

A Systematic Literature Review for the Development of a Conceptual Model based on the Theory of Buyer Behaviour for Purchase Intention

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Gem and jewellery industry earns foreign exchange. In this context relationship between identity-based consumer behaviour and purchase intention of gem and jewellery and the variables that moderate and mediate the results of this relationship are important. Gender identity moderately impacts the relationship. Product involvement intervenes the relationship. The Howard and Sheth model recognizes the components interaction and the iterative decision-making process relevant to luxury purchase intention. The study aims to introduce a conceptual model based on the theory of buyer behaviour that facilitates empirical testing of the impact of gender identity on the relationship between identity based consumer- behaviour and purchase intention of gem and jewellery. This relationship is affected by product involvement. Also, the paper contributes to the existing body of knowledge to understand and analyze the outcomes resulting from the impact of gender identity on identity-based consumer behaviour and purchase intention which is affected by product involvement. This exercise is based on a systematic literature review of prior research publications and empirical research. Further this review was explored on impact of gender identity on identity- based consumer behaviour and purchase intention of luxury and the role of product involvement as a mediator. The objectives of the study are to determine the dimensions of gender identity with the identity- based consumer behaviour and dimensions along with the product involvement which intervene the relationship of purchase intention; to identify theoretical explanations that underlie the impacts of gender identity on identity- based consumer behaviour and purchase intention that is effected by product involvement,; and to understand the conditions postulated in literature as positive of purchase intention of gem and jewellery. These objectives were identified in this planning stage of the literature review.

Keywords: Gender identity; Identity-based consumer behaviour; Product involvement; Purchase intention of Gem and Jewellery; Theory of buyer behaviour