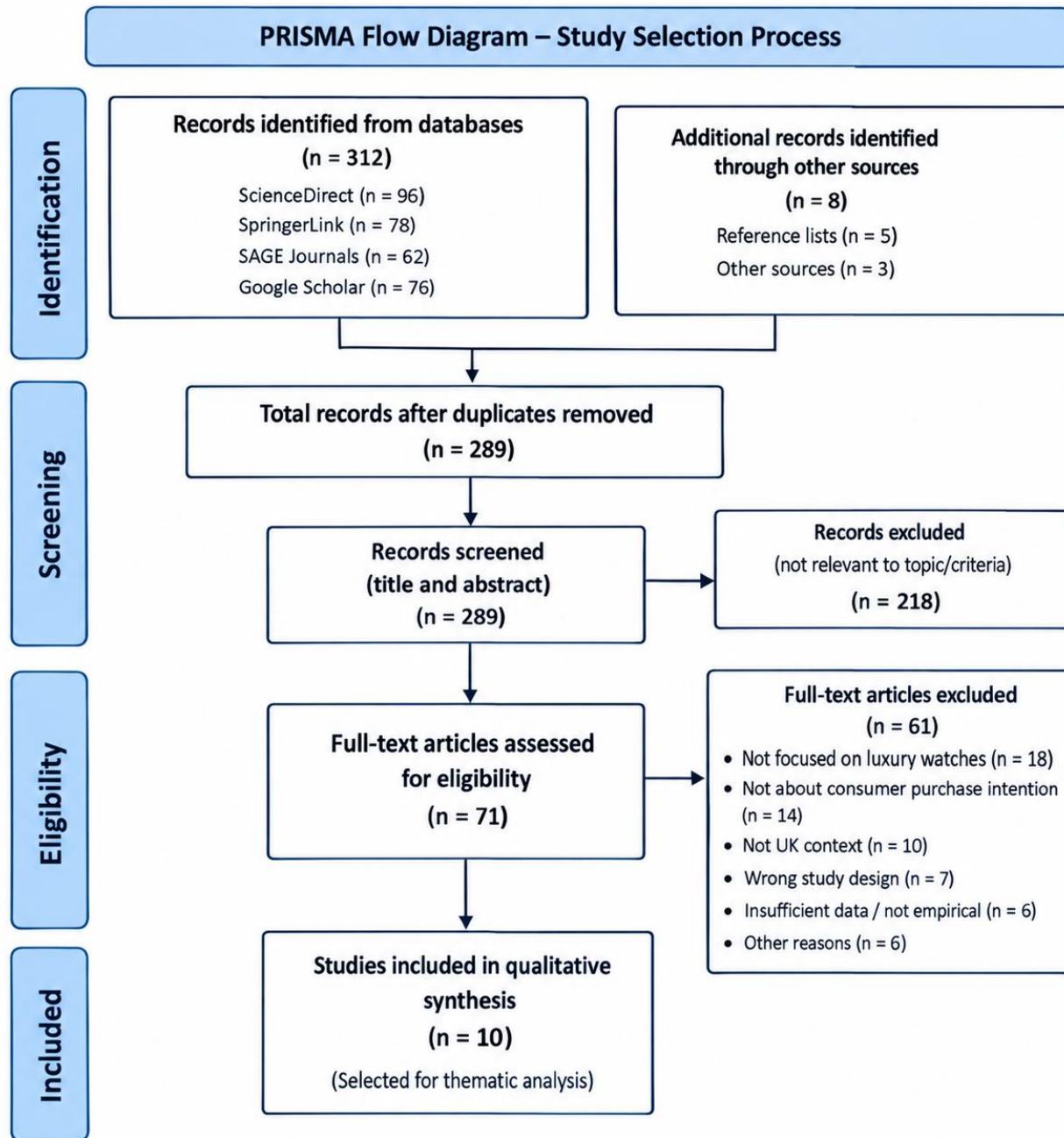


**Figure 5: PRISMA style study selection**

The process of selection of the literature entailed identification, screening and eligibility screening, which finally included the selection by final inclusion. After screening the number of studies and eliminating duplications and the implementation of the previous inclusion and exclusion criteria, 10 studies were finalised for the final thematic analysis. The chosen articles present the secondary evidence that is followed to answer the three research objectives.

### 3.11 Ethical considerations

In present research study ethical consideration has been addressed through focus on secondary scholarly documents. The study does not require any questionnaires, interviews, observations, or direct contact with human subjects as done in primary research. Thus, there are no applications of issues related to informed consent, participant confidentiality and protection of personal information. Instead, the ethical considerations focus on the authenticity, accuracy and reliability of the secondary sources used in the Structured Literature Review (SLR) (Nii Laryeafio and Ogbewe 2023). To start with, the authenticity of the sources has been taken into account when the selection of the studies to analyse is going on. The study has been entailing the use of academic literature, which shall be accessed using established academic databases such as ScienceDirect, SpringerLink, SAGE Journals and Google Scholar. The chosen studies have been verified to ascertain whether they are actual academic publications and that information on them can be linked back to the original authors and even publication. The data presented in the study has the credibility of being supported by peer-reviewed journal articles as well. The required publications must be Relevant in the English language, during the chosen time frame, and in peer-reviewed journals.

Second, the truth and fair representation of the results have been be ensured during the research process. Findings made by other researchers have been used in their original sense without any intentional change, overstatement or omission of information in support of the standpoint of this dissertation. In cases where a researcher has found other research findings or results that are conflicting, these differences has been included in the thematic analysis instead of selectively reporting research that gives preference to which conclusions are expected (Palikhe and Phuyal 2025). Third, when choosing studies, the reliability of the secondary evidence has been taken into account. This make sure that the remaining 10 studies that have been incorporated to undertake the thematic analysis are pertinent to the research objectives and as well as satisfy the laid down scholarly standards.

A formatted selection process aids in creating consistency in the basis of the research evidence. There also be academic integrity that upheld during the dissertation. Also, all sources must be cited accordingly and that the findings of past authors must be conveniently enumerated without distorting their sense. Lastly, since the research rely on publicly accessible scholarly sources, and the researcher not gather or deal with personal or confidential data, there has been no storage and handling of any participant data. The study has then been based on the responsible application of the published evidence, whether the previous research has been represented correctly, and the requirements of referencing as per academic standards. These reflections validate the authenticity, openness and academic honesty of the study.

### 3.12 Chapter summary

This chapter summarises the methodology that was followed to examine the factors which affect consumer purchase intention of luxury watches in the UK, considering Rolex. The research follows a qualitative approach, deductive research approach, descriptive research design and interpretivist philosophy. Structured

Literature Review (SLR) has been chosen as a method of the research since the study based solely on secondary academic sources. Accessible literature was searched using the predefined search terms and selection criteria on the search engines: ScienceDirect, SpringerLink, SAGE Journals and Google Scholar. After screening the articles, 10 articles were chosen for the final secondary analysis. Ethics was concerned with the genuineness, exactness and dependability of sources, as well as sufficient referencing and scholarly trustworthiness. The following chapter uses this methodology as the basis to present and discuss the findings.

## Chapter 4: Discussion and Findings

### 4.1 Chapter Introduction

This chapter outlines the findings and discussion of the Structured Literature Review that analyses the factors that affect purchase intention of consumers of luxury watches in the UK, with Rolex as the case study. The chapter summarises evidence from ten chosen secondary studies and structures the results based on the research needs. Special focus is paid to the factors that can determine luxury-watch purchase intention and the contributions of perceived quality, brand image and perceived value.

### 4.2 Findings

Table 4: Thematic table

| Keywords or short findings of article                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Author                           | Codes generated                                                                                                                                                                                                                                                  | Final theme                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| UK luxury consumers; perceived luxury values; purchase intentions; consumer profiles; self-distinction; conformity. The study identifies differences between luxury consumer groups according to the values they attach to luxury consumption. Purchase intentions are associated with social and individual motivations, including the desire for distinction, hedonic consumption and conformity. The UK setting provides direct relevance to understanding luxury consumption in the context of the present study. | Al-Issa, Kwiatek and Dens (2024) | Perceived luxury value: consumers assess different benefits associated with luxury products. Hedonic value: pleasure and enjoyment support luxury purchasing. Consumer segmentation: luxury consumers demonstrate different motivations and purchasing profiles. | Theme 1: Factors influencing consumer purchase intention |
| Brand attachment; brand experience; self-image congruence; hedonic motivation; luxury brand purchase intention. The study indicates that consumers' relationships with                                                                                                                                                                                                                                                                                                                                                | Yuanita and Marsasi (2022)       | Brand attachment: emotional connection with a luxury brand. Brand and experiences of consumer tend to impact their action. In terms of Self-image similarity, customer is focused on                                                                             |                                                          |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                        |                                                                                                                                                                                                                                                                                                                                                                                      |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| luxury brands are influenced by their experiences with the brand and the extent to which the brand reflects their self-image. Hedonic motivation also contributes to stronger emotional connections with luxury brands and supports purchase intention.                                                                                                                                                                                                              |                                                        | gaining attention toward a brand. Emotional connection: stronger consumer–brand relationships can support purchase intention.                                                                                                                                                                                                                                                        |  |
| Perceived social value; luxury brands; social influence; consumer behaviour; symbolic consumption; brand perception. The findings emphasise the importance of social value in luxury consumption. Luxury products can provide consumers with symbolic benefits associated with prestige, recognition and social positioning. Consumer responses are therefore influenced not only by the product itself but also by the social meaning attached to the luxury brand. | Reyes-Menendez, Palos-Sanchez, Saura and Santos (2022) | Social value: perceived benefits gained from social recognition. Social influence: other people and social environments can affect luxury consumption. Prestige: luxury brands provide status-related benefits. Symbolic consumption: products communicate identity and social position. Status perception: consumers evaluate luxury brands according to the status they represent. |  |
| Bandwagon luxury; snob luxury; uniqueness; social comparison; psychological entitlement. The study demonstrates that luxury consumption can follow different motivational patterns. Some consumers seek uniqueness and differentiation, while others are influenced by social comparison and the desire to associate with a                                                                                                                                          | Das, Habib, Saha and Jebarajakirthy (2021)             | Need for uniqueness: desire to possess products that distinguish the consumer from others. Social comparison: consumers compare their consumption with relevant social groups. Status seeking: luxury products can communicate social position. Exclusivity: restricted or distinctive products can increase                                                                         |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                    |                                                                                                                                                                                                                                                                                                                                                                                         |                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| desirable consumer group. These differences indicate that exclusivity and status can influence luxury purchase-related behaviour.                                                                                                                                                                                                                                                                                                                                                                    |                                    | their appeal. Psychological entitlement: individual perceptions of deserving premium products can influence luxury consumption.                                                                                                                                                                                                                                                         |                                                             |
| Perceived value; social value; individual value; luxury purchase intention; consumer value perceptions. The study identifies perceived value as an important determinant of luxury purchase intention. Consumers evaluate luxury products through different forms of value, including social and individual benefits. The findings indicate that purchase intention can increase when consumers perceive sufficient benefits from luxury consumption in relation to their personal and social needs. | Canguende-Valentim and Vale (2023) | Perceived value: overall assessment of benefits received from luxury consumption. Social value: value associated with recognition and social approval. Individual value: personal benefits and satisfaction gained from ownership. Consumer benefits: functional and psychological advantages influence evaluations.                                                                    | Theme 2: Perceived quality, brand image and perceived value |
| Functional value; experiential value; symbolic value; luxury value dimensions; self-concept; brand engagement. The study demonstrates that luxury value has several dimensions rather than being based only on product functionality. Functional, experiential and symbolic benefits contribute to consumers engagement with luxury brands and their self-concept. This indicates that luxury consumers                                                                                              | Ostovan and Khalili Nasr (2022)    | Functional value: usefulness and performance of the luxury product. Experiential value: enjoyment and experience associated with consumption. Symbolic value: meanings associated with status and identity. Perceived quality: consumers evaluation of product excellence and performance. Hedonic value: pleasure obtained from luxury consumption. Self-concept: relationship between |                                                             |

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| consider both product-related qualities and emotional or symbolic benefits when evaluating luxury offerings.                                                                                                                                                                                                                                                                                                                                                                                                     |                               | luxury ownership and consumer identity.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                   |
| Brand experience, brand resonance, brand trust, luxury consumption, consumer involvement, brand relationship. The analysis shows the importance of positive experiences and trust in luxury-brand relationships. The resonance between consumers and luxury brands can be reinforced by brand experience, whereas trust is what promotes confidence in the brand. Consumer involvement and quality of relationships will consequently add to the positive perceptions and sustained activities to luxury brands. | Husain, Paul and Koles (2022) | Brand experience: a positive experience is beneficial in consumer appraisals. Brand trust: trust in the brand will be favourable in consumer relationships. Brand resonance: maintains strong psychological association that enhances brand interaction. Consumer participation: the higher the participation, the more people will be involved in the luxury brands. Brand relationship: the relationship is an ongoing relationship that affects the perceptions towards a luxury brand. Brand perception: the overall rating by consumers on the brand influences behaviour. |                                                                   |
| The aspect of authenticity is especially notable since consumers anticipate luxury brands to retain a believable identity as they express their values when communicating. Favourable attitudes towards brands may then be used to facilitate purchase intention, which can be implicated in how the luxury brands use the                                                                                                                                                                                       | Lee, Ko and Lee (2023)        | Brand authenticity: being legitimate and authentic luxury. Brand attitude: positive ratings may enable the consumer to bolster the consumer responses. Marketing responsibility: brand perceptions can be impacted by marketing practices. Consumer trust: believable messages can make one feel confident in the brand. Brand image: regular                                                                                                                                                                                                                                   | Theme 3: Strategies for strengthening consumer purchase intention |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| marketing channel to communicate with the consumers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                     | communication is another factor that produces positive brand associations.                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Aim to buy luxury fashion, quality of information, credibility of information, adoption of information, Ewom, perceived risk. The research determines the significance of information that luxury customers have at their disposal in their purchase intentions. The quality and credibility of the information can have a bearing on acceptability and usability by consumers, and electronic word-of-mouth can be a contributing factor to consumer ratings. Uncertainty also influences the receiver of information by perceived risk in view of luxury goods when consumers are making purchasing decisions. | Singha, Patel and Parayitam (2025)                  | Information quality: helpful and applicable information will help in consumer assessment. Credibility of the information: reliable information builds trustworthiness. eWOM: information generated by a consumer has an impact on purchase-related perceptions. Digital communication: information over the internet can influence luxury-brand reviews. Perceived risk: uncertainty may have an influence on purchase decisions. Adoption of information: Credible information is used by consumers in making purchase intentions. |  |
| Luxury retailing; as perceived value, relationship quality, customer satisfaction, repurchase intention, relationship between consumer and brand. The research discovers that relationship quality and satisfaction, as well as perceived value, play a role in the consumer behaviour of luxury brands. The study is based on repurchase                                                                                                                                                                                                                                                                        | Sharma, Srivastava, Sharma, Singh and Nijjer (2024) | Perceived value: the existence of perceptions of value promotes positive consumer reactions. Relationship quality: good relationships promote positive brand behaviour. Customer satisfaction: consumer reactions towards the luxury brand are reinforced by satisfaction. Brand relationship: constant communication promotes                                                                                                                                                                                                      |  |

|                                                                                                                                                                                                              |  |                                                                                                                                                                       |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| intention and not on initial purchase intention, but the study findings show that value and good consumer relations may help achieve positive intentions to behave based on attitudes towards luxury brands. |  | consumer loyalty. Retention: positive experiences promote retention. Behaviour intention: positive judgments have the potential to influence future buying behaviour. |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

### 4.3 Analysis

Out of the ten studies chosen using thematic analysis, three themes were identified, which are interrelated. The themes mirror the study aims and show that the purchase intention of luxury watches is dependent on a mix of personal, social and consumer-based factors, quality perceptions, brand image and value, as well as the approach taken by luxury brands to ensure consumer interest is sustained.

#### **Theme 1: Factors Influencing Consumer Purchase Intention**

The initial theme illustrates that the purchase intent of luxury is affected by an amalgamation of individual drives, societal factors, consumer identity and emotional attachments. Al-Issa, Kwiatek and Dens (2024) present especially topical evidence as their work is dedicated to luxury consumers in the UK. According to their results, consumers vary in terms of the values they accord luxury consumption, as self-distinction, conformity, hedonic consumption and social value serve as part of the luxury-consumer profiles. This implies that there is no unified motivation that would explain purchase intention, as consumers are capable of buying luxury goods due to various personal and social motives.

The factor of self-distinction is especially crucial in the case of luxury watches. Das et al. (2021) show that a need to be seen as different, conduct a social comparison, and achieve status and exclusivity can be used to motivate consumers. The difference between snob and bandwagon consumption connotes that consumers will not react unusually to the same luxurious product. One person can appreciate a product due to the distinction it gives him or her over others, and the other person might appreciate it due to the fact that ownership gives him or her a connection to a desirable social group.

The significance of social factors is further proven by Reyes-Menendez et al. (2022). They find that luxury products have the potential to offer symbolic benefits with regard to prestige, recognition and social positioning. As a result, the analysis of consumers is not just based on the material product but the social meaning behind the luxury brand. This applies to Rolex since the status which is perceived to be attached to a luxury watch can be part of the motivation of the consumer when it comes to retaining that watch.

Yuanita and Marsasi (2022) introduce an identity-based and emotional dimension. This brings them to the conclusion that the luxury-brand purchase intention can be brought about by brand attachment, brand experience, self-image congruence and hedonic motivation. Consumers might thus be more inclined to adopt

a luxury brand whose identity aligns with their own desired self-image and when the brand can deliver a pleasant emotional response.

## **Theme 2: Perceived Quality, Brand Image and Perceived Value**

The second theme indicates that consumers' perceptions of luxury products have a strong linkage with quality, perceptions of value and those related to the brand. Canguende-Valentim and Vale (2023) reveal perceived value as a valuable predictor of luxury purchase intention. Their results suggest that consumers use both social and personal gains in determining luxury products. It implies that the price of a luxury watch does not have to be solely constrained by financial or functional features; customers can also take into consideration the individual gratification and social gain of the possession. Ostovan and Khalili Nasr (2022) present additional evidence listing such dimensions of luxury value as functional, experiential and symbolic. The results of their research show that consumers take into consideration product qualities as well as emotional and symbolic benefits.

Consumer experience and trust are also related to brand image. According to Husain, Paul and Koles (2022), brand experience, brand resonance and brand trust play a crucial part in luxury consumption. Positive experiences would reinforce the psychological connections that consumers have with a luxury brand, whereas trust provides confidence and relationships between consumers and brands. This applies especially to Rolex, as a good brand image should be backed by stable experiences and trust in the brand. The papers indicate that perceived quality, brand image and perceived value are not independent variables, but are linked by connections. Perceptions of value can be reinforced through high quality, and brand image can be enhanced through strong symbolic and emotional value that is linked to ownership. Equally, good experiences can reinforce confidence and loyalty towards the brand.

## **Theme 3: Strategies for Strengthening Consumer Purchase Intention**

The third theme examines implications of strategies that can enhance consumer purchase intention. Lee, Ko and Lee (2023) put emphasis on the concept of brand authenticity and brand attitude. Their results show that customers require luxury brands to have a plausible identity as they express their beliefs. Positive brand perceptions can lead to purchase intent; this implies that marketing communication needs to enhance and not pressure the unique position of the luxury brand. In the case of Rolex, it means that authenticity needs to be preserved, and there should be continuity of the heritage and brand image with the marketing message. Singha, Patel and Parayitam (2025) reveal the significant role played by the quality and credibility of information in purchase decisions in the perception of luxury. Their results show that consumers evaluate the quality and believability of the information they have at their disposal, as well as that eWOM has the potential to induce perceptions that are likely to shape purchase decisions. Consumer response to information can also be positively or negatively influenced by perceived risk.

This implies that Rolex would be able to enhance consumer confidence with trustworthy product communications, reliable online communications, and well-curated information that might be seen by

consumers. According to Sharma et al. (2024), perceived value, relationship quality and satisfaction are valued aspects of luxury-brand consumer behaviour. Their study is concerned with repurchase intention and not initial purchase intention, but nonetheless, their results are applicable to how positive consumer relationships and value expressions can prompt positive behaviour. This is an indication that strategies cannot be limited to drawing consumers to forge positive, fulfilling relationships with consumers.

#### 4.4 Discussion

##### **Theme 1: Factors Influencing Consumer Purchase Intention**

The initial aim was to determine which factors are critical in consumer purchase intention of Rolex luxury watches in the United Kingdom. The results show that self-distinction, social influence, status, identity, hedonic motivation, conformity and emotional attachment are noteworthy aspects. The result of Al-Issa, Kwiatek and Dens (2024) is especially important as it gives evidence of luxury consumers in the UK. The fact that they defined the various consumer profiles based on their perceived luxurious values supports the argument presented by Sharma, Pradhan and Srivastava (2021), who discovered that younger luxury consumers might change the perceived luxury and consumer identity, and that generation can influence their purchase of luxuries. The two studies hence coincide on the significance of consumer differences, though they tackle the problem in different ways. Al-Issa et al. (2024) focus more on the differences in luxury-value profiles in comparison to Sharma et al. (2021), which concentrate more on generational changes. In the case of Rolex, this implies that no one purchase motive can be presumed to cut across all consumers in the UK. The results related to the distinction and position are also similar to the work of Philippe, Debenedetti and Chaney (2022). In their review of luxury-watch advertising, they discovered that it used strategic cues to convey status, reputation and legitimacy.

These results can be directly related to the Theory of Reasoned Action (TRA) since both social influence and personal evaluations apply to behavioural intention creation. The information, which relates to status, conformity, social comparison and social recognition, has an implication that consumers might judge Rolex not merely on their preference but also in terms of how it is perceived by associated social groups. This justifies the use of TRA in the current study since the positive attitudes towards Rolex can be reinforced in situations where the consumers relate the ownership to prestige, identity or desirable social positioning. The results, however, also suggest that the subjective social influence is not unidirectional. There are those consumers who may want to conform, have a sense of belonging to good groups, and there are consumers who may want to stand out and be different. Thus, TRA is able to demonstrate the social and attitudinal aspects of Rolex purchase intention; however, the results indicate the direction of social influence is dependent upon a personal motivation of the consumer.

The article by Das et al. (2021) also points out the elements of uniqueness, social comparison, status seeking and exclusivity as key elements of luxury consumption. This congruence between them would indicate agreement that the luxury-watch purchase intention relates somewhat to the social meaning of ownership of

the watch. Nevertheless, it was also noted in the findings that status does not solely provide the purchase intention. Also, it has been suggested that there could be consumers who wish to be associated with a desirable group as well as those who want to be differentiated.

This is in addition to Moon and Seo (2025), who discovered among UK consumers that the status consumption-purchase intent relationship diminishes as consumers grow more in need of uniqueness. Therefore, Rolex must retain familiar luxury as well as the apparent uniqueness. Brand attachment, brand experience, self-image congruence and hedonic motivation are added in the findings of Yuanita and Marsasi (2022). This is in favour of Jhamb et al. (2020), who discovered that sensorial, intellectual, behavioural and affective experiences have an influence on consumer attitudes towards luxury brands. The comparison suggests that purchase intention is formed not only based on the beliefs of consumers about the meaning a luxury watch has for them socially but also based on their personal experience and connections with the brand. This is important to Rolex as a high purchase intention can be generated when customers perceive the brand as a congruence in terms of the desired identity and have an emotional fulfilment in their ownership. The results thus lend a lot of weight to Objective 1. Nonetheless, the literature suggests that these factors are also influenced by broader conditions. Davari et al. (2022) demonstrate that luxury purchase behaviour is sensitive to economic pressure, and Wong and Park (2022) indicate variation in luxury values between national consumer groups. Hence, the findings of the studies conducted in other countries are not to be regarded as representative of UK consumers. This enhances the significance of Al-Issa et al. (2024) to the current research since it offers evidence specific to the UK.

**Implementation:** Rolex might also add status-based, uniqueness-based, and identity-based segmented marketing and emotional attachment-segmented marketing, with cursory communication to a consumer who wants to be socially acknowledged and distinctive. These various motivations may be present in personalised digital content and small-scale experiences, keeping Rolex exclusive. The Al-Issa, Kwiatek and Dens (2024) and Moon and Seo (2025) studies validated the approach, finding various luxury-value profiles and differences between status consumption and uniqueness, respectively, in UK consumers. Practical implications of these findings could be to enhance the relevance of Rolex communication, increase consumer engagement and purchase intention.

## **Theme 2: Perceived Quality, Brand Image and Perceived Value**

Canguende-Valentim and Vale (2023) discovered that perceived value, such as social and personal value, is associated with luxury purchase intention. This helps Wang et al. (2021) in their study of luxury consumers in both China and the UK, whose findings indicate that various value perceptions affect attitudes and purchasing intentions. The results then support the premise that a luxury watch is not evaluated solely by its financial cost by consumers. Rather, consumers might look at what they get out of ownership both personally and socially. The functional, experiential and symbolic dimensions of the value of luxury are further supported by Ostovan and Khalili Nasr (2022).

Also, the core evidence is allied with the connection with TRA, as the fact that it focuses on value and quality could contribute to consumer favourable or unfavourable evaluation of Rolex, and while social value could influence the subjective norms in terms of ownership.

This complements the study by Wang, Sung and Phau (2024), who found that natural rarity has a functional, emotional and social perceived value that can be positively affected by natural rarity. The perceived quality cannot thus be addressed in isolation from its perceived value since, to customers, the high quality can be delivered in the form of tangible performance and the larger value of being a customer in terms of benefits. This comparison matters to Rolex since the perceived value of a watch may encompass craftsmanship and performance along with emotional satisfaction, social recognition and rarity. Perceived quality, therefore, cannot be discussed outside the context of perceived value. The results of brand experience and trust by Husain, Paul and Koles (2022) also corroborate the current body of literature on brand-related perceptions. Husain, Ahmad and Khan (2022), discovered the connections between brand equity, status consumption and brand trust and luxury-brand purchase intention. Despite the dissimilarities between these studies, there exists a similarity in the conclusions that the uniformity of these studies finds credence in brand-related confidence and associations having a crucial impact on luxury purchase intentions.

The current results build upon this by demonstrating that brand experience and brand resonance could streamline consumer affections to luxury brands. The literature review contends that the feeling of heritage, prestige, quality and exclusivity of consumers can make a difference in determining how consumers perceive Rolex altogether. This particular view is consistent with the findings of Husain et al. (2022) since positive brand experience, trust and resonance have the ability to strengthen brand associations of consumers. On the same note, the focus that Yuanita and Marsasi (2022) place on the congruence of self-image implies that brand image gets enhanced when consumers view that they would fit the brand.

This can be compared to the reviewed literature on Gil-Cordero et al. (2023), which also presents an argument that luxury consumption is the product of a number of related factors that cannot be explained by a single product feature. Zhou et al. (2026) also indicate that the visual brand image perceptions can play off with heritage perceptions to impact a perceived status. In the case of Rolex, that translates into the fact that craftsmanship can help build perception of quality, heritage can reinforce a brand image, and exclusivity can add to both symbolic and social value. Nonetheless, the literature imparts a new concept of perceived value as well in the financial aspect of luxury watches. Also, TPB indicates that explaining this as a fact that positive evaluation of quality, value, as well as image is not required for guaranteed purchase intention.

According to Koestlmeier and Röder (2025a; 2025b), such features of investment and diversification are inherent to luxury watches, such as Rolex. Moreover, the given difference matters to the UK Rolex context since the same watch can be considered by consumers based on various types of value. One consumer might focus on craftsmanship and reliability, another consumer might value prestige, identity or the long-term financial value more.

Implementation: Rolex might launch a verified online ownership system that offers details of the craftsmanship, service, authenticity and product provenance. This has the capacity to bolster perceived quality, brand trust and long-term value and reinforce the various reasons consumers attribute to ownership. Wang, Sung and Phau (2024) associate rarity with functional, emotional, and social perceived value, and Husain, Paul and Koles (2022) emphasise brand experience, trust and resonance. Using these results may reinforce the perceived quality, brand image and perceived value of Rolex, as well as develop further justifications as to why consumers might buy a Rolex watch and hold onto it.

### **Theme 3: Strategies for Strengthening Consumer Purchase Intention**

The results determine authenticity, credible information, digital communication, eWOM, relationship quality, satisfaction, and value creation as the critical strategic areas. Lee, Ko and Lee (2023) emphasise authenticity and brand attitude. Zhang and Muller (2022), who state that Swiss luxury-watch brands should strike the right balance between tradition and modernity and ensure they have clear brand codes and brand value in the long term. The results thus show that Rolex must not try to modernise at the cost of its personality.

In the context of the CBBE perspective, a consistent positive experience within physical as well as digital touchpoints can strengthen brand alignment and connection with consumers, and from the TRA perspective, such an experience can contribute to a favourable attitude toward the brand, while social media interaction can influence subjective norms. Authenticity is a strategic consideration in the sense that more promotional activity may undermine the attributes that make the brand special. This issue also aligns with Park, Im and Kim (2020), whose results implied that overstimulation between brand and consumers may decrease the perceived social, uniqueness, and quality value through diminished psychological distance between the luxury brand. Consequently, the observation that digital communication has the possibility of enhancing purchase intention cannot be construed as the promotion of free communication. Rolex must focus on a reasonable level of distance and exclusivity and at the same time, be accessible enough to deliver credible information to the consumers. Singha, Patel and Parayitam (2025) present data related to information quality, credibility, eWOM and perceived risk. The remaining findings are very aligned with those of Landrealle and Catenazzo (2021), who noted the growing significance of digital communication in Swiss luxury watches, as well as the emphasis on maintaining the image of the sector: purity and quality. They also supplement Lazaroiu et al. (2020), who found that online trust and perceived risk were important factors influencing social-commerce purchasing intention.

Therefore, the findings suggest a more plausible, as opposed to overly digital, communication strategy. The results obtained by Sharma et al. (2024) about the perceived value, the relationship quality and the satisfaction also find links with the literature available on customer engagement. Pramono and Aprilianty (2020) found positive relationships between luxury-watch social-media marketing, customer relationships and purchase intention. In line with that, Bertrand and Glebova (2024) found rising interest in omnichannel customer experience in the hard-luxury industry. The data then indicate that Rolex needs to look at the entire consumer

relationship and not distinguish between the digital and physical retail and brand experience as distinct activities. A major limitation in interpreting Sharma et al. (2024) exists, nevertheless, it focuses on repurchase intention, contrasting with the current study that investigates purchase intention.

**Implementation:** Rolex might implement a managed omnichannel appointment tool that integrates customised online consultation with boutique appointments and post-sales dialogue. This would enhance the continuity of the digital and the physical experiences without diminishing exclusivity. Authenticated information on the products and on customer support may also serve to reinforce trust and perceptions of risk in the buying experience. The main trends, according to Bertrand and Glebova (2024), are the increasing relevance of omnichannel experiences in hard luxury, and Singha, Patel and Parayitam (2025) refer to information quality, credibility and eWOM. The implementation of these practices may reinforce customer relationships, purchase intention and generate additional selling opportunities.

#### 4.5 Chapter Conclusion

This chapter has indicated that the level of consumer purchase intention in the UK with respect to Rolex luxury watches is being affected by interrelated personal, social and brand-related variables. The results established social influence, uniqueness, identity, emotional attachment, perceived quality, brand image and perceived value among key factors. The analysis also showed that authenticity, credible communication, a good relationship with consumers and further value creation can be used to maintain purchase intention.

## Chapter 5: Conclusion

### 5.1 Conclusion

This dissertation has analysed the variables that determine consumer buying intention towards luxury watches in the UK, and Rolex has been used as a case study. The study used a qualitative Structured Literature Review (SLR) using secondary academic literature; ten studies were chosen to undergo thematic analysis. The results reveal that the purchase intention of luxury watches is multidimensional and cannot be attributed solely to the functional features of the products. Individual motivations, social forces, consumer identity, emotional attachment, perceived quality, brand image and perceived value are all factors that influence consumers' judgments about luxury watches.

The results especially point to the fact that people can buy Rolex due to status, uniqueness, social recognition, self-differentiation, hedonic motivation and emotional attachment. These motivations are, however, not the same in all consumers. There is a possibility that some consumers try to find social recognition and conformity, and some consumers may appreciate uniqueness and differentiation. The UK luxury consumer will prove valuable to use since it indicates that luxury-value profiles differ and Rolex must not presume that a single motivation will be applicable in the UK market as a whole.

Perceived quality, brand image, and perceived value were also reported to be directly related to purchase intention. Perceived quality offers a guarantee of quality workmanship and reliability, and brand image offers status, tradition, trust and brand equity. The perceived value is not limited to the financial or functional benefits, but it comprises the emotional and even experiential benefits, social and possibly long-term investment value. These dimensions thus do not act separately, but act together.

Throughout, the study suggests that Rolex can enhance consumer intention to purchase in the UK, stressing the need to continue to provide the same quality, prestige, authenticity and exclusiveness, coupled with caution in reacting to evolving consumer demands and digital transformation. The data is not in favour of substituting conventional luxury attributes with over-digitalising it.

### 5.2 Recommendations

#### **Recommendation 1: Strengthen heritage, authenticity and perceived quality**

Rolex needs to keep insisting on its heritage, craft, reliability and authenticity. All these features are at the heart of the association with luxury, and these properties may assist in distinguishing Rolex among others. Its history, manufacturing skills and internal craftsmanship of its products should flow through the company webpage, vicinity and uniquely chosen marketing mediums. Communication should act as a narration and values demonstration of what is behind the product instead of promoting a lot (Wang, Sung and Phau 2024). This would fortify the knowledge consumers have about why Rolex is a luxurious product and still retain the exclusivity of the brand.

#### **Recommendation 2: Develop a controlled omnichannel experience**

Rolex ought to further combine its physical, as well as its online, customer experiences. Consumers are doing more of their research online on luxury products and shop at physical stores less often. Rolex can thus offer exquisite online details of products and quality digital experiences and entice customers to experience the brand via approved boutiques. As a case in point, customers may find out more about watches online, study their features, and subsequently get customised advice in a boutique. Nevertheless, there should be limited control of digital accessibility. Rolex must not over-communicate and focus on the brand to avoid being perceived as too accessible and possibly undermining its exclusivity.

### **Recommendation 3: Improve trust and credibility in digital communication**

Rolex needs to ensure that it presents transparent, credible, as well as trustworthy information to consumers on its digital platforms. This is especially the case when purchasing a high-value luxury product, where the consumer might have doubts over the authenticity of the product, product information and purchasing risk. The company must be careful to ensure that product information is correct and professionally displayed. Information on authenticity, provenance, craftsmanship and approved venues of purchase might enhance consumer confidence. It would be highly useful to consumers who research Rolex prior to making a purchase (Nazarani and Suparna 2021).

### **Recommendation 4: Segment communication according to consumer motivations**

The study has shown that there are no similar motivations among luxury consumers. There are consumers who will buy Rolex due to status and prestige, and others who might have interest in individuality, craftsmanship, exclusivity or emotional gratification. Some of the consumer motivations that Rolex should take into consideration when coming up with the communication strategies include the following. The brand needs to have consistency in the overall identity but should prioritise various elements of the brand for various consumer groups.

### **Recommendation 5: Strengthen long-term customer relationships**

Rolex needs to concentrate on building effective and significant relationships with consumers along the customer journey. This entails the buying process, after-sales services, product management and subsequent customer interaction. Consumer satisfaction and emotional attachment can be enhanced with personalised shop experiences and quality attention to customers. The development of these relationships may augment the perceived value among consumers and positive associations of the brand (Sharma, Pradhan and Srivastava 2021).

## **5.3 Summary of research contribution and its alignment with research objectives**

The initial research objective was to evaluate the most important variables that affect the consumer buying intention of Rolex luxury watches in the UK. This goal was accomplished by determining individual, social and emotional elements related to the consumption of luxury. The study determined that status, uniqueness, social influence, identity, hedonic motivation, conformity and emotional attachment can determine purchase

intention. Notably, consumers may possess a variety of motivations, i.e., purchase intention cannot be explained by only one factor.

The second objective was to measure how the perceived quality, brand image, and perceived value influence consumer purchase intention. The study found that the three variables have a close relationship with the consumer consideration of luxury watches. Perceived quality offers a conviction in artisanship and work, brand image offers prestige, heritage and symbolic meanings, and perceived value is the aggregate of the functional, emotional, experiential and social advantages.

The third objective was to prescribe measures which Rolex should consider to enhance consumer purchase intention in the UK luxury-watch market. Upon the findings, recommendations were formulated based on heritage, authenticity, quality, omnichannel experiences, plausible digital communication, consumer targeting and relations management.

#### 5.4 Limitations and future directions

The study has a number of limitations. First, it was solely based on secondary academic research and did not gather primary data directly from UK consumers. Consequently, the results are perceived to reflect the assessment and synthesis of current evidence as opposed to measurement of the current consumer purchase intentions towards Rolex.

Second, the literature available was not restricted to those studies that were carried out in other countries and which were based on other luxury products. Despite the fact that these studies offer a valuable input pertaining to luxury consumption, it cannot always be assumed that their findings are an accurate perspective of consumers of Rolex in the UK. The luxury purchase behaviour might be affected by differences in culture, economic conditions, consumer nature and market conditions.

Third, the study paid speculative attention to the perceived quality, brand image, and perceived value. The literature has also factored in other aspects, including income, generational differences, technological expectations, economic conditions and digital trust, which, however, were not processed in the literature as the major research variables.

The following study ought to gather first-hand information on the consumers in the UK luxury watch industry. The perceived importance of perceived quality, brand image, perceived value and other variables in purchasing intention could be investigated by using a quantitative survey. Through interviews, there might also be more information on the emotional, social and psychological motivations of the consumers.

Future research might also be used to make comparisons of Rolex against other luxury-watch brands to establish any commonalities and differences in consumer buying intentions. A study might be conducted on various age groups, income groups, and consumer groups to check whether there is a difference in motivations to buy luxury watches between the groups.

### 5.5 Personal reflection and development

This research project enhanced my knowledge of luxury consumer behaviour and the aspects that determine purchase intention. My preliminary view of luxury-watch purchasing was primarily based on the quality of the product, the cost and the brand name. Nevertheless, the research process showed that luxury consumption is significantly more intricate and may comprise identity, status, uniqueness, social influence, emotional attachments and personal satisfaction.

The search, selection and evaluation of academic information was also enhanced during the literature review process. I also understood that I should evaluate the fact that it does not necessarily mean that the studies in one country can be directly applied to the investigation in the luxury-watch market in the UK, considering that studies in one country may not be applicable to another country or product category.

The thematic analysis assisted me in nurturing my capacity to discover particular patterns in various scholarly works. I could cluster the results into general themes within purchase intention, perceived quality, brand image, perceived value and ways of enhancing consumer purchase intention, rather than researching each study on its own.

This study also enhanced my critical thinking. I realised better how to distinguish evidence that directly answers a research question and evidence that only gives indirect or supportive information. This was especially crucial when it involved works where the emphasis was on luxury products as a whole or in terms of repurchase intention as opposed to initial purchase intention.

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#### Literature Logbook – 50 References

| Article/full references                                                                                                                                                                                                                                         | Access Date & Time<br>(Actual record – 25 Jul to 18 Aug 2026) | Screenshot                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Semenkin, K., Knoedler, L., Martin, L., Babko, V. and Kracklauer, A (2023) May. Factors Influencing Online Purchase Intention of Luxury Watches. In <i>International Conference on Business and Technology</i> (pp. 96-103). Cham: Springer Nature Switzerland. | 25 July 2026, 23:13                                           | <p>Kirill Semenkin<sup>(OR)</sup>, Luca Knoedler, Lukas Martin, Viyaleta Babko, and Alexander Kracklauer</p> <p>Neu-Ulm University of Applied Sciences, Wileystraße 1, 89231 Neu-Ulm, Germany<br/>(kirill.semenkin,alexander.kracklauer}@hnu.de, {luca.knoedler, lukas.martin,viyaleta.babko}@student.hnu.de</p> <p><b>Abstract.</b> The rise of e-commerce and increased trust in online shops has led to the emergence of websites for purchasing luxury watches that were previously only available through certified dealers. In the past, luxury watches were seen as solely luxury and self-symbolic; however, now they are seen through a value-oriented perspective as an investment (Faschan et al., 2020). This research outlines a comprehensive model of factors influencing customers' intention to buy luxury watches online. The theory of reasoned action model (TRA) was extended including trust as another predictor of the customers purchase intention and payment method as a possible moderator between the relationship of these factors. Results indicated that all TRA predictors affect the customers purchase intention of buying luxury watches online, except the factor perceived usefulness (PU). The payment method was discovered to have no direct moderation effect between the predicting factors.</p> <p><b>Keywords:</b> Luxury Watches · Online Shopping · Purchase Intention · Consumer Decision-Making · E-commerce</p> <p><b>1 Introduction</b></p> <p>This study aims to analyse consumer behaviour regarding online purchases of luxury watches, providing insights on both theoretical and practical levels. It seeks to identify the key factors influencing the intention of German customers to buy luxury watches online, serving as a foundation for future research in this market. The study aims to offer valuable information to online watch businesses, enabling them to better understand customer needs and adjust their business models accordingly. The research will single governance framework.</p> <p>The following section makes this argument concrete by mapping the market infrastructure architecture that underwrites secondary exchange. The mapping does not assume that the current configuration is optimal, nor does it treat market development as a linear progression towards standardisation. Instead, it identifies the functions that must be supplied for high value exchange to scale; it then analyses how these functions are currently being supplied, by whom, and with what incentives.</p> <p><b>4. The market infrastructure of secondary exchange</b></p> <p>Markets for high value durable goods require more than willing buyers and sellers. They require infrastructures that make claims about the object, the counterparty, and the transaction credible. In mature asset markets, these infrastructures are often standardised and supported by formal institutions. In the luxury watch secondary market, they are fragmented across brands, platforms, dealers, and ancillary service providers. This section maps the core functions that must be supplied for secondary exchange to operate at scale and interprets each function through relevant economic theory.</p> <p>The mapping is presented as a set of market infrastructure functions rather than as a hierarchy of needs. The analytic purpose is to identify where transaction costs arise, how information asymmetry is managed, and how organisational arrangements substitute for missing or incomplete institutions. The framework should be read as functional rather than chronological. In practice, functions interact: authentication affects settlement; service history affects valuation; governance affects both liquidity and legitimacy. The sections that follow therefore highlight interdependencies as well as distinct mechanisms.</p> |
| Steele, D. (2026) Luxury Watches as a Frontier Asset Market: Institutional Depth, Trust Infrastructure, and the Economics of Secondary Exchange. Institutional Depth, Trust Infrastructure, and the Economics of Secondary Exchange.                            | 26 July 2026, 02:26                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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| <p>Wang, P., Kuah, A.T., Lu, Q., Wong, C., Thirumaran, K., Adegbite, E. and Kendall, W. (2021) The impact of value perceptions on purchase intention of sustainable luxury brands in China and the UK. <i>Journal of Brand Management</i>, 28(3), p.325. doi: 10.1057/s41262-020-00228-0</p>                                                  | <p>26 July 2026, 20:59</p> | <p>Abstract</p> <p>Despite luxury brands' efforts to incorporate sustainable development into their branding and product design, studies have shown inconclusive evidence about consumers' reaction towards such efforts. This study investigates how consumption values (i.e. the need for exclusivity, conformity, and hedonism) affect consumers' acceptance of luxury brands' sustainable efforts. It adopts a cross-cultural framework by analysing two countries, namely China and the UK, which differ substantially in some of Hofstede's cultural dimensions, namely power distance, individualism, and indulgence. Using the structural equation modelling in analysing 677 survey responses from actual luxury goods consumers in the two countries, we suggest that hedonic needs drive consumers' purchase intention in China and the UK. We find that the need for exclusivity in sustainable luxury items is negatively related to consumers' purchase intentions in China, while the need for conformity is positively related. In contrast, these effects are reversed in the UK. Our study implies the need to align the marketing of sustainable luxury with consumption values of consumers to reflect the cultural differences. In theorizing sustainable luxury research, this study provides a deeper understanding of value perceptions pertaining to luxury product consumption and sustainability.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>Dinh, E., Mühlbacher, H. and Torchia, M. (2024) Necessary perceptions of family values and luxury characteristics for brand luxuriousness: Evidence from luxury watch brands. <i>Journal of Brand Management</i>, 31(1), pp.58-78. <a href="https://doi.org/10.1057/s41262-023-00336-7">https://doi.org/10.1057/s41262-023-00336-7</a></p> | <p>26 July 2026, 23:08</p> | <p><i>Journal of Brand Management</i><br/>https://doi.org/10.1057/s41262-023-00336-7</p> <p>ORIGINAL ARTICLE</p> <p><b>Necessary perceptions of family values and luxury characteristics for brand luxuriousness: evidence from luxury watch brands</b></p> <p>Estelle Dinh<sup>1</sup> · Hans Mühlbacher<sup>2</sup>  · Mariateresa Torchia<sup>2</sup></p> <p>Received: 12 June 2023 / Accepted: 19 June 2023<br/>© The Author(s), under exclusive licence to Springer Nature Limited 2023</p> <p><b>Abstract</b><br/>Conceptual literature and empirical research suggest that consumers' perceptions of family values governing brand management influence their perceptions of luxury brand characteristics. Together, these values affect consumers' perceived luxuriousness of brands. Empirical evidence concerning the necessary minimum levels of consumer perceptions of family values and luxury brand characteristics for achieving brand luxuriousness perceptions is missing. To compare average net effects and effect sizes of consumer perceptions of family values and luxury brand characteristics on perceived brand luxuriousness of family-owned and publicly owned brands, this research applies multiple regression analysis (MRA) and multiple necessary condition analysis (NCA). The findings from an online sample of luxury watch consumers owning one or several Swiss luxury watches show that family value perceptions become necessary only for high to very high perception levels of luxury characteristics. Consumer awareness of family ownership decreases the necessary levels of family value perceptions and luxury characteristics to achieve high brand luxuriousness. The application of NCA, in addition to MRA, provides interesting additional insights for luxury brand management theory and practice.</p> <p><b>Keywords</b> Family values · Luxury brand characteristics · Brand luxuriousness · Necessity logic · Necessary condition analysis · Necessary minimum levels</p> <p><b>Introduction</b><br/>Literature conceives brands as luxury brands if their products, services, and communication provide consumers with experiences of an aspirational lifestyle (Aretz and Williams 2009) based on a heritage of craftsmanship (Chevalier and</p> <p>characteristic of luxury brands, among many others. The list of luxury brand characteristics discussed in the literature encompasses exceptional quality (Amanullah et al. 2017); exclusivity (Kapferer and Bastien 2009); prestige (Ho et al. 2019); prominence (Han et al. 2010); individuality, sensuality, durability, creativity, imagination, innovativeness,</p> |
| <p>Sharma, P., Pradhan, S. and Srivastava, A., 2021. Understanding the luxury purchase intentions of young consumers: a qualitative analysis. <i>Asia-Pacific Journal of Business Administration</i>, 13(4), pp.452-476. DOI 10.1108/APJBA-01-2021-0019</p>                                                                                   | <p>27 July 2026, 05:40</p> | <p><b>1. Introduction</b><br/>The global luxury market is growing at 5% every year and currently stands at \$1.3 trillion (Hundekar, 2019). India is one of the fastest-growing luxury markets in the world, and it is expected to grow from US \$30bn in 2019 to more than \$200bn by 2030 (Jain, 2019). According to an Assocham report, by 2020 the Indian luxury market is poised to cross US\$ 50bn (Jain, 2018). Some of the pertinent factors that are responsible for driving this growth in India are the increasing number of millionaires, rapid urbanization, higher disposable incomes of the Indian middle class, favorable trade policies, increase in the number of millennials and widespread social media proliferation (Jain, 2018). In recent years, research on luxury brand consumption has burgeoned, with branding experts and academicians keen to investigate various phenomena of luxury brands (Hung et al., 2011). Previous research indicates that people's behavior varies across cultures with regard to the consumption of luxury goods (Jain and Mishra, 2019). The determinants to purchase luxury goods of customers residing in eastern nations are contrary to those people in western nations (Jain and Mishra, 2020); hence this study focuses on the various dimensions of luxury purchase intentions in the context of emerging markets.</p> <p>One of the reasons that has augmented the growth of the current luxury market is a generational shift (D'Arpizio et al., 2017). Young Indian consumers have a huge stake in the current luxury market, and they are expected to redefine the determinants of the luxury market segment (Gupta, 2020). In 2018, 47% of luxury consumers were categorized as young consumers, and they accounted for 33% of luxury purchases (D'Arpizio et al., 2019). It is</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Curto, A.A.P., 2024. The Allure of Luxury: exploring the investment power of Art, Fine Watches and Diamonds. <a href="https://unitesi.unive.it/bitstream/20.500.14247/17081/1/874933-1284809.pdf">https://unitesi.unive.it/bitstream/20.500.14247/17081/1/874933-1284809.pdf</a></p>                                                       | <p>27 July 2026, 07:10</p> | <p><b>2.2 Traditional Investment Appeal</b></p> <p>Investing entails the acquisition of assets in anticipation of economic returns over time. It is defined by Bodie et al., in strict terms, as "the current commitment of money or other resources in the expectation of reaping future benefits".<sup>17</sup> Conventional assets like stocks or bonds offer returns through income (such as dividends for stocks or coupon payments for bonds) other than potential capital gains. In contrast the profitability of luxury goods like fine art, diamonds, and fine watches stems solely from their value appreciation over time. These kinds of assets usually do not yield any income while they are held; their financial upside lies in their escalating market value.</p> <p>"Unlike an equity, art offers no claim on an underlying stream of payments".<sup>18</sup> Investments in collectibles, and especially luxury collectibles, poses unique considerations. Unlike frequently traded traditional financial assets, luxury goods trades are rare, often with long holding periods. For example, according to Lovo &amp; Spaeniers (2018) the average holding period for art is around 13 years (12.8 to be precise).</p> <p>The luxury market dynamics further complicate return calculations: collectibles can be bought directly from artists/producers, galleries/resellers or at auctions. Generally, auctions are the primary source for public transaction data. This limits empirical analysis to auction sales data, which significantly shapes the calculation of art returns. (Skinner &amp; Jackson, 2018)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

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| Philippe, D., Debenedetti, A. and Chaney, D. (2022) How brands mobilize status, reputation, and legitimacy cues to signal their social standing: The case of luxury watchmaking. <i>Marketing Theory</i> , 22(3), pp.333-358.<br>DOI:<br>10.1177/14705931221089327                                                                           | 27 July 2026, 09:05 | <p><b>Déborah Philippe</b> <br/>Quartier UNIL-Chamberonne, University of Lausanne, Switzerland</p> <p><b>Alain Debenedetti</b> <br/>Institut de Recherche en Gestion, Univ. Paris Est Créteil, Université Gustave Eiffel, Marne-la-Vallée, France</p> <p><b>Damien Chaney</b> <br/>Campus de Paris, École de Management de Normandie, Paris, France</p> <p><b>Abstract</b><br/>While social evaluations have gained prominence in the field of marketing, few studies have investigated how brands strategically mobilize their social evaluations. This study aims to further explore the potential of social evaluations to shed light on brand management processes. Through a qualitative content analysis of 420 unique magazine ads of 36 fine watchmaking brands over a four-year period, we show how brands strategically draw from the distinct repertoires of status, reputation, and legitimacy to signal their social position and increase their appeal to consumers. We find that brands mobilize and combine cues from the three repertoires in different ways and that these variations stem from differences in the brands' strategic intent and extent of market embeddedness. We discuss the contributions of these findings to the marketing literatures on social evaluations and on the role of advertising in brand building and conclude by outlining avenues for future research.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Landrealle, L. and CATENAZZO, G. (2021) The use of digital marketing in the Swiss luxury watch industry. <a href="https://folia.unifr.ch/document/s/319794/files/Bachelor%20thesis_Loi%CC%88c%20Landrealle_2021.pdf?download">https://folia.unifr.ch/document/s/319794/files/Bachelor%20thesis_Loi%CC%88c%20Landrealle_2021.pdf?download</a> | 28 July 2026, 00:34 | <p><b>2. Overview of the industry</b></p> <p><b>2.1 The Swiss luxury watch industry</b></p> <p>The Swiss watch industry was founded in Geneva in the middle of the 16th century. Everything changed in 1541, when John Calvin, a Protestant Reformation leader, decided to prohibit the wearing of ornamental items. This decision would alter the course of history since it compelled Geneva's jewelers to develop a new form of art: watchmaking. Geneva quickly rose to the top of the watch industry, earning an excellent worldwide reputation.</p> <p>For more than four centuries, numerous factors – such as innovation, quality, and advanced technology – allowed the Swiss watch industry to maintain its worldwide leadership. Today, the Swiss watch industry unquestionably still is the undisputed king of the high-end watch industry. In 2020, Swiss-made watches represented around 2% of total watch sales by volume. However, by value, they represented 53% of the worldwide watch market (<i>State of the Industry – Swiss Watchmaking in 2020</i>   <i>SWX Watches</i>, 2020). Therefore, average Swiss watch prices are significantly higher than watches produced in other markets. This reflects superior quality and reliability compared to other brands.</p> <p>According to a Deloitte Swiss watch industry study (2020), there are approximately 400 Swiss watch brands in the market, but this industry is led by a handful of well-established brands. From independents such as Rolex, Patek Philippe, Audemars Piguet, and Breitling, to the ones that are part of large luxury groups such as Omega and Longines (Swatch Group), Cartier and IWC (Richemont), or Hublot and Tag Heuer (LVMH), these brands have successfully built their legend through time and proudly represent Switzerland's finest watchmaking (<i>The Deloitte-Swiss-Watch-Industry-Study</i>, 2020).</p> <p>In the Swiss watch industry, there is a distinction between "casual" brands and "luxury" brands in terms of revenue, where the top five most successful luxury brands together currently represent a 50% share of total watch sales. High-end mechanical watches retailing at more than CHF 3,000 have been the main drivers of industry growth over the last decade. Table 1 is a ranking of the 8 most successful Swiss watch brands in 2020:</p>                                                                                                                                                                   |
| Köstlmeier, S. and Röder, K (2025) The global market for luxury watches and asset pricing. Available at SSRN 4431680. <a href="https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=4431680">https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=4431680</a>                                                                                | 28 July 2026, 08:41 | <p><b>1 Introduction</b></p> <p>Luxury watches as investment have been completely ignored in top-tier finance and economics journals. This seems surprising to us, as there are at least four key aspects to be considered.</p> <p>First, wealthy individuals and their decisions shape asset prices to a large extent, and their economic influence seems to be quite large. As a gauge of magnitude, the Deloitte Art &amp; Finance Report 2023 reveals that the investments of ultra-high-net-worth individuals associated with art and collectibles alone already amounts to \$2.174 trillion in 2022.<sup>1</sup> Approximately 63% of surveyed wealth managers have already integrated art into their wealth management offering, and 10.9% of client allocation is associated with art and collectibles in 2023.<sup>2</sup> From a broader perspective, real personal consumption expenditures for jewelry and watches in the USA exceed \$100 billion (measured in 2024\$, from FRED) in every year since 2021, and the dramatically increase in both desirability and global demand for Rolex watches in recent years is now even discussed in a Harvard Business School case study (Cheng (2021)).<sup>3</sup> More important, the economic influence of wealthy households seems to be large enough to shape the markets. Ab-Sabbatini et al. (2004) provide evidence that for the very rich, even the equity premium is much less of a puzzle because luxury consumption – in contrast to basic consumption – sufficiently covaries with stock returns to rationalize it. Bali et al. (2023) show that the highly skewed distribution of household wealth explains the anomalous negative risk-return relation among high-volatility stocks,<sup>4</sup> providing evidence that few individual investors affect equilibrium asset prices and can contribute to asset pricing puzzles.<sup>5</sup></p> <p>Second, risk and return properties of other collectibles have been broadly studied and have received considerable attention in finance research.<sup>6</sup> Yet, very little is known about luxury watches.</p>                                                                                                                                                                                                                                                                                                                                                                                                       |
| Köstlmeier, S. and Röder, K. (2025) Diversification benefits of luxury watches and day-of-the-week effects in a seven-day traded market. Available at SSRN 5235200. <a href="https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=5235200">https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=5235200</a>                                  | 28 July 2026, 09:46 | <p><b>4.3.3 Seller behavior, price discovery, and the macroeconomy</b></p> <p>In contrast with the continuous interaction of buyers and sellers on regulated markets like stock exchanges, luxury watches are offered by sellers in form of listings, so we generally observe ask-prices. This implies that observable market prices solely reflect expectations from sellers and potential buyers are not directly able to contribute to this price discovery. Our analysis on Google Trends search volume for the term "Rolex" discovered that most buyers may be retail, individual investors, but what do we know about the sellers? Looking at eBay (U.S.) as of 12/03/2024, there are 17,418 listings for Rolex watches with information about the seller warranty available. More than 80% of these offers (14,003) provide a warranty, mostly in form of a 14-day right to return. This return policy is generally granted by commercial sellers and not by individuals, so we conclude that the majority of luxury watch sellers on eBay are professional dealers. To add further credibility to this finding, we next analyze the dataset "Trending eBay Watch Listings 24" published by Kaggle (see Kanchana (2024)). The dataset contains a total of 2,000 watch listings from eBay's marketplace, reflecting the platform's latent trends and preferences within the global watch community as of 2024. We use the timestamp of the last update to a listing to understand the behavior of luxury watch sellers, especially when at what time they decide to publish or update a listing. To begin with, we observe 1,850 listings with complete information about the timestamp and the offered price: eBay decided to display website user luxury watches as being trendy in the year 2024 that were initially published (or at least last updated) between 09/19/2023 and 04/01/2024. The average offered price for a luxury watch is \$2,876.20. The top two sellers "Watch County" and "Signature" within this category amount for a total of 736 out of the 1,850 offers which further affirms our supposition that most offers stem from commercial sellers. Indeed, both are marked as top sellers and amount for a combined sales volume of more than 45,000 watches since 2011. If we look at the calendar day a listing was updated or published, we observe an interesting pattern: Most listings were updated or published on Thursday (464) and Tuesday (420), but only 74 out of 1,850 on Sunday. A Pearson's</p> |

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| <p>Arya, R. (2020) A quantitative and qualitative analysis of the success of the smartwatch over Swiss luxury watch brands and how sustainable is this new threat.</p> <p><a href="https://folia.unifr.ch/document/s/315039/files/TBIBM_2020_ARYA_Rishikesh.pdf">https://folia.unifr.ch/document/s/315039/files/TBIBM_2020_ARYA_Rishikesh.pdf</a></p>                  | <p>28 July 2026, 12:33</p> | <p><b>5.3.3 Digital technologies' reliability vs Swiss expertise</b></p> <p>Smartwatches are on point with technology, but as said in the literature review after a strong launch in the market and after having sold more than the Swiss watch industry, the digital watch lacked consistency in sales due to defects and to lags which caused complaints and loyalty loss from many consumers, although they still managed to outsell any other watches as per appendix 1.</p> <p>Also, the fact that it is a practical yet complementary device to other compatible devices makes it less attractive as the consumer needs to purchase the full equipment to be able to enjoy the watches at their full potential. (Dehgani, Kim, Dangelica, 2018) Whereas Swiss luxury brands are a standalone product, their attributes are not linked to any other devices. Other than that, their technologies are reliable and rarely need any maintenance or updates as many timepieces are certified by the Contrôle Officiel Suisse des Chronomètres (COSC) for their accuracy or certified by the Geneva Seal for their assembly in the Canton of Geneva. (Allier, 2019) which shows the standards of excellence and precision that Swiss timepieces deliver.</p> <p>Coming back to appendix 1, the graph shows that smartwatches had better sales volume, but that the Swiss industry continued to remain linear next to it. Also, Swiss revenue has continued to grow thanks to the high-end part of the Swiss industry that accounts for 8 % of global exports (Mitty, 2020). This is a demonstration that the digital watch filled a void by creating a new market without subutilizing the Swiss luxury watch's consumers.</p> <p>Then, with reference to the interviews, the segmentation and communication of both watch brands are totally different. Smartwatches are like a small computer and satisfy the needs of customers who seek to keep track of their health and stay connected to their networks. Swiss luxury watches are accessories which represent other values and emotions, such as prestige, brand identity, status and craftsmanship. Concerning communication channels, smartwatches need heavy presence on social media, television advertisements to attract potential consumers, whereas Swiss high-end brands are more discrete, their marketing channels are distributed via selective magazines, some billboards in particular areas in town, for example la rue du Rhône in Geneva, and in official conferences. These distinct communication approaches reveal their differences in consumer targeting / segmentation and marketing strategies.</p> |
| <p>Davari, A., Iyer, P., Guzmán, F. and Veloutsou, C. (2022) The determinants of personal luxury purchase intentions in a recessionary environment. <i>Journal of Marketing Management</i>, 38(13-14), pp.1401-1432. (doi: 10.1080/0267257X.2022.2035798)</p>                                                                                                          | <p>29 July 2026, 16:12</p> | <p>in the luxury industry (Bain &amp; Company, 2009). Economic downturns challenge the primary modes of marketing and brand management for luxury brands (Kapferer and Bastien, 2009; Tysan et al., 2010) affecting the nature of the market. During the recent Covid-19 induced recession, a customer could purchase a Derek Lam dress for half its price (50% off) at Saks Fifth Avenue.</p> <p>It is important to note that the market dynamic also changes with respect to the type of luxury brand. Luxury brands can be targeted to individuals having different status needs. Brands would refrain from discounting their top luxury product lines (for example, Rolex's Oyster or Porsche's 911 line). Instead, luxury brands may consider discounting the brands that are targeted to the accessible/masstige segment. Han et al.'s (2010) seminal paper on taxonomy of customers highlights how certain luxury might enhance or tone down the brand conspicuousness during a recession to induce customer purchases. Louis Vuitton and Gucci increased the conspicuousness of their brands and prices during recessions, which ultimately led to better sales. Kapferer (2010) also corroborates to this viewpoint by arguing that conspicuousness is a key component of luxury. Taken together, the foregoing discussion highlights how luxury brands will react in a recession-like environment.</p> <p>During recessions consumers generally cut down their spending (Kamukura and Do, 2012). While consumers may indulge in other more affordable luxury categories (Mark et al., 2016), categories that were seen as commodities can be transformed to luxury (Tzanafidis et al., 2015), bundling brands in those categories. Notwithstanding, in times of economic hardship people purchase brands that exceed their budget, even after losing jobs or living with relatively low wages they splurge on unnecessary items. Thus, considering that the luxury market, despite some concerns (Reynolds et al., 2012), has grown at a healthy rate (Bain &amp; Company, 2021; Yoo and</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>Wong, K.Y.J. and Park, S.Y. (2022) That's so Gucci: a comparison of cultural values and the influence of perceived values on luxury goods attitudes and purchase intention among Korean and Dutch millennials. <i>Asian business &amp; management</i>, p.1. <a href="https://doi.org/10.1057/s41291-022-00193-3">https://doi.org/10.1057/s41291-022-00193-3</a></p> | <p>29 July 2026, 16:53</p> | <p><b>That's so Gucci: a comparison of cultural values and the influence of perceived values on luxury goods attitudes and purchase intention among Korean and Dutch millennials</b></p> <p>Ka-Yan Joey Wong<sup>1</sup> · Seong-Yeon Park<sup>1</sup> </p> <p>Received: 1 December 2020 / Revised: 14 February 2022 / Accepted: 24 July 2022<br/>© Springer Nature Limited 2022</p> <p><b>Abstract</b></p> <p>Millennials' increasing interest in luxury goods is extensively changing the luxury landscape. This cross-cultural study obtains a deeper understanding of which value perceptions influence South Korean and Dutch millennial consumers' purchase intentions for luxury goods. To reflect trends and the characteristics of millennials, this study analyzes four perceived values associated with luxury goods: investment, functional, individual, and social values. The findings reveal similarities and differences in the effect of the four perceived values on attitudes and purchase intention for luxury goods among Korean and Dutch millennials. Four dimensions of individualism versus collectivism (horizontal individualism, vertical individualism, horizontal collectivism, and vertical collectivism) are discussed by comparing cultural differences across the two countries. The results of this study contribute to the fields of luxury goods consumption, luxury consumer behavior, luxury goods marketing, and millennial consumer behavior.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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| <p>Pourazad, N., Stocchi, L., Michaelidou, N. and Pare, V. (2024) What (really) drives consumer love for traditional luxury brands? The joint effects of brand qualities on brand love. <i>Journal of Strategic Marketing</i>, 32(4), pp.422-446.</p> <p><a href="https://doi.org/10.1080/0965254X.2023.2236615">https://doi.org/10.1080/0965254X.2023.2236615</a></p> | <p>30 July 2026, 03:06</p> | <p>presented with a very brief survey, prompting a list of popular (traditional) luxury brands in the categories of watches (e.g. Tissot, Rolex and Tag Heuer), sunglasses (e.g. Versace, Chanel and Ray Ban) and perfumes (e.g. Marc Jacobs, Chanel, Tom Ford) (Esmailpour, 2015). Respondents were then asked to identify the brands they were familiar with. The two most familiar brands across the three categories were Rolex by male respondents and Chanel by female respondents. Consequently, the main survey included these two brands as the focal traditional luxury brands, openly stating that: 'The chosen brand for this study is <b>Rolex/Chanel</b>'.</p> <p>The decision to use different brands for different genders is supported by empirical evidence indicating that men and women significantly vary in luxury consumption (Wang &amp; Kaplindou, 2013), particularly with respect to their brand preferences and attitudes (Stokburger-Sauer &amp; Teichmann, 2013). Using a limited number of brands in consumer and branding research is also documented to generate more robust results (P. Rodrigues et al., 2018; Siev et al., 2018). Furthermore, these two globally known luxury brands are traditional. They have a collective worldwide brand value of more than \$22.3 billion and overall revenues exceeding 19.25 billion (Forbes, 2015), standing among the top 10 most talked-about brands in 2021 (Lux Digital, 2021).</p> <p>The main survey was distributed online (i.e. via sharing a web-link on social networking sites) and in paper format, targeting a wider pool of Australian consumers. Using a mixed-model approach increases the response rate and enhances the likelihood of achieving more valid analysis of the data collected (Fang et al., 2013; Greenlaw &amp; Brown-Welby, 2009). All respondents were over 18 years old and answered positively to the survey's screening question about their general interest in luxury brands. The final sample included 253 usable responses (Table 2).</p> <p>Although most respondents were aged between 18 and 35, the sample offered a robust representation of the current luxury market, echoing data reported in other recent studies (e.g. Hyun et al., 2022; Kwon et al., 2022; Oliveira &amp; Fernandes, 2022). Moreover, based on GWT's research, 67% of regular luxury consumers are aged between 25 and 44 years old, accounting for 30% of global luxury sales (Buckle, 2019). In the specific instance of the Australian market, leading luxury brands have capitalised on the nuance of engaging younger demographics through social platforms (Potter, 2022), who are driving the latest increased spending in the luxury retail, representing 30% of all luxury spending in Australia (Petty, 2022). Finally, traditional luxury brands are well-established within the Australian luxury market, due to the country's unique value system when it comes to their expectations from luxury brands (NewsCorpAustralia, 2019). Historically, this value system has facilitated entry to the market of traditional luxury brand's new collections and concepts, attaining strong market shares (Kimber, 2021).</p> |
| <p>Wang, X., Sung, B. and Phau, I. (2024) How rarity and exclusivity influence types of perceived value for luxury. <i>Journal of Brand Management</i>, 31(6), pp.576-592.</p> <p><a href="https://doi.org/10.1057/s41262-024-00359-8">https://doi.org/10.1057/s41262-024-00359-8</a></p>                                                                              | <p>30 July 2026, 12:11</p> | <p><b>Introduction</b></p> <p>Successful luxury brands must be high in awareness and perceived value, yet at the same time, hold the stature of being rare and exclusive (Kapferer 2012; Phau and Pendergast 2000). Exclusivity and rarity have always been perceived as the key factors constituting the meaning of luxury, reflecting upon the inherently unattainable and unreachable nature of luxury consumption (e.g. Phau and Pendergast 2000; Vigneron and Johnson 2004).</p> <p>Specifically, exclusivity is associated with a brand's capacity to elicit distinctiveness and to "differentiate, rather than affiliate oneself from the rest of others" (Le Moinehouse et al. 2012). Luxury exclusivity can be achieved by restricting accessibility of certain products and events in order to elevate consumer desire for luxury. Occasions like Hermes invitation-only party and their's one-to-one appointment in VIP rooms create a "golden segregation" for loyal clients that differentiate themselves from the "outsiders" (Jiang et al. 2015; Meun 2020).</p> <p>Similarly, rarity strategy is also widely used in luxury industry to evoke high awareness and desirability for the products (Kapferer and Valérie-Florence 2010a, b). Rarity can be artificially induced (e.g. limited editions) for the illusion of scarcity, or it can be caused by natural shortages of valuable materials in production (e.g. exotic crocodile skin, tuffins). Rarity messages addressing "limited quantities" contribute to products' value perceptions by evoking the urge to purchase and fear of missing out (Hodkinson 2019; Jaha et al. 2018).</p> <p>The strategies of limiting production quantity either due to natural or virtual rarity are found in various product categories such as cars, coins, watches, and jewellery to trigger perceived exclusiveness among consumers (Aggarwal et al. 2011; Jiang et al. 2015). For example, luxury chocolate can be naturally scarce when referring to a specific variety of cocoa only grown in parts of the world, making it limited in quantity (Sivilla and Rodden 2014). Conversely, chocolate can be artificially scarce when marketers limit the chocolate's availability to a brief window of time (Jiang et al. 2015).</p> <p>Hermès Birkin bags are highly desirable due to virtual rarity as the brand carefully monitors and controls the number of bags being produced each year to ensure superior craftsmanship and quality (Callotte 2023). Hermès bag are</p> <p>© Ian Phau<br/>ian.phau@unl.edu.au<br/>1 Curtin University, Perth, Australia<br/>✉</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <p>Batalha, G.D.B. (2024) The Impact of Luxury Individual Value on Purchase Intention: Should luxury brands focus on customer values?.<br/><a href="https://run.unl.pt/bitstreams/006abd7b-40a4-4b14-bef0-b53add6b58ed/download">https://run.unl.pt/bitstreams/006abd7b-40a4-4b14-bef0-b53add6b58ed/download</a></p>                                                   | <p>30 July 2026, 13:13</p> | <p>5.7. DISCUSSION OF RESULTS</p> <p>The main objective of this study was to analyze aspects that may influence consumer purchasing intentions towards luxury brand and their products. Throughout the literature review, it was possible to identify factors that could affect purchase intention and their respective relevance, with emphasis on luxury individual value and its dimensions. Considering the purpose mentioned above, three hypotheses were proposed and tested, and the respective outcomes can be seen in Table 10.</p> <p>The sample in this study predominantly consisted of female participants, which goes according to the results obtained by Stokburger-Sauer &amp; Teichmann, (2013) in which was determined that, women's attitudes towards luxury brands are usually more positive than men's. The most common age of the respondents in the sample was between 43 and 58 years, they presented a high level of education, and the majority was employed. The sample demographic characterization of this study fit the one made by Danziger, (2004) regarding the luxury goods market consumer in the US.</p> <p>Regarding self-identity, corresponding to the internal and private image that someone has about themselves and not affected by external factors (Jamaí &amp; Goode, 2001), research carried out by Cătălin &amp; Andreea, (2014), although not in the context of luxury, confirms that brands and their products are a vehicle that consumers use to express their identity. Wheeler &amp; Bechler, (2021) were also able to prove that items carry a significant symbolic meaning representing a crucial role in shaping aspects of individuals identity development and self-expression. However, the results obtained in this study contradicted the trend as the impact of self-identity value on purchase intention despite being marginally positive, did not represent statistical significance (<math>\beta = 0.062</math>; <math>p = 0.519</math>), and therefore Hypothesis 1 was rejected. One of the possible explanations for this situation could be that luxury brands are often associated with a certain narcissistic, loud, show-off characteristics and that's something consumers don't want to be associated with, and even see with some criticism (Bagheri, 2014).</p> <p>The constant quest for emotion and pleasure are traits of someone who has a hedonistic profile (Moore, 2004). For these types of consumers, the functional value of certain products is often disregarded as they prioritize the gratification derived from emotional experiences (Hirschman &amp; Holbrook, 1982). It was possible to prove that the hedonic value has a positive impact on the purchase intention of luxury products (<math>\beta = 0.230</math>; <math>p = 0.033</math>), accepting Hypothesis 2 and it can therefore be considered a relevant</p>                                                                                                                                                                                                                                                                                                              |
| <p>Liu, J., Wakeman, S.W. and Norton, M.I. (2025) The egalitarian value of counterfeit goods: Purchasing counterfeit luxury goods to address income inequality. <i>Journal of Consumer Psychology</i>, 35(2), pp.269-280. DOI: 10.1002/jcpy.1431</p>                                                                                                                   | <p>31 July 2026, 18:39</p> | <p><b>Contributions</b></p> <p>First, we contribute to research on counterfeit luxury goods by demonstrating that, beyond traditional values of luxury and counterfeit goods (i.e., hedonic, utilitarian, economic, and status values), counterfeit luxury goods carry a distinct egalitarian value that functions to address inequality. Although earlier work pointed to the social-adjustive function of counterfeit luxury goods in facilitating status gain (Wilcox et al., 2009), we contribute to this literature by showing how counterfeit luxury goods may undermine (vs. affirm) existing social structures (Schmitt et al., 2022), leveling the playing field for consumers.</p> <p>Second, we contribute to the income inequality literature by identifying a novel consumption consequence. Whereas perceived inequality has been shown to increase genuine luxury consumption through various status motivations (Jaikumar &amp; Sarin, 2015; Kurt &amp; Gino, 2023; Ordabayeva &amp; Chandon, 2011; Sharma &amp; Alter, 2012; Velandia-Morales et al., 2022), we show that it also increases consumption of counterfeit luxury goods. Importantly, this effect is <i>not</i> driven by status</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <p>Kim, C., Kikumori, M., Kim, A. and Kim, J. (2024) How do moral judgment and saving face interact with positive word-of-mouth regarding counterfeit luxury consumption?. <i>Journal of Global Fashion Marketing</i>, 15(2), pp.253-269. <a href="https://doi.org/10.1080/20932685.2023.2234919">https://doi.org/10.1080/20932685.2023.2234919</a></p> | <p>31 July 2026, 21:02</p>   | <p>How do moral judgment and saving face interact with positive word-of-mouth regarding counterfeit luxury consumption?</p> <p>Changchit Kim<sup>✉</sup>, Mai Kikumori<sup>✉</sup>, Ankyoung Kim<sup>✉</sup> and Jungheon Kim<sup>✉</sup></p> <p><sup>✉</sup>College of Business Administration, Busanpaik University, Chula, Korea; <sup>✉</sup>Department of Business Administration, Incheon National University, Incheon, Republic of Korea; <sup>✉</sup>Department of Marketing, Auckland University of Technology, Auckland, New Zealand</p> <p><b>ABSTRACT</b></p> <p>This study empirically investigates the combined effects of social factors such as word-of-mouth (WOM) and individual psychological factors such as moral judgment and saving face on consumers' purchase of counterfeit luxury goods. Using a stimulus sampling method, we gathered data from 237 Chinese consumers who had purchased counterfeiters and tested our hypotheses using a hierarchical multiple regression model. We found that positive WOM and moral judgment increased counterfeit luxury purchases. Interestingly, saving face was found to mitigate the impact of positive WOM on counterfeit luxury purchases. This study contributes to the existing body of knowledge on consumer behavior insights and proposing new moderating predictions related to moral judgment and saving face. Additionally, the findings have practical implications for global luxury companies, enabling them to devise effective marketing and communication strategies that dissuade consumers from buying counterfeiters. In particular, the study emphasizes the importance of considering saving face from a cultural standpoint to discourage counterfeit purchases.</p> <p><b>ARTICLE HISTORY</b></p> <p>Received 10 June 2023<br/>Revised 1 June 2023<br/>Accepted 27 June 2023</p> <p><b>KEYWORDS</b></p> <p>counterfeit luxury goods; word-of-mouth; moral judgment; saving face; word-of-mouth</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <p>Alghanim, S. and Ndubisi, N.O. (2022) The paradox of sustainability and luxury consumption: The role of value perceptions and consumer income. <i>Sustainability</i>, 14(22), p.14694. <a href="https://doi.org/10.3390/su142214694">https://doi.org/10.3390/su142214694</a></p>                                                                     | <p>31 July 2026, 23:04</p>   | <p><b>1. Introduction</b></p> <p>For many years, the concept of sustainability and luxury has been considered a paradox. Sustainability is associated with concern for the society and environment, while luxury is associated with waste and extravagance, especially when it is not or only purpose to signal wealth and affluence. Consumers' tendency to purchase goods and services mainly for the status or social prestige value that they confer on their owners [1] is deemed frivolous, self-indulgent, and wasteful by some. Some scholars of luxury goods recognize their ability to signal status and have promulgated the signaling theory as a theoretical lens for understanding luxury consumption and the motives of such consumers. Yet, other scholars reason that luxury and sustainability can actually complement each other [2,3,4,5,6], and that luxury consumption can also signal sustainability. Considering that luxury contributes positively to individuals and the environment, in a way that other products cannot, this rather novel perspective of luxury is gradually gaining recognition. Luxury brands can sway consumer aspiration and behavior by modifying consumer choices through the design, distribution, and marketing of their product, as well as by affecting when, how, and for how long consumers use their products [7]. Hence, luxury brands have a pivotal role to play in sustainable development, which refers to meeting 'the needs of the present without compromising the ability of future generations to meet their own needs' [8] (p. 43).</p> <p>Accordingly, a paradigm shift is currently taking place as luxury fashion brands work diligently to improve their sustainability and adopt it as part of the luxury essence [3,9]. This is not to say that luxury brands are greenwashing, but rather truly incorporating sustainable development into the whole value chain [10]. For example, Gucci established a program (i.e., Gucci Equilibrium) that tracks the company's corporate social responsibility, environmental impact, structural innovation, and employee satisfaction. Stella McCartney developed biodegradable and recycled materials in an effort to eschew leather and fur and promote cruelty-free fashion; and Levi's launched a campaign (i.e., 'buy better, wear longer') to raise awareness about the environmental impacts of the fashion industry and encourage sustainable fashion production practices. However, the success of this movement towards sustainable development depends on people's ability to consume in a sustainable manner [11]. There is also the need for more consumers to see the compatibility of luxury and sustainable consumption, rather than the paradox that many see currently.</p> <p>Sustainable consumption implies a change in consumption patterns that involves reducing the frequency of purchase, extending the product usage, and even engaging in shared use so as to</p> |
| <p>Simge, A.K.S.U. (2020) Luxury perception of low and middle income generation z and their luxury consumption motivations. <i>International Journal of Social, Political and Economic Research</i>, 7(4), pp.939-959. <a href="https://doi.org/10.46291/IJOSPERvo17iss4pp939-959">doi.org/10.46291/IJOSPERvo17iss4pp939-959</a></p>                    | <p>01 August 2026, 18:38</p> | <p><b>2.4. Luxury Market &amp; Generation Z</b></p> <p>Luxury consumption has been in people's lives for centuries. We know that people used jewelry and luxury materials during the ancient civilizations. However, the first luxury brand products appeared in England in the 19th century as a result of the industrial production of luxury brands in China (Nuceno &amp; Quelch, 1998). As a result of acceleration of technological developments and the growing middle class, the demand for luxury products has increased gradually. Since 1980s, the luxury market has grown at a much higher rate than the world's economy, about ten percent a year (McKinsey 2011, Truong, 2008). By the end of 2019, the luxury market has grown rapidly and reached 1.3 trillion Euros worldwide (Bain &amp; Company, 2019).</p> <p>However, according to research by Bain &amp; Company (2020), the luxury market is expected to shrink by 20 to 35 percent in 2020 due to the COVID-19 outbreak. The results of the research, which stated that it would take some time for the luxury market to recover, predicted that there would be a gradual improvement over the next 3 years. By 2025, the market will reach an estimated 320-330 billion € (Bain &amp; Company, 2020).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <p>Changchit, C., Loveland, K.A., Cutshall, R. and Pham, L. (2024) Determinants of social image satisfaction in Facebook commerce: A study of pre-owned luxury brand watches. <i>Journal of Global Information Management (JGIM)</i>, 32(1), pp.1-27. DOI: 10.4018/JGIM.349940</p>                                                                      | <p>02 August 2026, 09:50</p> | <p>in this study, the researchers investigate the determinants of social image satisfaction in Facebook commerce, specifically focusing on pre-owned luxury brand watches. The study is conducted in the context of Facebook, a popular social media platform, and examines the factors that influence consumers' satisfaction with their social image when purchasing and using pre-owned luxury brand watches. The researchers hypothesize that various factors, such as the quality of the watches, the reputation of the seller, and the perceived value of the watches, will influence social image satisfaction. The study aims to provide insights into the determinants of social image satisfaction in Facebook commerce, which can help luxury brand sellers and consumers make informed decisions. The study is organized as follows: Section 2 discusses the literature review, Section 3 presents the research methodology, Section 4 reports the data analysis and results, and Section 5 concludes the study and discusses the implications for future research.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| <p>Köktener, A., Gumus, S. and Şahar, S. (2020) Rolex and Apple Relationship between Brand Reputation and Brand Value Concepts and Trademark Registration in the Context of Globalization. Türkiye Mesleki ve Sosyal Bilimler Dergisi, (3), pp.64-77. DOI: 10.46236/jovosst.699900</p>                                                                                                                                                                                           | <p>03 August 2026, 08:46</p> | <p><b>2. AN OVERVIEW OF BRAND CONCEPT</b></p> <p>A trademark is a name, term, mark, symbol or design or combination that identifies the goods and services of a company or group of companies and distinguishes its competitors from their goods and services (Kotler, 1997:789). In other words, a trademark is a name, term, sign, symbol, or design to distinguish a business or business group from its competitors to determine the goods and services of a business or business group.</p> <p><b>2.1. Trademark in Marketing and Law</b></p> <p>Brands are the most important factor that adds strength and value to companies. The brand carries more meaning from notation or in terms of operation, it was stated that the nomenclature of products and services. Brand, division of the market, different consumer wishes and requirements to meet different products and brands is an important strategy. The brand is the past and future of a product, given the product identity and meaning, and beyond that it indirectly establishes an emotional link between the business and the consumer (Hatch and Schultz, 2011:46).</p> <p>The brand is used to achieve a specific marketing purpose. In simple terms, it is the communication between the consumer and the product by giving the brand, reputation and value to the pleasure. Therefore, it is the key that enables consumers to choose between similar quality products or services in the market. The identity of the product and service is the name of the sales (Günelti, 2014:5-6).</p> <p>One of the most important indicators of the information-based economy is the increase of symbolic or intellectual property products. At this point, globalization and integration of the world economy have made the brand an important one. In the global economy, a business's goods and services of thousands of competing companies worldwide, goods and services that distinguish the product and service identity gain quality or sought-after standard guarantees a symbol and these properties are now the most important capital of enterprises in the portfolio (Akın, 2008:37).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <p>Nazarani, M.R. and Suparna, G. (2021) The effect of luxury brand, brand image, and product quality on purchase intention. American Journal of Humanities and Social Sciences Research, 5(1), pp.290-295.<br/><a href="https://www.ajhssr.com/wp-content/uploads/2021/01/ZM21501290295.pdf">https://www.ajhssr.com/wp-content/uploads/2021/01/ZM21501290295.pdf</a></p>                                                                                                        | <p>03 August 2026, 09:37</p> | <p><b>V. CONCLUSION AND IMPLICATION</b></p> <p>The results showed that product quality has a positive and significant effect on purchase intention, whereas brand image and product quality have a positive and significant effect on purchase intention. Moreover, and more so, the more the quality of the product, the purchase intention of Zara consumers will increase. The results of the study are consistent with results conducted by Robinson and Brown (2014) and the results of the F test, it can be seen that product quality has a significant effect on consumer purchase intentions. Bandura (2002) that product quality has a significant effect on consumer purchase intentions when the quality of the product is determined by the assessment benchmarks, the more in accordance with the set standards, the more quality it is. The theoretical implication in this research relates to its contribution to the development of concepts in the field of marketing science. The findings of this study reinforce previous studies which show that brand image, brand image and product quality can influence purchase intention.</p> <p>The practical implication in this study is to create the identity of purchase intention which can be influenced by luxury brands, brand image, and product quality. The findings of this study reinforce previous studies in the relationship between luxury brands and purchase intention. According to Robinson and Brown (2014), there is a positive relationship between luxury brands and purchase intention of consumer brand image products. The findings of this study are consistent with results conducted by Robinson and Brown (2014) and the results of the F test, it can be seen that product quality has a significant effect on consumer purchase intentions. Bandura (2002) that product quality has a significant effect on consumer purchase intentions when the quality of the product is determined by the assessment benchmarks, the more in accordance with the set standards, the more quality it is. The theoretical implication in this research relates to its contribution to the development of concepts in the field of marketing science. The findings of this study reinforce previous studies which show that brand image, brand image and product quality can influence purchase intention.</p> <p>Based on the results of research, discussion and conclusions, the advice that can be given is that ZARA should pay attention to building design and service that are more different and exclusive with a humanistic action to increase purchase and attractiveness to consumers. ZARA is advised to personalize sales and consumer group in general, but also to produce to ensure that ZARA brand image remains exclusive so that consumers don't have to other products.</p>                                                                                                                                                                                                               |
| <p>Jimenez, J. and Arbaiza, F. (2024) December. From Rolex to Casio: analyzing the impact of celebrity mentions on brand perception. In International Conference on Communication and Applied Technologies 2024 (ICOMTA 2024) (pp. 597-607). Atlantis Press.<br/><a href="https://doi.org/10.2991/978-94-6463-596-6_52">https://doi.org/10.2991/978-94-6463-596-6_52</a></p>                                                                                                     | <p>04 August 2026, 00:47</p> | <p><b>2 Theoretical Framework</b></p> <p><b>2.1 Celebrity Endorsement</b></p> <p>According to Erdogan (1999), celebrity endorsement began in the mid-19th century. However, its intensive use started in the late 1960s with the advent of television [8].</p> <p>Celebrity endorsement has been one of the most important research topics in the field of marketing, with numerous studies exploring its various dimensions [9] [7]. Recent research has focused on how digital platforms and social media have transformed the dynamics of endorsement [6] [10]. Despite the number of studies, many do not define the meaning of celebrity endorsement. Those that do usually refer to the definition proposed by McCracken [11], who defines celebrity endorsement as any person who enjoys public recognition and uses that recognition on behalf of a consumer good by appearing with the product in an advertisement. For Bergkvist &amp; Zhou [12], this definition is outdated in today's advertising world, as it also applies to other media and not just advertisements. They also mention that it is limited to consumer goods when now there are various forms.</p> <p>Bergkvist &amp; Zhou [12] propose an updated definition of celebrity endorsement, which considers the expansion of the concept to different media and types of products. This theory is fundamental to our research as it provides a framework for understanding how mentions in popular songs can influence consumer perception. Additionally, agarwal et al. [13] state that today, celebrity endorsement is an important element of brand marketing and has become a multi-billion dollar industry worldwide.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <p>Zhang, J.Z. and Müller, O.R. (2022) Building and sustaining luxury brands—reflections on the Swiss watch industry. Rutgers Business Review, 7(3), pp.250-266.<br/><a href="https://www.researchgate.net/profile/Jonathan-Zhang-4/publication/365926121_Building_and_Sustaining_Luxury_Brands_-_Reflections_on_the_Swiss">https://www.researchgate.net/profile/Jonathan-Zhang-4/publication/365926121_Building_and_Sustaining_Luxury_Brands_-_Reflections_on_the_Swiss</a></p> | <p>05 August 2026, 11:41</p> | <p><b>Building and Sustaining Luxury Brands</b></p> <p>their confidence during the buying process and facilitate their understanding of the brand code and value.</p> <p>Specific to the current context, based on our survey of 320 customers in the "luxury watch segment" (e.g., retail prices above \$20,000) who have purchased the category online in the past 48h of them mentioned that they would not buy a lower-known brand without seeing it in-store first. When probed for reasons, some informed us that they wanted to assess the fit and wearability in terms of size, weight, and texture. But even those customers who did not voice specific fit concerns expressed a general desire to "see it in person before making a decision." While the percentage of people wanting to first check out the items in-store is slightly lower in the premium sector (e.g., retail price between \$5000 to \$20,000) at 57% (sample size 133), it nevertheless highlights the importance of physical engagement.</p> <p>The evidence suggests that distribution should not be exclusive but selective as physical engagement and product handling is key. Although some scarcity can be desirable in the luxury industry, we recommend that brands make products available for physical inspection, even if they are not available for immediate purchase.</p> <p>When engaging customers in the physical store, it is important that the store experience is consistent with the brand's core strategy. Details need to be paid to factors such as store design, product curation, personnel training in product attributes as well as brand history and cultural backgrounds.<sup>2</sup> Brands that operate their own network of boutiques have full control and alignment of these service aspects. These vertically integrated stores can also act as venues for offline events to further engage customers in a more relaxed and social setting – a human connection and soft-sell strategy crucial for the luxury sector.<sup>3</sup></p> <p>If a brand chooses to work with retail partners, it must carefully pick partners whose core strategy aligns with the brand's own. Such alignment is reflected in the retail partner's location, store design, level of in-store service, staff's knowledge, omnichannel capability, and after-sales services. Without such close alignment, it can result in inconsistent brand experiences.</p> <p>On distribution strategy and retail partnerships, Bernheim says, "First of all, you can't put all the retailers in the same basket. We – the brands – pushed the multi-brand retailers to become "rainbow" places with each brand trying to push further the brand's flag, each with their corporate identity. With this, we contributed to the loss of identity of these retailers and by doing this they lost their relevance. Having said that, I strongly believe that there will be always a place for the best of the best of the retailers. AP does not have any e-commerce activities and does not plan to do so."</p> |

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| <a href="#">Watch Industry/links/638902e4658cec21049d5f9a/Buildin</a><br><a href="#">g-and-Sustaining-Luxury-Brands-Reflections-on-the-Swiss-Watch-Industry.pdf</a>                                                                                                                                                                                                                                                                                                             |                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Pramono, A.A. and Aprilianty, F. (2020) Social media and luxury brand: what luxury watch brands need to know when on Instagram. <i>International Journal of Technology Transfer and Commercialisation</i> , 17(4), pp.316-336.<br><a href="https://digilib.itb.ac.id/assets/files/2022/MjAxOCBUUyBQUCBBUk1BTINZQUggQURISVRZTyBQIDEGLSBGVUxMIFRWFQucGRm.pdf">https://digilib.itb.ac.id/assets/files/2022/MjAxOCBUUyBQUCBBUk1BTINZQUggQURISVRZTyBQIDEGLSBGVUxMIFRWFQucGRm.pdf</a> | 06 August 2026, 01:25 | <p><b>2.3. Luxury Watch Brands</b></p> <p>Knowing how important time is to human life, watch has become a necessity in living everyday life for most people. The main function of a watch is for timekeeping. That is why the basic features of a watch include at least seconds and hours. While in fact, there are so many types of watches with various time-related features such as day, date, month, year, timers, chronographs, alarm, etc.</p> <p>More than just showing time, watch is also considered as a part of appearance and an expression of prestige. For this reason, watch is valued not only for its function for timekeeping. Many watch manufacturers produce so many kind of timepieces for various purposes and occasions. For this reason as well, there are certain kind of watches considered as luxurious or high-end watches like Patek Philippe, Audemars Piguet, Rolex, Jaeger-LeCoultre, and many others that have been established for a long time. However, there are several things to be considered before saying certain watches are luxurious: its brands, intricate complications, production method, and fascinating jewelry put on it. (Camilleri, 2014)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Y Dhanuka, Y. (2023) The Influence of Brand Image on Consumer perception of Luxury Products. Available at SSRN 6969398.<br><a href="https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=6969398">https://papers.ssrn.com/sol3/Delivery.cfm?abstractid=6969398</a>                                                                                                                                                                                                              | 06 August 2026, 18:33 | <p><b>2.2 Historical Context of Brand Image in the Luxury Watch Sector</b></p> <p>Established in 1905, Rolex has become synonymous with precision and excellence. The brand's image has been meticulously developed over time, showcasing its commitment to quality and innovation (Kapfeier et al., 2016). The introduction of the Oyster case in the 1920s "Rolex pioneering spirit" as it marked the birth of the world's first waterproof wristwatch (Halwani, 2021). As time progressed, Rolex continuously pushed boundaries in watchmaking. The introduction of the Date-Just watches in 1945, which could automatically change the Date, and the Submariner watch in 1953, known for its capability to dive up to depths of 100 meters, further cemented Rolex's position as a leading brand in the watch industry (Zhang &amp; Miller, n.d.).</p> <p>However, Rolex's brand reputation is not solely based on product innovations. Its association with sports, arts and exploration has played a role in shaping its identity. From sponsoring deep-sea expeditions to supporting tennis championships, Rolex's endeavours have consistently aligned with its core values of exploration, excellence and precision (Vigneron &amp; Johnson 2004; Roy &amp; Chau 2011).</p> <p>With the digital era's rise, Rolex has effectively navigated through the challenges posed by digital advancements. Unlike luxury brands that struggled to find their place online, Rolex seamlessly integrated digital strategies while staying true to its brand essence (Kluge &amp; Fassnacht, 2015; Jain, 2022). By engaging in collaborations and employing storytelling techniques while maintaining a consistent brand voice across platforms, Rolex has successfully enhanced its brand image for the digitally driven generation (Kim Vick &amp; Yu, 2023).</p> |
| Blazquez, M., Alexander, B. and Fung, K. (2020) Exploring Millennial's perceptions towards luxury fashion wearable technology. <i>Journal of Fashion Marketing and Management: An International Journal</i> , 24(3), pp.343-359. DOI 10.1108/JFMM-09-2019-0200                                                                                                                                                                                                                  | 06 August 2026, 23:21 | <p><b>Introduction</b></p> <p>Wearable technologies have become more readily available and widespread in the market and are expected to grow from 526 million in 2016 to over 1.1 billion in 2022 (Statista, 2019). Among wearable technologies, smartwatches have increased their popularity and become part of daily life (Dehghani and Kim, 2019). However, in spite of the increasing interest from industry, research on wearable technologies has been mostly focused on their application for health and fitness purposes (Choi and Kim, 2016) or electronic textiles (Berzowska, 2006) with more focus on the technology itself than on the consumer perspective (Choi and Kim, 2016). In recent years, different wearable technologies have been launched by luxury fashion brands, embracing both high-tech functionality and fashionable design (Wright and Keith, 2014; Hartmans, 2018). The Louis Vuitton Tambor Horizon smartwatch or the Tag Heuer Connected Modular watch are examples of smartwatches that have become luxury accessories rather than mere functional timekeepers (Hartmans, 2018). They may be appealing for the Millennial generation, described as the next prominent consumers of global luxury (Higgins et al., 2016) as well as the largest users' group of wearable technologies (Gartner, 2017). They are attracted by the innovativeness of smartwatches notwithstanding they are regarded as the first high-tech generation (Young and Hinesly, 2012).</p> <p>In order to understand consumers' intentions to adopt new technologies, the TAM model (Davis, 1988) has been applied to study smartwatch adoption (Kim and Shin, 2015; Choi and</p>                                                                                                                                                                     |
| Park, M., Im, H. and Kim, H.Y. (2020) "You are too friendly!" The negative effects of social media marketing on value perceptions of luxury fashion brands. <i>Journal of Business Research</i> , 117, pp.529-542.                                                                                                                                                                                                                                                              | 06 August 2026, 23:21 | <p><b>Abstract</b></p> <p>Smartwatch, a wearable device, has become a popular technology in the market. It is expected to grow from 526 million in 2016 to over 1.1 billion in 2022 (Statista, 2019). Among wearable technologies, smartwatches have increased their popularity and become part of daily life (Dehghani and Kim, 2019). However, in spite of the increasing interest from industry, research on wearable technologies has been mostly focused on their application for health and fitness purposes (Choi and Kim, 2016) or electronic textiles (Berzowska, 2006) with more focus on the technology itself than on the consumer perspective (Choi and Kim, 2016). In recent years, different wearable technologies have been launched by luxury fashion brands, embracing both high-tech functionality and fashionable design (Wright and Keith, 2014; Hartmans, 2018). The Louis Vuitton Tambor Horizon smartwatch or the Tag Heuer Connected Modular watch are examples of smartwatches that have become luxury accessories rather than mere functional timekeepers (Hartmans, 2018). They may be appealing for the Millennial generation, described as the next prominent consumers of global luxury (Higgins et al., 2016) as well as the largest users' group of wearable technologies (Gartner, 2017). They are attracted by the innovativeness of smartwatches notwithstanding they are regarded as the first high-tech generation (Young and Hinesly, 2012).</p> <p>In order to understand consumers' intentions to adopt new technologies, the TAM model (Davis, 1988) has been applied to study smartwatch adoption (Kim and Shin, 2015; Choi and</p>                                                                                                                                                                                   |

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| https://doi.org/10.1016/j.jbusres.2018.07.026                                                                                                                                                                                                                                                                                            |                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Jhamb, D., Aggarwal, A., Mittal, A. and Paul, J. (2020) Experience and attitude towards luxury brands consumption in an emerging market. <i>European Business Review</i> , 32(5), pp.909-936. DOI 10.1108/EBR-09-2019-0218                                                                                                               | 07 August 2026, 03:40 | <p>According to Terry (1990), luxury is a narrower genre. It more proximately started with champagne, designer clothes and sports cars but now luxury can be associated with many more product and service categories. Apart from the elite class, more and more social classes are now experiencing luxury consumption (Paul, 2016a, 2016b, 2019). People are buying luxury products not only for their own consumption but also for gifting as a symbol of their social image (Chen and Kim, 2013; Okonkwo, 2019). Though there are several definitions available pertaining to luxury brands and products, there still is little consensus on a single operationalisation of the construct. Additionally, the luxury concept is known to have different connotations with changes in demographics, culture and time periods (Heine, 2012; Sharif et al., 2019). Schutte and Carliante (1988) found that Asian consumers, including Indians, are motivated to purchase luxury goods to get socially recognised and accepted by society. Usage of luxury brands is also a means of evaluating the social standing of others (Sengupta and Zhou, 2007; de Azevedo Ross, 2012). Samy et al. (2014) contended that subjective norms are more important to Indian customers rather than their own needs in the build-up of their intention to purchase luxury items. Jain and Mishra (2018) and Jain (2019) found that conspicuous value was the most important predictor of Indian consumers' purchase intentions followed by the social and hedonic value.</p> <p>In consumer behaviour, attitude plays an important role in the value that consumers perceive from the brand (Alden et al., 2013; Samy et al., 2014). Fishbein and Ajzen (1975, p. 6) explain attitude as "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object". According to Keller (1993), brand attitude is determined by the relevance and importance of the brand's benefits and attributes, which further serve as a basis for consumer behaviour. Different authors view attitude comprising three dimensions: behavioural, affective and cognitive, as depicted in</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Moon, C. and Seo, J.G. (2025) Status vs. uniqueness: unraveling the conflicting drivers of luxury purchase intentions. <i>Current Psychology</i> , 44(14), pp.13541-13545. <a href="https://pure.royalholloway.ac.uk/files/67503179/Accepted_Manuscript.pdf">https://pure.royalholloway.ac.uk/files/67503179/Accepted_Manuscript.pdf</a> | 09 August 2026, 13:04 | <p>According to a recent meta-analytic review (Bharti et al., 2022), two key psychological drivers of luxury purchase intention are status consumption and the consumer need for uniqueness (CNFU). Status consumption—defined as the pursuit of social prestige through the acquisition and use of items perceived as high status by both the individual and society (Husain et al., 2022; Nabi et al., 2019; Vigneron &amp; Johnson, 2004)—has been recognized as a primary driver of luxury purchase intentions (Bharti et al., 2022; O'Cass &amp; McEwen, 2004; Pino et al., 2019). Luxury goods serve as social markers, reinforcing an individual's position within a social hierarchy (Dubois et al., 2021). Meanwhile, CNFU—defined as an individual's desire to be relatively different from others by developing a unique socio-personal identity through the purchase, use, and display of consumer goods (Tian et al., 2001; Tian &amp; McKenzie, 2008)—can also play a crucial role in luxury consumption (Bharti et al., 2022; Cho et al., 2022; Shukla, 2012). Consumers who seek uniqueness gravitate towards luxury brands because of their exclusive designs and limited availability, reinforcing a distinct socio-personal identity (Chevalier &amp; Mazzalovo, 2021).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Husain, R., Ahmad, A. and Khan, B.M. (2022) The impact of brand equity, status consumption, and brand trust on purchase intention of luxury brands. <i>Cogent Business &amp; Management</i> , 9(1), p.2034234. DOI: 10.1080/23311975.2022.2034234                                                                                        | 09 August 2026, 16:48 | <p>In a recently released bibliometric investigation, brand equity is a critical component of the purchase intention of luxury companies (Husain et al., 2021). Numerous studies have helped corporations determine which luxury products should be promoted to consumers and integrated into social media platforms, such as electronic word of mouth (Park et al., 2021). The majority of contemporary studies on luxury consumption have been on purchasing luxury items to achieve social status. There is a reputation for luxury consumption and little investigation into the customers' intrinsic and personal traits. The term "personality" refers to an individual's unique psychological system, which continually influences how an individual responds to their surroundings (Solomon et al., 2012). While prior research (e.g., Bian and Forsythe, 2012; Paul et al., 2018; Jain &amp; Paul 2019) has examined the effects of consumers' personality characteristics on their decision to purchase luxury, there is still a knowledge gap regarding the mediator of product design value and its impact on brand loyalty.</p> <p>According to Bian and Forsythe (2012), luxury is a subjective term that differs by an individual; hence, it is challenging to conceptualize luxury brands for the masses at once, particularly for garments and personal products. Luxury clothing is more affordable than other categories and is growing in popularity with fakes globally. Additionally, varied cultures may have varying attitudes on luxury goods (Kaufish, Khene, et al., 2021; Septianto et al., 2021). Thus, given the rising willingness of young luxury buyers, localization of the concept in middle eastern nations such as Dubai and the like can assist luxury brand managers and marketing strategists in developing tailored tactics. Since purchasers often acquire luxury apparel based on their personality, social qualities, and brand loyalty (Husain et al., 2020; Jain, 2020).</p> <p>Social media marketing has established itself as one of the most effective venues for engaging high-end consumers and increasing brand exposure (Chen &amp; Wang, 2017; Husain et al., 2021). Luxury firms now have more options for communicating with their customers swiftly and efficiently, thanks to the expansion of different social media channels (Kavitsios and Mattila, 2008). Luxury firms have increased brand equity and market awareness (Ko et al., Husain et al., 2022; Kaur et al., 2020). The luxury brand managers place a premium on consumer experiences to increase sales (Pentina et al., 2018). Social networking relationships morph into a personal networking ones for brand communication, and many types of social media advertising go viral via electronic word of mouth (Libai et al., 2010). Their members regularly share messages about luxury</p> |
| Yue, X. and Cui, X. (2025) Exploring the interplay of psychological entitlement, mindset, and luxury products or experience consumption. <i>Scientific Reports</i> , 15(1), p.11267. <a href="https://doi.org/10.1038/s41598-025-90930-3">https://doi.org/10.1038/s41598-025-90930-3</a>                                                 | 10 August 2026, 19:54 | <p>մանրան ճանաչումը... և քաղաքական բարեփոխումը... տարբեր իրավիճակներում իրենց դերերը... և քաղաքական բարեփոխումը... տարբեր իրավիճակներում իրենց դերերը... և քաղաքական բարեփոխումը... տարբեր իրավիճակներում իրենց դերերը...</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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| <p>Gil-Cordero, E., Ledesma-Chaves, P., Yoo, S. and Han, H. (2023) Luxury tourism and purchase intention factors: a mixed approach applied to luxury goods. <i>Humanities and Social Sciences Communications</i>, 10(1), p.472.</p> <p><a href="https://doi.org/10.1057/s41599-023-01981-8">https://doi.org/10.1057/s41599-023-01981-8</a></p>                                                    | <p>11 August 2026, 09:59</p> | <p><b>Introduction</b></p> <p>The luxury tourism sector has been challenged in the wake of the pandemic (Huang et al., 2021). It has to satisfy consumers' value perspective concerning purchasing behavior. In the luxury tourism sector, a market segment of the global tourism industry that is more complex to manage, and one of its main characteristics, until now, has been how little affected by economic downturns (Tibhar et al., 2020).</p> <p>The luxury tourism industry can be based on different factors and goes beyond traditional conceptualizations of luxury. As consumer trends affect services, it is essential for academics and marketers to understand this complex and paradoxical shift in consumer behavior in relation to luxury and to pass through COVID-19 in order to develop effective strategies to overhaul the luxury experience for contemporary luxury consumers (Bianchi, 2019b). This study contributes to the literature on luxury tourism by providing an updated analysis of the behavior of luxury goods buying tourists, taking into consideration COVID-19, which will allow companies to update their marketing strategies, as well as the configuration of the goods and experiences that these buyers request.</p> <p>Contemporary luxury travelers prefer real, unique, and authentic experiences through their purchases of goods that stimulate them by adding novelty to their lives (Yeoman, 2009). Luxury is not just an approaching a more discreet form of consumption. Authenticity in the purchase is a desired value, which means deeper and more meaningful experiences concerning these goods (Yeoman, 2009). The purchase of luxury goods should represent enrichment, personal development, and self-reflection for the tourist (Yeoman and McMahon-Bruce, 2014). The sector must be aware that, changing in the current environment, such as that of COVID-19, has modified to a certain extent the perception of tourist consumers of luxury goods and, therefore, their behavior.</p> <p>In addition to the above, it is important to note that there have been changes in the behavior of contemporary tourist consumers of luxury goods over the last few years in Western societies, that have led to the emergence of a new meaning and perception of luxury. This has opened to be defined as the products and services that possess higher levels of quality, taste, and aspiration than other goods in the same category, but which are not priced as high as they are beyond the reach of tourist consumers of luxury goods (Aval and Williams, 2017). Luxury brands have always been leaders in the fashion industry. These include admirable aesthetic value and innovative but traditional business management (Olsen et al., 2020). Previous luxury brands were reserved for only a privileged few, but these have today become more accessible, including more than half of the luxury goods consumers in the market (Faschon et al., 2020).</p> <p>Luxury goods consumer spending increased by 50% between 1994 and 2004 in Great Britain, whereas the increase in non-luxury products was only 7% (Kearse and McMillan, 2004). The luxury sector in France is thriving in its current relevance, also in terms of business figures, and is a booming market. Based on the business figures achieved, the luxury association in Spain also</p> <p>authenticity, which involves trying to sell an experience related to the identity of luxury consumers. (Aval and Williams, 2017).</p> <p>Despite the considerable amount of research in this area, much remains to be understood about the relationship between the factors that motivate the purchase intention of luxury brands (Park et al., 2021). Therefore, this study aimed to conduct an empirical analysis of the luxury brand purchase intention that is based on luxury tourism in the COVID-19 period via the development of a model that applies a mixed methodology, including PLS-SEM and IQCA. More specifically, this paper investigates the influence of the luxury goods consumer's perceived value, the variety, pricing, WOM, and social influence as well as the corporate social responsibility (CSR) of companies on the purchase intention of these types of goods. In the literature, we found that CSR and its influence on the luxury sector yielded results that contributed to the knowledge of stakeholders' reactions to luxury brands. CSR and helped managers to successfully administer the implementation of CSR in luxury contexts (Damasio, Angella, et al., 2020; (Hassana et al., 2018)). In the same way, we find the importance of taking consumer variety into account when making business decisions in the luxury sector (Sharda and Bhat, 2019). However, we found two major gaps in the literature. (1) In recent years we have experienced major social changes in the world due to the COVID-19 pandemic, so the literature that has helped managers to deal with luxury goods currently needs to be revised (Olsen and Nørgaard, 2021). (2) The current literature has not taken into account together the buyer's variety and CSR bearing in mind the influence perceived by the buyers of their environment; this would provide totally strict results (PLS-SEM) without the possibility of issuing a list of flexible observations (IQCA) that would allow the correct management of companies in the luxury sector. In view of the above, this study analyzes the factors that are involved, and more specifically the companies that market luxury brands, to understand the factors which influence the purchase intention in order to discover whether they can take advantage of all the benefits that they offer. It is specifically very useful for those who doubt whether the marketing of luxury goods is going to bring them a profit that will make up for all the promotional and management costs that are involved.</p> <p>This paper allows, from a theoretical framework perspective, making contributions within the distinction established by Wirtz et al. (2020) of the two current fundamental perspectives of analysis within the analysis of luxury consumption. These are both as the characteristics that the object must have to be considered as such, as well as what luxury means for tourists, finding therefore important results regarding the displacement of this condition from the product to the experience, as Bourdieu (2021) advanced in his theoretical analysis. Consequently, it complements the theoretical framework both from the consumer consumption-oriented perspective and the variation with respect to traditional models, as well as the consumer behavioral-oriented perspective, through the development of the experience and its attributes (Bourdieu, 2020).</p> <p>As a result, the theoretical contribution of this work focuses on</p> |
| <p>Xi, X., Yang, J., Jiao, K., Wang, S. and Lu, T. (2022) “We buy what we wanna be”: Understanding the effect of brand identity driven by consumer perceived value in the luxury sector. <i>Frontiers in psychology</i>, 13, p.1002275.</p> <p><a href="https://doi.org/10.3389/fpsyg.2022.1002275">https://doi.org/10.3389/fpsyg.2022.1002275</a></p>                                            | <p>11 August 2026, 21:17</p> | <p><b>Introduction</b></p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>In addition, we note that the strong consumer demand for luxury brands can be understood as a two-dimensional phenomenon, including social and personal perception (Ding et al., 2021, 2022). Social perception is related to the status or social impression of luxury brands in social groups. Social identity theory interprets the perception of consumers concerning their social identity to reflect by using some products (Ding et al., 2021). Personal perception is related to product quality, business value, self-concept, and other factors that consumers perceive the value of perception and personality behavior and values (Ding et al., 2021).</p> <p>As the literature shows, this study explores the impact of brand identity on consumer behavior in both social and personal perception with a single dimension. A multi-dimensional structure can provide a more comprehensive picture of how a luxury brand identity is related (Ding et al., 2021). Brand identity can be defined as a single-dimensional structure, which links each brand identity to brand identity (Ding et al., 2021).</p> <p>The pleasure and prestige consumers perceived from luxury consumption make luxury brands highly desirable to consumers. Information also influences consumer behavior (Ding et al., 2021). The perception of the luxury and the development of brand identity can be understood as a two-dimensional structure. Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <p>Zhou, X., Xiao, C., Yoon, S. and Zhu, H. (2026) The color of status: color saturation, brand heritage, and perceived status of luxury brands. <i>Journal of Consumer Research</i>, 52(6), pp.1232-1252.</p> <p><a href="https://doi.org/10.1093/jcr/ucac029">https://doi.org/10.1093/jcr/ucac029</a></p>                                                                                       | <p>12 August 2026, 14:06</p> | <p><b>THEORETICAL FRAMEWORK</b></p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| <p>Bai, H., Tassiello, V., Sun, Y. and Shi, J. (2026) Do second-hand luxury retailers affect luxury brand image? Exploring the mediation of construal level theory between official and unofficial retailers. <i>Journal of Retailing and Consumer Services</i>, 88, p.104533.</p> <p><a href="https://doi.org/10.1016/j.jretco.2025.104533">https://doi.org/10.1016/j.jretco.2025.104533</a></p> | <p>13 August 2026, 10:16</p> | <p>The brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p> <p>Brand identity is a brand identity in the eyes of consumers. It is a clear and persistent value that consumers value more than other perceived brand values.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      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| <p>Zhao, L., Peng, J. and Yu, S. (2023) Sustainable luxury and consumer purchase intention: A systematic literature review. <i>Sage Open</i>, 13(4), p.21582440231216285. DOI: 10.1177/21582440231216285</p>                                                                                                                                       | <p>13 August 2026, 23:54</p> | <p>sustaining, and enhancing the human and natural resources that will be needed in the future." In this manuscript, the concept of sustainability referred to by the author is based on the theme of environmental and resource use ethics, and a range of interrelated topics (e.g., sustainability, consumption, energy use, and environmental impact). In terms of terminology, the relationship between sustainability and consumption recognizes the contradiction between the terms "sustainability" and "consumption." However, in a growing number of consumer fields, commitment to sustainability has become an essential channel for influencing the brand image and consumer behavior (Miller et al., 2012; van Marrewijk, 2003). The characteristics and values of luxury are perceived as diverse, and researchers have achieved a consensus that luxury means richness, superior quality, and good design (Berrie, 2012; De Bontier &amp; Valente-Ferreira, 2013), as well as some degree of wastefulness (Votaw &amp; Gulwath, 1973; Vukow &amp; Renard, 2003), in contrast to necessity goods. Thomas (2007) asserted that luxury goods offer "a history of tradition, superior quality, along with a panoply of buying experience." Assuming that sustainability represents a self-regulatory moral code, an intuitive view would suggest that "sustainable luxury" is an internally contradictory concept. However, as consumers become more publicly educated on the green topic, the market and administrators are challenging the sustainability metrics of the luxury industry (Gieseler &amp; Heine, 2018; Woodside &amp; Fazio, 2009). Gaining better reputation and financial performance through sustainable commitments and initiatives is also a daunting challenge for luxury brands. Bessell and Khanlou (2007) first provided sustainable luxury as a separate term, and the debate has continued (Achouh &amp; Dikhal, 2013; Monardo and Beckendorf, 2010) stated that sustainable luxury is "science, experiential, authentic and a reflection of consumer's desire of having a quality experience which benefits others." This description suggests that sustainable luxury has the potential to be embraced as a term. According to the recent public media reports (e.g., Paton, 2019; VOGUE Business, 2021), luxury brands such as Prada, Gucci, and McQuarrie have announced initiatives to focus on sustainability, such as using more environmentally friendly, ethically sourced materials in their raw materials supply chain.</p> <p>From approximately 2010 to 2021, the relationship between sustainable luxury and consumer purchase intention (PI) has attracted much attention of researchers. The discussion has emerged based on two hypotheses. First, that the sustainability premise of luxury goods will weaken consumers' perception of the value of luxury goods and thus reduce the PI; second, that the concern for sustainability expressed in the production and marketing of luxury goods will lead consumers who care about this indicator to raise their PI for luxury goods.</p> <p>The basis of the second hypothesis is that sustainable products may have the same "essential" characteristics as luxury products—an emphasis on extraordinary creativity and design, cutting-edge materials, and durability—and luxury products are expected to be viewed as timeless items that do not go out of fashion (Kapferer &amp; Michard, 2015). Although sustainable luxury is emerging as a new frontier in business and marketing, the relationship between sustainable luxury and consumer PI at the macro level has not been studied.</p> <p>Therefore, the author's research interest was to review the literature, examining whether sustainable luxury positively or negatively affected consumer PI and the main variables at play therein while considering demographic characteristics of a cross-country comparative analysis. This systematic literature review had two main research targets (also the research questions). The first was to obtain a descriptive view of the literature to reflect the year of publication and research field. The second was to examine the link between sustainable luxury and consumer PI, the factors influencing them, the stages, and the differences in outcomes due to external factors, including personality and cultural dimensions, to sustainable luxury and consumer PI to highlight directions that the related field has failed to focus on and the research topics that deserve further discussion. The rest of the manuscript describes the methodology for filtering the literature. This is followed by a systematic analysis of the selected literature. Finally, conclusions are drawn, and further suggestions are made, which is based on the steps of a systematic narrative review (Shellenbly et al., 2012). Notably, the literature review is not limited to quantitative studies that explicitly use PIs as the dependent variable; it comprises all the literature on both documents, including qualitative studies and theoretical studies. The author points that this study will facilitate the expansion of the horizon of this research topic.</p> <p><b>Methodology</b></p> <p>Systematic literature reviews are a methodology to collect literature and analyze data. Compared with other methodologies, systematic literature reviews have the advantage of controlling bias in the selection of research subjects (e.g., correcting for researchers' subjective bias in reviewing the literature, based on a more scientific approach; therefore, they have the potential to yield more reliable and accurate conclusions (Greenhalgh, 2014). As Petticrew and Roberts (2006) propose that "it's a way to make sense of a large amount of information." Based on the literature (Roth et al., 2006; Dwyer &amp; Trautfield, 2009; Hart, 1998; Petticrew &amp; Roberts, 2006) and drawing on the PRISMA statement (Moher et al., 2009), a systematic literature review is recommended to follow specific steps and targets to (1) define the research</p> |
| <p>Bertrand, M. and Glebova, E. (2024) How digital transformation impacts customer experience in the hard luxury industry: Consensus on omnichannel strategy. <i>Athens journal of business &amp; economics</i>, 10(3), pp.183-216. doi:10.30958/ajbe.10-3-2.</p>                                                                                  | <p>14 August 2026, 05:10</p> | <p><i>Vol. 10, No.3</i>      <i>Bertrand &amp; Glebova: CX Digital Transformation in Hard Luxury</i></p> <p>Secondly, luxury items are steeped in the notion of heritage and craftsmanship, whereas <b>digitalization</b> is challenging the timelessness of these products. Digitalization or digital transformation is usually defined as the use of digital technologies such as social media, analytics, mobile devices to elevate businesses (Krusus et al., 2021).</p> <p>Thirdly, luxury clients care about data security but digitalization introduces concerns regarding data. Overall, bridging the gap between these two oppositions is a difficult balance to strike.</p> <p>However, the COVID-19 was the catalyst of this transformation. Indeed, the health crisis accelerated the adoption of digital strategies while stores were being closed. In order to keep selling their items, luxury brands, including hard luxury ones, had to reevaluate their distribution channels and overall their business model. Plus, digital innovations such as social media, artificial intelligence, and websites, are perceived as an opportunity for such brands in order to share their heritage and culture to digital consumers.</p> <p>Therefore, the luxury industry has started to integrate digitalization to its long-term strategy in order to enhance customer experience. The <b>customer experience</b> is defined by the overall interactions with the brand all along the customer journey, from initial awareness to post-purchase phase and it is crucial in the luxury industry as it helps to build brand loyalty and it is a way to differentiate from competition. However, the customer experience in the luxury industry is taken to the ultimate level. Compared to the mass market, luxury brands differentiate themselves through premium prices, craftsmanship and exquisite and personalized experience. But, nowadays, the customer experience is no longer about focusing on third-party retailers but rather about a seamless omnichannel experience.</p> <p>While luxury fashion brands, like Balenciaga, are trying to catch up with the digitalization of the customer journey, it is more difficult for hard luxury brands like Cartier, Bulgari or Boucheron to do the same. In fact, <b>hard luxury</b> represents high-end watches and jewels whose price exceeds thousands of euros. Clients in this segment have even higher expectations compared to fashion as they buy the most exquisite and elaborate products in the world.</p> <p>Digitalization allows clients to live an in-store experience while staying at home thanks to augmented reality and platforms that client service uses to create a similar and qualitative experience but online. Yet, for the luxury brands, this digital transformation brings new and disruptive processes to the forefront. They have to conciliate with the shift into WEB 3.0 and focus on a customer-centric vision to fulfill clients' expectations.</p> <p>Besides, even hard luxury brands use a range of metrics, such as Net Promoter Score or the end chat survey, that allow them to collect data on their clients in order to customize their experience and provide them with the best assistance.</p> <p>However, this change of business model is not without its hurdles. These brands face challenges at various levels (process, deployment, omnichannelity, etc.) and sometimes struggle to catch up.</p> <p>Digital transformation impacted every industry. Because of the gap in the literature review on the hard luxury industry, it is relevant to focus on this domain. Therefore, it is essential to understand what impacts this phenomenon holds on</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G. and Mitran, P.C. (2020) Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. <i>Frontiers in psychology</i>, 11, p.890. <a href="https://doi.org/10.3389/fpsyg.2020.00890">https://doi.org/10.3389/fpsyg.2020.00890</a></p> | <p>14 August 2026, 07:26</p> | <p>This study enhances the existing literature on the role of trust and online perceived risk in shaping consumer purchase decision-making in social commerce. The aim of this article is to investigate consumers' purchase decision-making process, the determinant components of social commerce purchase intentions and attitudes, the effect of perceived risk on intention to go shopping in online settings, and consumer trust and buying behavior on online retailing platforms. The insights obtained from our research extend current knowledge as regards determinants of consumer attitudes and intentions toward online purchases, consumers' perceived shopping risk and repurchase behavior when buying products online, and perceived consumer online trust and purchase decisions. Limited research has considered consumers' decision-making processes on social commerce platforms by investigating how their perceptual attitudes, behavioral intentions, and immediate gratifications affect the purchase of products and services online. Our study addresses this gap and extends prior research by focusing on the relationship between online consumer purchase intention, social commerce adoption behavior, and consumers' trust together with risk factors affecting online buying decisions, in light of the characteristics of source credibility. Our findings point toward important avenues of research on psychological determinants of consumer engagement in social media, decision mechanisms lying behind evaluation of prices, the types of perceived risk incurred, and online repurchasing behavior and intention on social commerce platforms. Subsequent directions should clarify whether adoption of mobile payment services may shape online consumers' impulsive buying behavior and decision-making, especially under the influence of online product reviews.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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| Bilal, M., Zhang, Y., Cai, S., Akram, U. and Halibas, A. (2024) Artificial intelligence is the magic wand making customer-centric a reality! An investigation into the relationship between consumer purchase intention and consumer engagement through affective attachment. <i>Journal of Retailing and Consumer Services</i> , 77, p.103674.<br><a href="https://doi.org/10.1016/j.jretconser.2023.103674">https://doi.org/10.1016/j.jretconser.2023.103674</a> | 14 August 2026, 18:07 | <p><b>1.2. A framework for AI-integrated social media and consumer purchase intentions</b></p> <p>Recently, researchers have examined the factors affecting consumer behavior and purchase intentions as a result of the conflicting business scenarios described above (Baabdullah, 2018; Khamsis et al., 2016). As consumers spend a considerable amount of time (four to 7 h per day) on social networking sites (Yang et al., 2020), AI can be used to monitor their behavior and understand their purchase patterns (Zhou et al., 2018). An increasing number of firms are applying AI-integrated social media platforms to enhance engagement and competitiveness of their businesses (Sarkar et al., 2020). A few empirical studies have demonstrated that AI-integrated social media can enhance consumer engagement and purchase intentions (Chaoali et al., 2016). To contribute to the literature on AI-based social media, this study examines a framework that integrates several factors influencing consumer purchase intentions. Research shows that social media engagement constantly influences consumer purchase decisions (Yang and DeHart, 2016). Poidar et al. (2018) describe how AI influences consumer behavior by searching for products across various websites to make purchases, which is also becoming an essential element of digital transformation, greatly affecting consumer purchase decisions (Danckwerts and Kenning, 2019). There is, however, not enough evidence that shows how AI affects consumer engagement on social media. This study proposes to add to the literature on this topic by examining the following research questions:</p> <p>RQ1. Is AI technology useful in the consumer purchase decision making process?</p> <p>RQ2. Does AI affect consumer social media engagement and purchase intention?</p> <p>RQ3. Does affective attachment moderate the relationship between consumer satisfaction and purchase intention?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Chetioui, Y., Benlafqih, H. and Lebdaoui, H. (2020) How fashion influencers contribute to consumers' purchase intention. <i>Journal of Fashion Marketing and Management: An International Journal</i> , 24(3), pp.361-380.<br>DOI 10.1108/JFMM-08-2019-0157                                                                                                                                                                                                        | 18 August 2026, 18:30 | <p><b>2. Theoretical background</b></p> <p><b>2.1 The concept of influencer marketing</b></p> <p>The emergence and growing popularity of social media led to the advent of new marketing approaches, namely influencer marketing Li et al., 2023. Consumers have always valued others' opinions, yet the spread use of social media platforms has empowered ordinary clients to share their opinions and experiences with their peers. Influencer marketing is different from traditional word-of-mouth marketing as it allows marketers to gain more control and insights over marketing outcomes. Marketers can have access to a number of views, likes, comments, influencers' posts and feedback related to their products and services (de Vriesen et al., 2013). In their latest report, TapInfluence (2019) stresses that influencer marketing can create 11 times more return on investment compared to traditional advertising channels. In the context of fashion industries, fashion consumers, mainly generation Z and X, may well be more impacted by influencers as they tend to consider them as assistants and even friends (Pain and Adams, 2023). This can be corroborated by the common belief within younger generations that even individuals like themselves can be fashion leaders (Palley and Gasser, 2023).</p> <hr/> <p><b>2.2 The concept of purchase intention</b></p> <p>Purchase intention refers to the likelihood that a consumer plans or is willing to buy a certain brand in the future (Biang et al., 2011). The TPB suggests that an increase in intention reflects an increase in the chance of executing the behavior. In the context of influencer marketing, prior literature suggests that consumers' attitudes toward a specific brand directly impact their purchasing intention (Prabhu et al., 2016). Ekman and Trause (2018) suggest that E-word of mouth (E-WOM) is more effective when built by recognized personalities and has a powerful impact on online consumers. Influencers act as opinion leaders in previous literature (Tavry et al., 2013). Kuchelshin and Kumar (2017) stress that the quantity of E-WOM can also influence the purchase intention of customers. Lee et al. (2011) reveal that a stronger perceived credibility of online reviews leads to a higher purchase intention. In view of the aforementioned, purchase intention is widely considered by marketers as a key determinant of purchase decision (Rana et al., 2016).</p> <div style="position: absolute; right: -50px; top: 50%; transform: translateY(-50%); font-size: small;">Influencers and consumers' purchase intention</div> |
| Zhang, P., Chao, C.W.F., Chiong, R., Hasan, N., Aljaroodi, H.M. and Tian, F., 2023. Effects of in-store live stream on consumers' offline purchase intention. <i>Journal of Retailing and Consumer Services</i> , 72, p.103262.<br><a href="https://doi.org/10.1016/j.jretconser.2023.103262">https://doi.org/10.1016/j.jretconser.2023.103262</a>                                                                                                                 | 18 August 2026, 17:00 | <p><b>ARTICLE INFO</b></p> <p><b>Keywords:</b><br/>Live stream<br/>Offline purchase intention<br/>Consumer perception<br/>Online shopping experience</p> <p><b>ABSTRACT</b></p> <p>This research explores the effects of live streaming on the purchase intentions of consumers. It aims to investigate the mechanisms through which live streaming influences consumer purchase intentions. The study identifies three main pathways: information provision, social interaction, and emotional connection. Information provision involves providing detailed product details and demonstrations, enhancing consumers' understanding and reducing uncertainty. Social interaction includes real-time Q&amp;A sessions and community building, fostering a sense of belonging and trust. Emotional connection leverages entertainment and personalization to create positive associations with the brand. The findings indicate that live streaming significantly increases purchase intentions, primarily driven by enhanced information and social interaction. These effects are moderated by factors such as consumer characteristics and platform type.</p> <p><b>1. Introduction</b></p> <p>In recent years, there has been a significant rise in the use of live streaming as a marketing tool. Live streams allow brands to interact directly with consumers in real-time, showcasing products and services in a dynamic and engaging way. This form of digital communication has proven particularly effective for e-commerce, where visual demonstration and immediate feedback are crucial. By leveraging live streaming, companies aim to build trust, provide personalized recommendations, and ultimately drive sales growth. However, despite its widespread adoption, academic research on the psychological and behavioral impacts of live streaming remains limited. Understanding the underlying mechanisms and effectiveness of live streaming is essential for developing strategic marketing initiatives and optimizing conversion rates.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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| <p>Zhou, R. and Tong, L. (2022)</p> <p>A study on the influencing factors of consumers' purchase intention during livestreaming e-commerce: the mediating effect of emotion. <i>Frontiers in Psychology</i>, 13, p.903023. <a href="https://doi.org/10.3389/fpsyg.2022.903023">https://doi.org/10.3389/fpsyg.2022.903023</a></p>              | <p>18 August 2026, 17:20</p> | <p><b>LITERATURE REVIEW AND RESEARCH HYPOTHESES</b></p> <p><b>Emotional Marketing, Emotional Trust, and Perceived Emotional Value</b></p> <p>With the continuous development of the digital economy, plus traditional marketing activities could not excite consumers, emotional marketing becomes a key explanatory construct in the field of consumer behavior (Honea and Dahl, 2005). Previous studies have shown that emotional reaction could be triggered by the physical purchase environment (Yoo et al., 1998), the virtual shopping environment (Ming et al., 2021), product displayed (Oliver, 1994), price promotion (Aydinli et al., 2014), and emotional attachment to online celebrities (Ladhari et al., 2020). These emotional responses have been shown to influence attitudes, evaluations, and behaviors (Honea and Dahl, 2005).</p> <p>Emotional trust is the trust formed between the trusting party and the trusted party on an emotional basis; it is concerned about the welfare of the trusting party and takes full account of the trusting party's purpose and intentions; it relies on good communication (Chiu et al., 2006). Emotional trust is based on mutual interaction and attraction; frequent communication and exchange between individuals deepen the relationship over time and shows concern for the welfare of the trusted person (Mian and Hattab, 2011). Consumers' perceived trust in online retailers influences their emotional trust, which in turn enhances purchase intentions (Zhang et al., 2014). Consumers have emotional trust in the brand community, which increases their willingness to buy the brand (Habibi et al., 2014). Emotional trust will influence consumer purchase intentions (Awad and Raguwsky, 2009). Consumers are more likely to choose products recommended by trusted opinion leaders because their emotional trust influences their purchasing decisions (Koufaris and Hampton-Sosa, 2004).</p> <p>Perceived emotional value is associated with the feelings of affection, love, connection, and passion. It is recognized</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Song, Z., Liu, C. and Shi, R. (2022) How do fresh live broadcast impact consumers' purchase intention? Based on the SOR theory. <i>Sustainability</i>, 14(21), p.14382. <a href="https://doi.org/10.3390/su142114382">https://doi.org/10.3390/su142114382</a></p>                                                                          | <p>18 August 2026, 17:35</p> | <p><b>2.4. Consumer Purchase Intention as Response (R)</b></p> <p>The final element, "response", refers to attitudes and behavioral intentions based on cognitive and emotional responses [35]. Approach and avoidance behaviors or intentions can be seen as reactive elements [46]. In the field of marketing, many scholars adopt the willingness to buy [41,42] to explore consumer behavior intentions in online contexts. Purchase intention refers to the probability that a consumer will purchase a product or service [43] and has an essential impact on the actual purchase behavior of consumers. The willingness of consumers to purchase online is one of the topics of extensive study in the online retail field [15]. With the emergence of live shopping modes in recent years, researchers have started investigating the effects of live broadcasting on consumers' readiness to buy in combination with various backgrounds [44-46]. For instance, Sun et al. [44] constructed theoretical models from the perspective of information technology visibility and explored how live broadcasting affects the purchase intentions of social commerce consumers. Xu et al. [45] discussed consumers' purchase intentions on cross-border e-commerce live streaming platforms from the perspective of information transparency. In this study, the willingness to buy refers to the willingness of consumers to buy fresh products from sellers through live streaming. In summary, this study examines consumers' willingness to purchase in the context of live streaming of fresh e-commerce.</p> <p><b>2.5. Impact of Live Streaming Characteristics on Perceived Value and Perceived Trust</b></p> <p>Visibility refers to the visual accessibility of a website or live interface that is very attractive to live stream users [41]. The visibility of fresh live broadcasting is mainly reflected in the visualization of the sales process and information exchange of fresh product scenes. Consumers can instantly watch vivid live streams, the process of selling agricultural products, and product-related bullet screen exchange information [46]. The live screen, which is more thorough than the images and videos that are shown in the conventional fresh e-commerce platform, presents fresh products to customers from various angles. A previous study found that good visibility can increase the sense of virtual touch and presence and trust in online shopping [47]. In the fresh live broadcast scenario, visibility live an important impact on the formation of consumer cognition. Therefore, the visibility in the live broadcast of fresh food affects the consumer's emotional response and cognitive response, so the following hypotheses are proposed:</p> <p>H1a: The visibility of fresh live broadcasting is positively related to the perceived utility value of consumers.</p> <p>H1b: The visibility of fresh live broadcasting positively influences consumers' perceived hedonic value.</p> <p>H1c: The visibility of fresh live broadcasting is positively related to consumers' perceived trust.</p> <p>Interactivity, as an important element of online communication [48], refers to the extent to which people are allowed to exchange information [49]. In the live streaming scenario, interactivity plays a crucial role in building a good relationship between buyers and sellers, as it helps to achieve high-quality communication [25]. In this study, interactivity can represent both the exchange of information between the host and the user or the interaction among users. In the live broadcast room of fresh e-commerce, the seller can interact with consumers at any time to exchange product-related information. At the same time, users can also communicate with each other through the live broadcast platform to understand the purchase experience of products [1]. In the virtual environment, users interact with the anchor and other users in real-time by sending bullet screen information. From the perspective of social interaction, this relaxed and convenient way of communication attracts a large number of young users who are willing to share their viewing or purchasing feelings in the broadcast room, thus generating a sense of pleasure and enhancing the intimacy and trust between consumers and anchors [26]. Therefore, interactivity may affect the cognitive and emotional state of consumers in the live broadcast, so the following hypotheses are proposed:</p> <p>H2a: The interactivity of fresh live broadcasting is positively related to the perceived utility value of consumers.</p> <p>H2b: The interactivity of fresh live broadcasting is positively related to consumers' perceived hedonic value.</p> <p>H2c: The interactivity of fresh live broadcasting is positively related to consumers' perceived trust.</p> |
| <p>Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q. and Memon, H. (2021) Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention. <i>Sustainability</i>, 13(2), p.12770. <a href="https://doi.org/10.3390/su13212770">https://doi.org/10.3390/su13212770</a></p>                       | <p>18 August 2026, 17:45</p> | <p><b>2.3. Perceived Quality</b></p> <p>Research by scholars has shown that there is a meaningful relationship between perceived quality and purchase intention. Most use perceived quality as an intermediary variable to construct a theoretical model of the influence of brand information cues on purchase intention. Aaker defines perceived quality as an overall intangible perception of consumers' brand and found that perceived quality significantly impacts purchase intention [36]. Boulding established a perceived quality model on consumer decision-making, proposing that perceived quality is a consumer's judgment on brand quality and the expected result of actual service quality and has an essential predictive effect on consumers' purchase decision-making process [37]. Research by Lin et al. found that when customers perceived quality of a particular brand is higher, they will have a more positive attitude towards the brand, which will produce a higher willingness to buy [38]. Consumers' perception of store quality is the primary measurement index for predicting store sales, and it is pointed out that the improvement of perceived quality is conducive to promoting consumers' buying behavior and willingness [39]. Dodds proposed a conceptual model of the influence of external cues (price, brand name, and store name) on consumers' perceived quality and purchase intention [40]. Recently, Kim proved that showing prices and positive brand information perception positively impact perceived quality [41]. Based on this, hypotheses H6 are proposed:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p>Zhang, Y. and Zhang, T., 2022. The effect of blind box product uncertainty on consumers' purchase intention: The mediating role of perceived value and the moderating role of purchase intention. <i>Frontiers in Psychology</i>, 13, p.946527. doi: <a href="https://doi.org/10.3389/fpsyg.2022.946527">10.3389/fpsyg.2022.946527</a></p> | <p>18 August 2026, 17:55</p> | <p><b>Abstract</b></p> <p>As the younger generation, who like to pursue novelty and excitement, becomes the main consumer and the traditional consumption culture changes in China, the blind box has become a popular product among young people with its uncertain characteristics. Previous studies have mainly explored the role of uncertainty in promotion, while this paper focuses on the role of uncertainty in daily sales of blind box products. Based on the stimulus–organism–response (SOR) theory, this paper conducted an online questionnaire survey and an empirical analysis in China, which examined the mechanism of the positive impact of uncertainty and the moderating effect of consumption purpose. The results show that uncertainty affects consumers' purchase intention mainly through affecting their emotional value, which is one dimension of perceived value; consumer purpose also moderates the effect of uncertainty on perceived value, and the effect of perceived value on purchase intention. The results of this study are not only of great significance for understanding the uncertain marketing and blind box products, but also have management implications for enterprises to make use of the uncertain marketing.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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| Gomes, M.A., Marques, S. and Dias, Á. (2022) The impact of digital influencers' characteristics on purchase intention of fashion products. <i>Journal of Global Fashion Marketing</i> , 13(3), pp.187-204. DOI: 10.1080/20932685.2022.2039263                                                                     | 18 August 2026, 18:00 | <div>ABSTRACT</div> <div>Research on digital influencers' role in marketing strategies under ongoing development. This study explores the role of digital influencer marketing on consumer purchase intention in fashion products. The goal is to investigate the direct and indirect relationships of trustworthiness, expertise, content quality, similarity, para-social interaction, and attitude towards sponsored posts on purchase intention. A mixed-method approach was conducted combining interviews with five digital influencers and a consumer-based survey with a sample of 206 fashion consumers, among them 96.1% were women and 51.5% were between 18 and 31 years old. Results indicate that blog content quality and para-social interaction positively influence purchase intention in fashion brands. Additionally, blog content quality plays a mediating role between trustworthiness and purchase intention. Moreover, consumers' attitude towards sponsored posts influences directly and positively purchase intention and mediates the relationship between trustworthiness and purchase intention. Consumers' attitude towards sponsored posts was also found to mediate the relationship between expertise and purchase intention. This study highlights the digital influencers' marketing characteristics, which affect the fashion consumer purchase intention, enriching the research in this area and providing recommendations for further investigation. The results also highlight the importance of aligning communication strategies of fashion brands with influencers' lifestyle.</div> <div>A<br/>R<br/>E<br/>A<br/><br/>K<br/>E<br/>D<br/>I<br/>M<br/>P<br/>U<br/>I<br/>N<br/>C</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Zong, Z., Liu, X. and Gao, H. (2023) Exploring the mechanism of consumer purchase intention in a traditional culture based on the theory of planned behavior. <i>Frontiers in Psychology</i> , 14, p.1110191. <a href="https://doi.org/10.3389/fpsyg.2023.1110191">https://doi.org/10.3389/fpsyg.2023.1110191</a> | 18 August 2026, 18:30 | <div>Traditional cultural symbols</div> <div>Cultural symbols include both linguistic symbols and non-linguistic symbols (Rosendaal and Reitsma, 2017). It is the carrier of culture and plays an important role in cultural creation, cultural significance transmission, and inheritance. Culture-based research is characteristic of modern semiotics (Michael and Mark, 1996) and other fields of study such as folklore analysis, anthropology, narratology, disclosure analysis, and art semiotics (Greimas, 2002). Symbols have two main functions: covering "Signification" (Peirce) and "Expression" (Saussure) (Atkin, 2022). As far as cultural symbols are concerned, they are the core meaning system for cultural inner groups to achieve cultural identity, and also the representation system for other cultural groups to identify and communicate with a cultural system (Dwight, 2014; Gong et al., 2020a).</div> <div>Traditional cultural symbols are the carrier of traditional culture, which can intuitively express national characteristics and national styles, and are the external manifestations of various ideological cultures and ideologies in national history. From the cultural level, traditional cultural elements can be divided into three levels: first, the external "tangible" level representing the physical elements of cultural product design, such as color, outline, texture, heraldic decoration, etc.; second, the medium level including "behavioral" elements with operational characteristics such as functionality and craftsmanship; finally, third inner level represents the "intangible," which includes intangible psycho-cultural elements such as those with special meaning, a sense of story, and a sense of emotion (Benny and Hazel, 2003 ).</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Bhattacharya, S., Sharma, R.P. and Gupta, A. (2023) Does e-retailer's country of origin influence consumer privacy, trust and purchase intention?. <i>Journal of Consumer Marketing</i> , 40(2), pp.248-259. DOI 10.1108/JCM-04-2021-4611                                                                         | 18 August 2026, 18:55 | <div>Country of origin</div> <div>Abstract<br/>Bhattacharya, S., Sharma, R.P., Gupta, A. (2023) Does e-retailer's country of origin influence consumer privacy, trust and purchase intention? <i>Journal of Consumer Marketing</i>, 40(2), pp.248-259. DOI 10.1108/JCM-04-2021-4611</div> <div>Journal of Consumer Marketing</div> <div>study's most significant contribution lies in understanding the COO's role in influencing consumer behavior.</div> <div>8. Conclusion, limitations and future research</div> <div>The study offers a comprehensive understanding of an online shopper's perspectives and their view on e-retailers serving in emerging markets like India. Privacy is a contemporary and emerging theme witnessing a growing interest among researchers during the last two decades. Consumers are conscious of the plethora of information collected about them. It is essential to identify the factors that mitigate their privacy risk perceptions among consumers. The study establishes that online retailers' COO and privacy policy are critical antecedents of consumer trust, leading to online purchase intention. The study finds that COO influences consumer privacy, trust and purchase intention. The findings also establish that the privacy practices of online retailers positively impact consumer trust. Trust acts as a mediating factor in influencing purchase intention.</div> <div>Like other studies, this paper too has limitations due to the research methods and scope. The limitations of the method are common to any survey-based research. Our study used convenience sampling. Future studies can use other sampling methods and respondents from other countries or cultural settings where online shopping is booming or likely to be at the forefront. Another potential limitation of the study is the scope. The study focuses on consumer privacy-related concerns in online retailing. A possible concern with our research framework pertains to the focus on purchase intention due to consumer privacy and trust perceptions about online retailers in the context of their COO. It did not discuss the antecedents and consequences of creating ethics. It would be fruitful to investigate the role of other antecedents, i.e. fulfillment, non-disciplinary and fair service, in online purchase intention. The traditional shoppers using brick-and-mortar formats and those who had done online shopping during the last three months were excluded from the study. Application and examination of the proposed model's validity in other online contexts, e.g. online banking, e-commerce and other online services, can reveal additional insights. Future studies could consider validating the proposed research framework by examining it on incorporating additional risk reduction variables like corporate governance, brand involvement, ethical leadership and regulations in various online services and country contexts. Future studies could also investigate the effect of online retailing ethics on consumer behavioral intentions and firm performance. For example, future studies can use the influence of various online consumers' risk perceptions like non-disclosure, fulfillment, customer service, service recovery, corporate social responsibility, shared values, price fairness, product fairness, fair trade and green products on purchase intention. Other e-commerce settings such as online travel, online marketplace, online food and classified online portals also appear promising for the proposed model's empirical testing. For example, will the proposed model remain applicable and valid in other developing and developed countries? Can the findings be generalized?</div> |

Matrix

| Source ID | Author(s)                           | Title                              | Publication Type                  |
|-----------|-------------------------------------|------------------------------------|-----------------------------------|
| 1         | Semenkin, K., Knoedler, L., Martin, | Factors Influencing Online Purchas | International Conference on Busin |
| 2         | Steele, D.                          | Luxury Watches as a Frontier Asset | SSRN research paper               |
| 3         | Wang et al.                         | The impact of value perceptions    | Journal article-Journal of        |

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|----|---------------------------------------|-------------------------------------|------------------------------------------|
|    |                                       | on                                  | brand m                                  |
| 4  | Dinh, E., Mühlbacher, H. and Torchi   | Necessary perceptions of family va  | Journal of Brand Management, 31          |
| 5  | Sharma, P., Pradhan, S. and Srivastav | Understanding the luxury purchase   | Journal article – Asia-Pacific Jour      |
| 6  | Curto, A.A.P.                         | The Allure of Luxury: Exploring th  | Master's thesis – Economics and          |
| 7  | Philippe, D., Debenedetti, A. and Cha | How brands mobilize status, reputa  | Journal article – Marketing Theor        |
| 8  | Landrealle, L. and Catenazzo, G.      | The Use of Digital Marketing in the | Bachelor's thesis – Haute école de       |
| 9  | Köstlmeier, S. and Röder, K.          | The Global Market for Luxury Wat    | SSRN research paper                      |
| 10 | Köstlmeier, S. and Röder, K.          | Diversification Benefits of Luxury  | SSRN research paper                      |
| 11 | Arya, R.                              | A Quantitative and Qualitative Ana  | Bachelor's thesis                        |
| 12 | Davari, A., Iyer, P., Guzmán, F. and  | The Determinants of Personal Luxu   | Journal article – Journal of Marke       |
| 13 | Wong, K.Y.J. and Park, S.Y.           | That's so Gucci: A comparison of c  | Journal article – Asian Business &       |
| 14 | Pourazad, N., Stocchi, L., Michaelido | What (Really) Drives Consumer Lo    | Journal article – Journal of Strateg     |
| 15 | Wang, X., Sung, B. and Phau, I.       | How Rarity and Exclusivity Influen  | Journal article – Journal of Brand       |
| 16 | Batalha, G.D.B.                       | The Impact of Luxury Individual V   | Master's thesis                          |
| 17 | Liu, J., Wakeman, S.W. and Norton,    | The Egalitarian Value of Counterfe  | Journal article – Journal of Consu       |
| 18 | Kim, C., Kikumori, M., Kim, A. and    | How Do Moral Judgment and Savi      | Journal article – Journal of Global      |
| 19 | Alghanim, S. and Ndubisi, N.O.        | The Paradox of Sustainability and L | Journal article – Sustainability, 14     |
| 20 | Simge, A.K.S.U.                       | Luxury Perception of Low and Mid    | Journal article – International Jour     |
| 21 | Changchit, C., Loveland, K.A., Cutsh  | Determinants of Social Image Satis  | Journal article – Journal of Global      |
| 22 | Köktener, A., Gumus, S. and Şahar, S  | Rolex and Apple Relationship betw   | Journal article – Türkiye Mesleki        |
| 23 | Nazarani, M.R. and Suparna, G.        | The Effect of Luxury Brand, Brand   | Journal article – American Journa        |
| 24 | Jimenez, J. and Arbaiza, F.           | From Rolex to Casio: Analyzing th   | Conference paper – ICOMTA 202            |
| 25 | Zhang, J.Z. and Müller, O.R.          | Building and Sustaining Luxury Br   | Journal article – Rutgers Business       |
| 26 | Pramono, A.A. and Aprilianty, F.      | Social Media and Luxury Brand: W    | Journal article – International Jour     |
| 27 | Dhanuka, Y.                           | The Influence of Brand Image        | SSRN research paper                      |
| 28 | Blazquez, M., Alexander, B. and Fun   | Exploring Millennials' Perceptions  | Journal article – Journal of Fashio      |
| 29 | Park, M., Im, H. and Kim, H.Y.        | "You are too friendly!" The Negati  | Journal article – Journal of Busine      |
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- 37 Bai, H., Tassiello, V., Sun, Y. and Sh Do second-hand luxury retailers aff Journal article – Journal of Retaili
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- 47 Zhang, Y. and Zhang, T. The effect of blind box product on consumers' purchase intentions Journal article – Frontiers in Psychology
- 48 Gomes, M.A., Marques, S. and Dias, The impact of digital influencers' communication on consumers' purchase intentions Journal article – Journal of Global Management
- 49 Zong, Z., Liu, X. and Gao, H. Exploring the mechanism of consumer purchase intentions in live streaming Journal article – Frontiers in Psychology
- 50 Bhattacharya, S., Sharma, R.P. and Garg, Does e-retailer's country of origin influence consumer purchase intentions? Journal article – Journal of Consumer Behaviour

| Date | Theme/Section                              | Main topic                                |
|------|--------------------------------------------|-------------------------------------------|
| 2023 | consumer purchase intention                | Factors Influencing Online Purchase In    |
| 2026 | trust and value                            | Market infrastructure of secondary luxu   |
| 2021 | Perceived value and intention of purchahse | consumption value and luxury in sustai    |
| 2024 | Brand image and quality                    | luxury feature, family value and brand I  |
| 2021 | Perceived value and intention of purchase  | Luxury purchase intention among youn      |
| 2024 | Perceived value and investment appeal      | Investment potential of fine watches, ar  |
| 2022 | Brand image and prestige                   | Status, reputation and legitimacy in lux  |
| 2021 | Digital marketing and brand image          | Use of digital channels by Swiss luxury   |
| 2025 | Perceived value and investment appeal      | Luxury watches as investment assets       |
| 2025 | Perceived value and investment appeal      | Diversification and return patterns of lu |
| 2020 | Technology and consumer preferences        | Competition between smartwatches and      |
| 2022 | Purchase intention and economic condition  | Personal luxury purchase intention duri   |
| 2022 | Perceived value and cultural influence     | Cultural values and perceived values af   |
| 2024 | Brand image and purchase intention         | Brand qualities, prestige, symbolism an   |
| 2024 | Perceived value                            | The topic mainly focus on Rarity,         |

|      |                                           |                                          |
|------|-------------------------------------------|------------------------------------------|
|      |                                           | exclu                                    |
| 2024 | Perceived value and purchase intention    | Individual values and luxury purchase i  |
| 2025 | Social value and luxury consumption       | Egalitarian motives behind counterfeit l |
| 2024 | Social influence and luxury consumption   | Moral judgement, saving face and word    |
| 2022 | Perceived value and sustainability        | Value perceptions, consumer income an    |
| 2020 | Consumer characteristics and luxury consu | Luxury perceptions and consumption m     |
| 2024 | Digital marketing and social image        | Facebook commerce and pre-owned lu       |
| 2020 | Brand image and brand value               | Brand reputation, brand value and trade  |
| 2021 | Brand image, product quality and purchase | Effect of luxury brand, brand image an   |
| 2024 | Brand image and celebrity influence       | Celebrity mentions and luxury-watch br   |
| 2022 | Brand image and luxury brand managemen    | Brand building, retail experience and p  |
| 2020 | Digital marketing and brand image         | Instagram use by luxury watch brands     |
| 2023 | Brand image and consumer perception       | Brand image and consumer perception      |
| 2020 | Consumer perceptions and technology       | Millennials' perceptions of luxury wear  |
| 2020 | Digital marketing and perceived value     | Social media engagement and luxury br    |
| 2020 | Consumer attitudes and purchase intention | Consumer experience, attitudes and lux   |

2025 Status consumption and uniqueness Status consumption; need for uniqueness 2022 the themes are based on trust, Brand equityThe core topic is focused on Social me 2025 this deliberate on Psychological factors as the topic mainly focus on the Psycholog 2023 Luxury purchase intention Perceived value, vanity, pricing, WOM 2022 Brand identity and perceived value Consumer perceived value, brand ident 2026 the core theme focus on Brand heritage an the topic of study mainly focus on the C 2026 Brand image and second-hand luxury Official and unofficial retailers, luxury 2023 Sustainability and purchase intention Sustainable luxury, sustainability, cons 2024 Digital transformation and customer exper Digitalisation, customer experience, om

2020 Online trust and purchase intention Online trust, perceived risk, social com 2024 Digital engagement and purchase intention AI-integrated social media, consumer e 2020 Influencer marketing and purchase intentio Fashion influencers, consumer attitudes 2023 Live-stream marketing and purchase intent In-store livestreaming, environmental s 2022 Emotional marketing and purchase intentio Emotional trust, perceived emotional v 2022 Live streaming and purchase intention Visibility, interactivity, perceived value 2021 Brand image, perceived quality and purcha Apparel brand image, self-congruity, pe 2022 Perceived value and purchase intention Product uncertainty, emotional value, p 2022 Influencer marketing and purchase intentio Trustworthiness, expertise, content qua 2023 Culture and purchase intention Traditional cultural symbols, cultural id 2023 Online trust and purchase intention Country of origin, privacy, consumer tr

| Aims                        | Methods                      | Scale/scope             | Main conclusions              |
|-----------------------------|------------------------------|-------------------------|-------------------------------|
| To analyse key factors that | the study has been develop   | Focus on consumer on    | TRA predict influence purc    |
| To evaluate function neede  | This include a conceptual    | Secondary luxury mar    | Service history, authenticat  |
| The aim is to examine a ho  | Structural equation modell   | 677 luxury consumer i   | Different needs influence p   |
| Aim is to evaluate how fam  | This mainly involves a mul   | Online consumer owni    | The key conclusion of stuy    |
| To analyse about key facto  | Interpretive qualitative res | 62 young consumers      | functional, emotional and s   |
| To examine the financial a  | Analysis of historical perfo | Art, fine watches and d | Fine watches can provide v    |
| To examine how luxury bra   | Qualitative content analysi  | 420 magazine advertis   | Brands combine status, rep    |
| To examine how Swiss lux    | Online questionnaire and q   | Swiss luxury-watch in   | Consumers want more digit     |
| To examine the global luxu  | Quantitative analysis of lux | 27,289 watch-month o    | Luxury watches show inves     |
| To examine whether luxury   | Empirical asset-pricing and  | Luxury watches, inclu   | Luxury watches provide div    |
| To examine the success of   | This mainly includes the q   | This study mainly focu  | From this article, the core c |
| To examine personal, socia  | Self-administered online su  | Luxury consumers in     | Need to escape and impuls     |
| To compare how investmen    | Cross-cultural quantitative  | Korean and Dutch mill   | Perceived values affect lux   |
| To examine how brand uni    | Survey and PLS-SEM           | 253 Australian luxury   | Hedonism influences presti    |
| To examine how rarity       | This is Empirical            | The scope of this       | In simple terms, the main     |

|                             |                             |                        |                              |
|-----------------------------|-----------------------------|------------------------|------------------------------|
| and                         | consume                     | study                  | c                            |
| To examine how individual   | Quantitative survey and hy  | 253 luxury consumers   | Hedonic value had a positiv  |
| To examine whether incom    | Consumer research examin    | Consumers purchasing   | Perceived income inequalit   |
| To examine how moral jud    | Online survey using hierar  | 257 Chinese consumer   | Positive word-of-mouth and   |
| To examine how value per    | Quantitative consumer stud  | Luxury consumers acr   | Value perceptions affect vi  |
| To examine how low-and      | Quantitative survey researc | Low- and middle-inco   | Luxury perceptions and mo    |
| To examine factors influen  | Empirical study of Facebo   | Pre-owned luxury bran  | Social commerce supports i   |
| To examine the relationshi  | Conceptual discussion and   | Rolex and Apple withi  | Brands add value through r   |
| To examine the effects of l | Quantitative research using | Consumers purchasing   | Product quality has a positi |
| To analyse how celebrity m  | The supplied extract discus | Rolex and Casio brand  | Celebrity mentions can sha   |
| To examine how luxury-wa    | Survey evidence and indus   | 330 luxury-watch cust  | Physical inspection, selecti |
| To examine how luxury wa    | Analysis of luxury-watch b  | Luxury watch brands a  | Instagram can support bran   |
| To examine how brand ima    | The supplied extract prese  | Luxury products, with  | Brand history, quality, inno |
| To explore Millennials' pe  | Consumer research using t   | Millennials and luxury | Luxury wearable technolog    |
| To examine how social me    | Experimental studies using  | Luxury fashion brands  | High social-media engagem    |
| To examine how consumer     | Quantitative consumer rese  | Indian luxury consume  | Conspicuous value is an im   |

To examine how status con Survey of 156 UK resident 156 UK residents Status consumption has a p The aim of study is to examthe study include the Quest this include the 453 In the current study analyses t the aim of current study is the study mainly comprise this include 303 respo the key conclusion of the st To examine factors influen Mixed-method approach u Luxury tourists purcha Perceived value, vanity, pri To examine how consumer Questionnaire survey exam Luxury consumers in t Perceived value contributes the aim of current study is the method that has been ta this include the Luxurythe key conclusion of study To investigate whether offi Two online experiments ex Second-hand luxury re Unofficial retailers activate To systematically review li Systematic literature revie Existing literature on s The review shows growing To examine how digital tra the persent Literature revie this focus on Hard-lux it has been found that Digit

To investigate consumer de Review and analysis of exi Social-commerce and Online trust, perceived risk, To examine how AI-integr Empirical study examining Social-media users andThe study investigates how To examine how fashion in Empirical study examining Fashion consumers, pa Influencer credibility, exper To investigate how in-store Structured questionnaire b 234 consumers with pr Environmental stimuli posit To examine how emotional Questionnaire-based empir Consumers participatinEmotional trust and perceiv To examine how characteri Questionnaire survey basedConsumers using fresh Visibility and interactivity i To examine the relationshi Questionnaire survey using 468 Chinese apparel c The study indicates that per To examine how product u Online questionnaire surve Young Chinese consu Uncertainty influences purc To investigate the direct an Mixed-method approach, c This mainly include th Also, the Blog content qual To examine how traditiona Questionnaire-based empir Consumers in a traditi Traditional cultural symbol To examine how an e-retail Survey-based empirical stu Online consumers in I The study found that an onl

| Limitations / Gaps             | Links to other sources                                                     |
|--------------------------------|----------------------------------------------------------------------------|
| The study focus on online pu   | Link with studies focus on luxury purchahse intention and perceived value. |
| The framework focus            | Complements Semenkin on purchahse and trust intention, Köstlmeier          |
| Cultural difference in         | and Röder (2 This support research on value and intention for              |
|                                | purchahse                                                                  |
| This only focus on             | This focus on supporting a brand image and quality with Wang et al.        |
| Focuses on young               | (2021) and S Links with Wang et al. (2021) on perceived value and          |
| Limited direct focus on        | Semenkin et al. (2023) on o Supports Steele (2026) on watches as           |
| Focuses on advertising         | assets and adds an investment-value perspec Supports Dinh et al.           |
|                                | (2024) on luxury characteristics and brand perception.                     |
| Focuses on Swiss               | Links with Philippe et al. (2022) on brand image and Semenkin et al.       |
| Limited focus on               | (2023) on on Links with Curto (2024) and Steele (2026) on the              |
| Focuses on investment          | investment value of luxury watc Extends Curto (2024) and                   |
| Limited direct focus on        | Köstlmeier and Röder (2025) by showing the investmen Links with            |
| Focuses on Greece and          | Landrealle and Catenazzo (2021) on digital marketing and Sharma et         |
| The core limitation of         | al Links with Sharma et al. (2021) on consumer factors and Wang et         |
| Australian sample and          | al. (2021) on pe This is mainly Links with Wang et al. (2021) in           |
|                                | context of perceived value and Sh Links with Dinh et al. (2024) on         |
|                                | luxury characteristics and Philippe et al. (2022) o                        |
| The study is not specific to R | Links with Dinh et al. (2024) on luxury characteristics and Wang           |
| Focuses on general             | et al. (2021) on p Links with Wang et al. (2021) and Wang et al.           |
|                                | (2024) on perceived value.                                                 |
|                                |                                                                            |
|                                |                                                                            |

Focuses on counterfeit Links with Wang et al. (2024) on luxury values and Wong and Park  
 Focuses on counterfeit (2022) on soc Links with Liu et al. (2025) on counterfeit luxury  
 Does not focus consumption and Wong and Par Links with Wang et al. (2021) on value  
 Focuses on Generation perceptions and purchase intention and Cu Links with Sharma et al.  
 The supplied extract (2021) in terms of young luxury consumers and Wang et Links with  
 Focuses on brand Landrealle and Catenazzo (2021) on digital marketing and Philippe et a  
 Focuses on Zara Links with Philippe et al. (2022) on reputation and social standing and  
 The supplied extract Links with Philippe et al. (2022) on reputation and social standing and  
 Focuses on the Swiss Dinh et al. Links with Dinh et al. (2024) on luxury characteristics and  
 Focuses on Instagram Köktener et al. (2020) Links with Philippe et al. (2022) on brand  
 The available extract perception and Köktener et al. (2020) o Links with Philippe et al.  
 Focuses on wearable (2022) on brand reputation and Dinh et al. (2024) on lux Links with  
 Focuses on luxury Landrealle and Catenazzo (2021) on digital marketing and Changchit e  
 Focuses on Indian Links with Köktener et al. (2020) on brand value and Philippe et al.  
 (2022) on rep Links with Arya (2020) on smartwatches and Swiss  
 luxury watches and Pramono a Links with Pramono and Aprilianty  
 (2020) on social media and luxury watches an Links with Sharma et al.  
 (2021) on young luxury consumers and Wang et al. (2021

The study focus on evalautin this can be link through Husain et al. (2022) that focus on status  
 consumption as w the present study deliberate o Supports Moon and Seo (2025) regarding status  
 consumption and Xi et al. (2022) the current research study de This include a Links with Moon  
 and Seo (2025) in terms of individual motivations The study focuses on luxury Links with Wang  
 et al. (2021) on perceived value and Sharma et al. (2021) on lux The study focuses on Chines  
 Links with Wang et al. (2021) on perceived value and Chen et al. (2021) on brand The current  
 study focuses m This is Links with Xi et al. (2022) on luxury brand identity and also Chen et al.  
 (2 Focuses on second-hand lux Links with Chen et al. (2021) on brand image and Xi et al. (2022)  
 on luxury brand The review is based on exist Links with Wang et al. (2021) on sustainable  
 luxury value and Xi et al. (2022) on The study focuses on the bro Links with Xi et al. (2022) on  
 brand identity and Zhao et al. (2023) on changing lu

The study focuses on general Links with Bertrand and Glebova (2024) on digital customer experience and Bhatt The study focuses on general Links with Bertrand and Glebova (2024) on digital transformation and Lăzăroiu et al. The study focuses on fashionLinks with Gomes et al. (2022) on influencer characteristics and Zhang et al. (2022) The study focuses on general Links with Chetoui et al. (2020) on influencer effects and Bertrand and Glebova ( The study focuses on general Links with Zhang et al. (2023) on livestreaming and purchase intention and Lăzăroiu et al. The study focuses on fresh-product Links with Zhou and Tong (2022) on emotional factors and Zhang et al. (2023) on The study focuses on apparel Links with Xi et al. (2022) on brand identity and perceived value and Wang et al. ( The study focuses on blind-buy Links with Song et al. (2022) on perceived value and Gil-Cordero et al. (2023) on The study focuses on fashionLinks with Chetoui et al. (2020) on influencer characteristics and Zhang et al. (2022) The study focuses on traditional Links with Wong and Park (2022) on cultural values and luxury purchase intention The study is limited by its sample Links with Lăzăroiu et al. (2020) on online trust and perceived risk and Semenkin

025) in terms of watches as  
assets. emenkin et al. (2023).  
online luxury-watch purchase  
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l. (2021) on changing consumer  
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ial and individual values. k (2022) on social values.

rto (2024) on luxury investment value. al. (2021) in context to value perceptions.

l. (2022) on luxury brand image. (2024) on brand luxuriousness. on brand reputation and value.

n Rolex brand value. ury characteristics.

t al. (2024) on social commerce. utation and social standing.

nd Aprilianty (2020) on luxury-watch digital marketing. d Dinh et al. (2024) on luxury perceptions.

) on perceived value and purchase intention.

ell as brand trust; and on other hand Sharma et al. (2021) which focus on luxury consumer motivations. regarding brand identity and perceived value.

and also Sharma et al. (2021) in context to psychological motivations for luxury consumption. ury consumer motivations.

image and purchase intention.

021) on brand image.

identity and perceived value. consumer perceived value.

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acharya et al. (2023) on online trust and purchase intention. al. (2020) on online consumer decision-making.

3) on influencer and product attitudes.

2024) on digital and omnichannel customer experience. iu et al. (2020) on online trust.

livestreaming and purchase intention.

2021) on perceived value and purchase intention. factors influencing luxury purchase intention.

23) on influencer and product attitudes.

and Xi et al. (2022) on consumer perceived value and brand identity. et al. (2023) on trust in online luxury-watch purchasing.