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**A conceptual model for purchase intentions of gem and jewelry industry: A systematic literature review**

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***Abstract***

*Sri Lanka's top luxury goods industry, gem and jewelry, contributes economically, financially and socially by value generation. It is important to understand the relationships between consumer behaviour and purchase intention of gem and jewelry. The purpose of this concept paper is to contribute to the existing knowledge by introducing a conceptual model which could be applied by researchers and practitioners to understand and analyze the relationships between identity-based consumer behaviour and purchase intention of gem and jewelry. The methodology of this paper is based on a systematic literature review of previously published literature. The planning stage of the review identifies the objectives. The primary objective is to develop a conceptual model based on the relationships between consumer behaviour and purchase intention of gem and jewelry. Further the study determines four more objectives in order to be supportive for the development of the primary objective. They are, to set the boundaries for the dimensions of the impact of gender on identity-based motivation that moderates the relationship between identity-based consumer behaviour and purchase intention, to establish the theoretical underpinnings of the impacts of gender on identity-based motivation that moderates the relationship between identity-based consumer behaviour and purchase intention, to seek for the empirical evidence of the impacts of gender on identity-based motivation that moderates the relationship between identity-based consumer behaviour and purchase intention and to apprehend the positive conditions proposed by literature as positive for purchase intention of gem and jewelry. At length the conceptual model is developed.*

**Keywords:** *Gem and jewellery, gender, identity-based consumer behaviour, identity-based motivation, purchase intention.*

## 1. Introduction

The Sri Lankan gem and jewellery industry, which is an ancient trade, has become an export driven industry playing an important role for the national economy by generating a substantial revenue (Ekanayake & Abeysinghe; 2010; Nayeem, 2019; Refai, 2019). The Sri Lankan government facilitates fiscal and financial incentives to gem and jewellery companies, those that are investing in manufacturing industry, with an objective to make Sri Lanka *the hub of gem and jewellery* in Asia ([www.srilankagemauht.com](http://www.srilankagemauht.com)). Citing the researcher Nayeem (2019), Daily Mirror Business (2019) argues that there is a visible slow down, tightening of profit margins and of collections with the industry experiencing bad debts and bankruptcies in an unprecedented magnitude. The tendency of gem and jewellery traders to follow a persistent manner of having price cutting sales strategies have posed a serious threat that the trade is conducted in a highly irresponsible manner, which causes the country to lose its international markets and as well the highly sought after rare, natural, luxury product falls into a vicious cycle of commoditization (Daily Mirror Business, 2019). Thus it is crucial for the industry to have a paradigm shift in the business and marketing strategies (Refai, 2019; Wickramasinghe, 2017).

Consumer's feelings, thoughts, experience and external factors are major factors that affect purchase intention because these factors are considered by consumers before making a purchase (Kotler & Armstrong, 2017). Consumers' behaviour, perceptions and attitudes are usually associated with purchase intention (Park & Kim, 2003). Purchase intention (PI) may be changed during the buying process due to external and internal motivational factors, which could be named as awareness, knowledge, interest, preference, persuasion and purchase (Gogoi, 2013). Bakshi (2012) concludes that there are various factors that influence the way people behave in a particular situation because consumers vary tremendously in age, income, education, tastes and other factors. Further this researcher suggests that the behaviour of consumer while engaging in a purchase decision is influenced by these factors. According to Wang, Li, Barnes and Ahn (2012) consumers' demographic factors such as gender, age, profession and education have a relationship with the purchase intention. As per the suggestions of some scholars (Panwar, Anand, Ali, & Singal, 2019; Zeb, Rashid, & Javeed, 2011), these factors process to connect individuals' perception to develop attitudes about social behaviors.

As suggested by Bakshi (2012), gender is one of the major factors that influence consumers' decision making behaviour. Gender refers to the social relationship/ roles and responsibilities of men and women and also the expectations held about the characteristics, likely behaviors and aptitudes of both men and women (masculinity and femininity) that are learned and changed over time. Consumers' gender is congruent with luxury consumption. The gender- image of the consumer and the gender-self are capable of enabling strong congruence in relevance to the product. Consumers prefer goods that match their sense of biological gender as men and women (Bakshi, 2012). Consumers apply gender cues to products as men and women. Blackwell and Mitchell (2003) and Ye and Robertson (2012) propose that the gender identity plays an important role in consumer purchase behaviour, varying from assistance in information.

Salem and Salem (2018) conclude in their empirical research that one builds one's self-identity by choosing products and brands those that could represent and express one's self-image. In explaining self-concept and self-identity, Leary and Tangney (2012) claim that characteristics, social relations and roles and also the social group membership, define the identity of the individual. Identity can be focused on the past, present and on future. What used to be true of one is explained by past whereas what is true of one now is explained by the present. The future explains what the person wishes to become or expects to become or try to become or one may become. Identities make meanings and focuses ones attention on some available immediate context. Furthermore, Leary and Tangney (2012) discuss that identities comprise one's self-concept, inconsistently delineate what comes to mind when one thinks of oneself, one's theory of one's personality and what one believes to be true of one-self. Self-identity or self-concept is considered as a major factor which influences individual behaviour that processes intention formation. Intentions are likely to be based on central or salient role identities which repeat behaviour due to self-increase with time (Oyserman, 2009).

Consumers apply identity-relevant actions to boost their diagnostic utility (Etkin, 2010). These actions bear certain identities they demonstrated by consumers' self-signals, towards an outcome utility (Etkin, 2010). A situational perspective proposes that identities provide a base for meaningful action from an identity-based motivation (IBM) perspective (Oyserman, 2009). Oyserman (2009) claims that personal and social identities play a major role in the IBM perspective. Urminisky, Bartels, Giuiliano, Newman, Puntoni and Rips (2014), divide the *identity* as; Synchronic identity refers to the salient identity of an individual at one point in time which is in relation to different aspects and Diachronic identity refers to a single identity that change in the content and consequences within time. Ye and Robertson (2012) propose that an individual's gender identity is a central part of that person's self-image and the congruency of self and gender strongly affects an individual's choices and product perceptions and this gender-self congruency has a strong impact on the product when it comes to luxury consumption. Gender related consumer behaviors- socially desirable roles for men and women are independently explained by gender-role attitudes. (Ramachandran & Sajjana, 2015; Salem & Salem, 2018; Wang & Griskevicius, 2014; Ye & Robertson, 2012).

It could be noted that extant marketing literature does not provide a model, which paves the way to understand and analyze the relationship, which results from the impact of gender on IBM on the relationship of identity-based consumer behaviour (IBCB) and purchase intention of the gem and jewellery (PIGJ) industry in Sri Lanka. Gem and jewellery industry being the prime luxury goods industry in Sri Lanka it is important for marketing practitioners in the Sri Lankan gem and jewellery trade to understand the basis on which consumers make decisions between available alternatives, as there are some fundamentals in the way, consumer gathers and processes information. Purchasing a luxury product is not only due to the characteristics of the product itself but also due to the distinctive behaviour and characteristics of the consumer. Successful marketing strategies depend upon the harmonization between the product attributes and consumer identities such as life style, social role, characteristics, attitude and value. Therefore it is important for Sri Lankan gem

and jewellery industry practitioners to understand how consumer identities affect consumers' purchase intentions. Carder (2015) the managing director of a leading market research company claims that, the Sri Lankan consumers now seem to have willingness to purchase lifestyle products, and show a significance increase in such purchases ([www.dailymirror.lk/business](http://www.dailymirror.lk/business)).

In exploring the luxury industry of gem and jewellery, the researchers Ekanayake and Abeysinghe (2010) explain that lack of an acceptable standard or codified knowledge to measure the colored gems prevents the achievement of premium value in the market. The absence of recognition for local gems in the domestic market has made consumers tentative with regard to investing (Ekanayake & Abeysinghe, 2010). Therefore the marketing literature needs to bridge the existing knowledge gap related to the Sri Lankan gem and jewellery industry in order to gain customer loyalty, sales and to enhance the opportunities in the international markets. Thus the researchers who wish to study certain relationships may use this conceptual model to carry out empirical studies in future studies. Hence, this study contributes a conceptual model based on theories and on empirical studies of preceding marketing literature to the existing marketing literature. The proposed conceptual model will pave way for understanding and analyzing the impact of consumers' gender on consumers' IBM on the relationship between IBCB and purchasing intention of gem and jewellery.

The methodology of this paper is structured in three stages as; explanation of the process of carrying out the literature review; presentation of the results of the review; a discussion on the introduction of the conceptual model which has been developed and provision of a methodology for the model to be tested empirically. At length the conclusions are outlined.

## **2. Literature review**

### **2.1. Stage 1: Explanation of the review process**

This study follows a systematic literature review as per Transfield, Denyer and Smart (2003). Previously published conceptual and empirical researches on gender, IBM, IBCB and purchase intention on luxury were referred in the process of reviewing. As per Transfield et al. (2003) a systematic literature review provides the best and easy apprehensive illuminating policy and practice not only in management but in any discipline. Their argument is based on the fact that a systematic literature review facilitates future research endeavors to have evidence based decision making. According to Transfield et al. (2003) a systematic literature review should acquire the following qualities:

The review should be able to support the production of a sense of collective endeavor, indicating the importance and the state of being direct between the research studies to restrain frequent occurrence of unproductive effort. Thus it should enhance the coherence of the research to the inquiries and outflows that has been structured and proposed by prior research. Further the review should be able to demonstrate a progress towards the attempts



that are used to construct and combine former practical evidence. Therefore, depending on the prior research of Transfield et al. (2003), this paper followed a systematic literature review, comprised of three phases.

Phase I - Process of the review is designed.

Phase II –Conduction of the review.

Phase III – Comprehensive review research results are reported.

### **2.1.1. Phase 1: Process of the review is designed**

In this phase the review process is designed and the objectives of the research are outlined. The primary objective of the review is to develop the conceptual model and further four more objectives are designed, which are supposed to support the primary objective. The objectives of this study are:

To set the boundaries for the dimensions of the impact of gender on IBM that moderates the relationship between IBCB and PI.

To establish the theoretical underpinnings of the impacts of gender on IBM that moderates the relationship between IBCB and PIGJ.

To seek for the empirical evidence of the impacts of gender on IBM that moderates the relationship between IBCB and PIGJ. To apprehend the positive conditions proposed by literature as positive for PIGJ.

Finalizing the objectives lead to the development of the research experiment for the review. The research design involves identifying the sphere of activity and suitable requirements for the review. The literature review focus on the impacts of gender on consumers' IBM which moderates the relationship between IBCB and PIGJ. The review apprehends the requirements suggested in literature as those relevant to IBCB, which is moderated by IBM further impacted by consumers' gender. Exploring the conceptual and empirical domains is very necessary for this research.

The suitable requirements suggested in the research are:

Requirement 1: The research was carried out by searching articles in relation to the impact of gender in relation to purchase intention IBM and IBCB, purchase intention in gem and jewellery.

Requirement 2: Considering the option *Article* from the document type option prior peer reviewed journal articles were primarily opted. Secondly published different document types such as reports, trade publications, books, conference proceedings were also considered.

Requirement 3: The articles and documents published from 1990-2019 on internet databases such as aonline (<http://www.aonline.org>); Elsevier (<http://elsevier.com/copyright>);

science direct ([www.sciencedirect.com](http://www.sciencedirect.com)) were selected for the review. Also academic journals, business information and other suitable articles were received by the databases such as JSTOR (<https://www.jstor.org>); Sage (<https://journals.sagepub.com>); Springer link (<https://link.springer.com>); Taylor and Francis Online (<https://tandfonline.com>). Textbooks, newspaper articles, conference proceedings and other suitable literature from 1990-2019 were selected.

Requirement 4: The opted articles and other documents were published only in English.

Requirement 5: Acceptableness of the articles and documents were verified by selecting the articles /documents that contained the selected the keywords and phrases: gender, purchase intention, IBM, IBCB, PIGJ, across the documents.

Requirement 6: The final elements of relevance were verified by regarding the rest of the article with respect to the adjustment in line with the objectives of the review.

### **2.1.2. Phase 2-Conduction of the review**

Transfield et al. (2003), suggested that conduction of the review process as the second phase of the review. This process involved receiving articles from aforementioned sources and this review processed in three stages.

Stage I: The selected key phrases, gender, purchase intention, IBM, IBCB, purchase intention of luxury, gems and jewellery were entered into the selected academic databases.

Stage II: As the second stage an analysis of the title and the abstract was conducted on these extracted articles. 60 articles which have been published from 1990 to 2019 were selected for further scanning.

Stage III: Scanning was carried out for conceptual and empirical studies through the selection highlighted under the procedure.

### **2.1.3. Phase 3-Comprehensive review research results are reported**

The objectives of the review were outlined while considering the primary objective of the review. There are four objectives outlined in the phase 1-the designing stage of literature review. They are: to set the boundaries for the dimensions of the impact of gender on IBM of the consumer with IBCB and PI; to establish the theoretical underpinnings of the impacts of gender on IBM on IBCB and PIGJ; to seek for empirical evidence on the impacts of gender on IBM on IBCB and PIGJ; to apprehend the positive conditions suggested by literature as positive for PIGJ.

These four objectives are outlined to uphold the development of the primary objective of the study: to develop a conceptual model that brings about understanding and analyzing the results that occur from the impact of gender on IBM on IBCB and PIGJ. Thus the literature review is carried out to have a support with operationalization of the concepts (constructs).

The concepts are proposed by the study as follows: the independent variable is IBCB; the dependent variable is purchase intention. As the literature explains that the relationship between IBCB and purchase intention of gem and jewellery may vary due to the motivation, thus the moderating variable IBM is introduced. Furthermore the literature postulate that gender being a major factor that influences consumers' motivation to make a purchase decision, the categorical exogenous variable gender is also introduced as a moderating variable on consumers' IBM. Therefore, the results of the literature review are presented as results fewer than four broad headings in line with the objectives those are outlined in line with the review.

### **2.1.3.1 The dimensions of IBM, IBCB, gender and PIGJ**

The first objective of the study, in line with the literature review: to set the boundaries for the dimensions of the impact of gender on IBM of the consumer with IBCB and PI. Oyserman (2014) and Reed, Foreand, Puntoni, and Warlop (2012) clarify IBM and IBM relationship on which consumers' IBM was tested. These were based on IBM theory, IBCB theory and on identity principles. The dimensions are so identified: actual self, social self, ideal self, ideal social self (Oyseman, 2009; Schiffman & Kanuk, 2000; Sirgy et al., 1997; Urminisky et al., 2014 ) self- image, ethnic identity, cultural identity, religious identity, personal traits, personal characteristics and personal role (Gao et al., 2008; Kulsiri, 2012; Oyserman, 2009; Reed et al., 2012; White et al., 2012).

Discussion of Gender identity and its role in impacting the purchase motivation of luxury products and brands has been brought to the limelight by a few researchers (Ramachandran & Sajjana, 2015; Wang & Griskevicius, 2014; Ye & Robertson, 2012). These researchers explain that consumers' gender, which has a relationship with the social roles, relationships and responsibilities of men and women - as femininity and masculinity or as males or females acts as a major factor that influence consumer's decision making.

IBCB and purchase intention of gem and jewellery relationship has been discussed by many researchers' across the globe (Amelia & Hudrasyah, 2016; Asha & Christoper, 2014 ; Agro et al., 2005; Balaji & Maheshwari, 2014; Chaisuriyathavikum & Punnakitikashem, 2016; Jalaham & Pangemanan, 2014; Jothi & Nagarajan, 2014; Kumar & Punithavathi, 2014; Kumar & Thiviya, 2014; Mendis, 2016; Pongeela, 2012; Sanguanpiyapana & Jasper, 2009; Tian & MaKenzie, 2001) have presented the dimensions as materialism, uniqueness and need for acceptance, hedonic and utilitarian values, social recognition, reference groups, expression of personal feelings, economic situations, human traditions, investment, beauty and satisfaction are used in this current study or understanding the IBCB and PIGJ.

### **2.1.3.2. Establishing the theoretical underpinnings of the impacts of gender on IBM on the relationship between IBCB and PIGJ**

In accordance with Baron and Kenny (1986), Nima, Rosenberg, Archer, and Gracia (2013), the underpinning theories explain the social context of the study. These theories explain “how” and “why” the predictor IBCB and the criterion PIGJ are related. Further the theories explain “when” the predictor IBCB and the criterion are related due to the influence of the moderating variable. Therefore the theoretical notions provided the foundation for the architecture of the model. The relationship between independent variable IBCB, dependent variable PIGJ and the impacts of moderating variables IBM and the exogenous variable Gender were developed depending on the theories in line with literature.

Identity Principal Theory: Reed et al. (2012) propose that identity principle theory acknowledges that when a salient identity in a person’s self-concept is increased there is a probability that the identity will have a succeeding influence an individual’s attitude and behaviour. IBCB Theory: Consumers perform identity-relevant actions to self-signal certain identities that they hold and boost their diagnostic utility (Etkin, 2010). IBM Theory: IBM theory (Oyserman, 2014) discusses that consumers think and act. In a relevant situation the identity that comes to their mind influence their judgment, choice and behaviour. Theory of Planned Behaviour: Conner and Armitage (1998) suggest that the theory of planned behaviour depicts, behaviour as function where the consumer perceives the action as ‘easy’ or ‘difficult’ and people have a tendency to engage in intended behaviors. Behavioral Theory: Pham (in press) argues that forces from the outside, such as social influence, social roles, group membership, cultural norms, religious beliefs, shape the decision making of consumers. Gender Schema Theory: In explaining gender schema theory Ye and Robertson (2012) claim that an individual’s psychological gender identity is not necessarily to be in consistent with the biological sex or masculinity and femininity. Feminine and masculine psychological traits vary with individuals. Luxury product choice could get affected by both psychological gender and biological gender including masculinity and femininity.

### **2.1.3.3. Empirical evidence for the impact of gender on IBM on IBCB and PIGJ**

Explaining the empirical evidence available on the impacts of gender on IBM on IBCB and purchase intention is the third objective. The findings of Ramachandran and Sajjana (2015), Wang and Griskevicius (2014), Ye and Robertson (2012) note that the self-product image congruency involves with masculine and feminine gender identities. The findings of Habib, Aziz and Ramachandran (2017), reported that purchase intention is moderately influenced by social factors and personal identity of the consumer. The findings of Urminisky et al. (2014) reveal that consumer’s synchronic identity and diachronic identity influence the consumer’s purchase intention.

#### **2.1.3.4. Apprehension of suggested positive conditions in literature for PIGJ**

To apprehend the positive conditions suggested in literature for PIGJ, was the final objective. These factors are categorized as factors those that motivate for the development of PIGJ. Materialism, uniqueness and need for acceptance (Amelia & Hudrasyah, 2016; Tian & MaKenzie, 2001) satisfaction, beauty (Jalaham & Pangemanan, 2014; Joythi & Nagarajan, 2014; Pongeela, 2012), investment (Asha & Christopher, 2014; Balaji & Maheshwari, 2014; Kumar & Thiviya, 2014), economic situations, human traditions (Mendis, 2016; Kumar & Punithavathi, 2014), expression of personal feelings, reference groups, social recognition, hedonic and utilitarian values (Agro et al, 2005; Chaisuriyathavikum & Punnakitikashem, 2016; Sanguanpiyapana & Jasper, 2009).

### **3. Discussion**

Although there are many theoretical explanations, the empirical evidence provided by previous researchers claim that the PIGJ is a kind of decision making resolved by the consumer and it could be expressed by gender identity, cultural, social, personal and psychological factors that impact this decision making or the purchase intention of the consumer, those that play a major part in gem and jewellery consumption. During the buying process these social and psychological aspects are in relation to the consumers' behaviour and attitudes which are affected by internal (private) or external (social) motivations. The internal or the private aspect refers to one's self- identity value.

The centrality of the consumer behaviour theory has widely and repeatedly emphasized in the channel of consumer behaviour literature that in a self-image or product- image congruity model, the purchasing behaviour is affected by self-concept. IBCB is based on psychological characteristic or conceptions of synchronic identity; consumers' actual self and the diachronic identity; the ideal self or whom the consumer wants to be. Considering in line with previous literature, it could be proposed that, previous researchers have confirmed that there is a significant impact of self-congruity on luxury product purchase (Goa et al., 2008). Also previous researchers confirm that consumers purchase luxury products in consistency with their self- image and according to the previous researchers, gender identity is the most central part of self-image, and this gender-self congruency has strong motivational effects in relevance to individuals' choices and product perceptions (Goa et al. 2008; Ye & Robertson, 2012).

In pursuing previous marketing literature in consumer behaviour theory, it is accepted that the relationship between one's self- image and one's image of a product or service is moderated by the self- identity congruence (Oyserman, 2009; Salem & Salem, 2018). Therefore according to the previously extant literature, IBM is based on the social and personal identities. Social identity is built on gender, race -ethnicity and cultural differences. Personal identity is built on personal traits, characteristics and roles (Oyserman, 2009; Salem & Salem, 2018). The social identity and personal identity (Salem & Salem, 2018) impact the relationship between the IBCB and PIGJ.

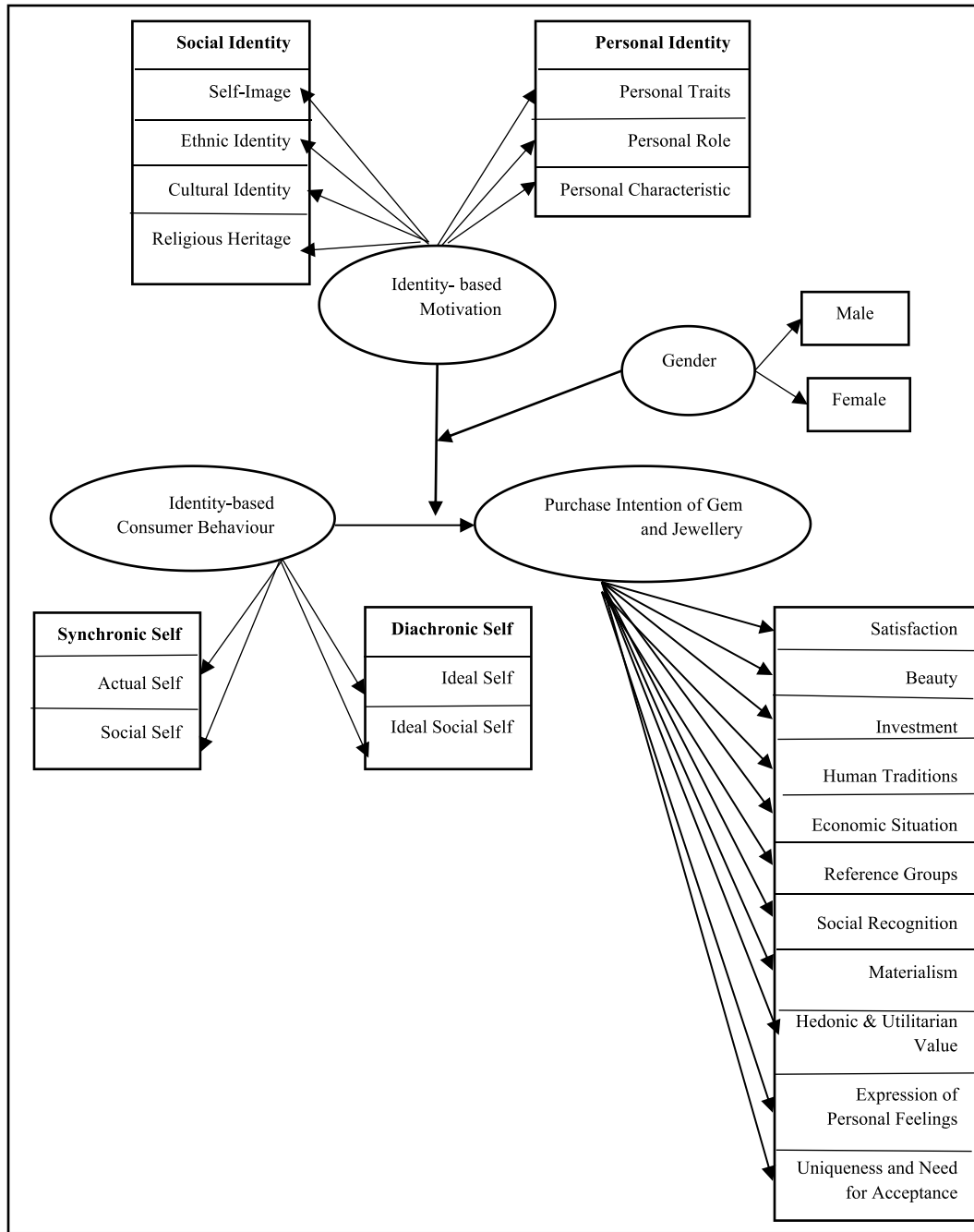
The collected data of the review paves a way with solid evidence for the architecture of the proposed conceptual model. This scientific evidence obtained from prior empirical research solidifies the impacts of gender, moderates IBM. And IBM further moderates the result that can occur from the relationship between consumers' IBCB and purchase intention of gem and jewellery, which is Sri Lanka's top luxury goods industry. Based on these aforementioned impacts, relationships and constructs which have been supported by the literature review a conceptual model is constructed that could be useful to future researchers to understand and analyze the impacts and relationships of consumers' gender on consumers' IBM on consumers' IBCB and PIGJ.

Identity-based behaviour that has a relationship with the purchase intention can be operationalized along synchronic identity and diachronic identity: actual self, social self, ideal self, ideal social self (Schffman & Kanuk, 2000; Urminisky et al., 2014). The purchase intention of gem and jewellery can be operationalized as, satisfaction, beauty (Jalaham & Pangemanan, 2014; Joythi & Nagarajan, 2014; Pongeela, 2012), investment (Ashan & Christopher, 2014; Balaji & Maheswari, 2014; Kumar & Thiviya, 2014), economic situations (Mendis, 2016), human traditions (Kumar & Punithavathi, 2014; Mendis, 2016), expression of personal feelings, reference groups, social recognition, hedonic and utilitarian values (Agro et al., 2005; Chaisuriyathavikum & Punnakitikashem, 2016; Sanguanpiyapana & Jasper, 2009), uniqueness and need for acceptance and materialism (Amelia & Hudrasyah, 2016; Tian & MaKenzie, 2001). The variables that have a moderating impact on the results are suggested in extant literature are as follows: personal image, self- image, ethnic identity, cultural identity, religious heritage, personal traits, personal characteristics and personal role. The variables which moderate the moderation impact on the relationship are identified as the gender; male and female. Thus the overall conceptual model is compiled as depicted in Figure 1 along with a proposed methodology.

#### **4. A technique for empirical testing**

The afore depicted conceptual model, which is supported by the foundation laid in line with literature could be used in future empirical research that intend to study the impact of gender on IBM on IBCB and PIGJ. A researcher, who wishes to apply this model in future research, has the option of adopting a quantitative methodology (Sekaran & Bougie, 2011). A questionnaire could be constructed along with the different dimensions of the variables so that an interval scale could be applied thus the responses could be measured. To analyze data - the association between IBCB and PIGJ, Bivariate Regression Analysis (Malhotra & Dash, 2012) and to analyze moderating impacts between IBM on IBCB and PIGJ and also to analyze the impact of gender on IBM, Hierarchical Multiple Regression could be applied (Malhotra & Dash, 2012).

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**Figure 1** Conceptual framework of the study  
*Source: Developed by researcher (2020).*

## 5. Conclusion

As per the empirical evidence and models depicted by previous researchers (Baron & Kenny 1986; Malhotra & Dash, 2012; Nima et al., 2013; Salem & Salem, 2018) it could be proposed that the relationship between the IBCB and PIGJ is moderately impacted by the moderating variable IBM. This finding is similar with some prior scholars' findings (Malhotra & Dash, 2012; Salem & Salem, 2018), MV (Oyserman, 2009). It further moderately impacted by the exogenous variable (Baron & Kenny, 1986; Malhotra & Dash, 2012; Nima et al., 2013), gender (Bakshi, 2012; Ye & Robertson, 2012) and MV of the consumer. Social identity and personal identity are moderately impacted by gender can be developed along, self-image, ethnic identity, cultural identity, religious identity, personal traits, personal characteristics and personal roles. Therefore, it is important to the seller to come to know these relationships to build up marketing and sales strategies towards the growth of the sales volume and profit. Since the existing literature does not propose a conceptual model to analyze the impact of gender on IBM on IBCB and PIGJ relationship, this study contributes to the existing marketing literature by introducing a conceptual model which could be applied by researchers and practitioners to understand and analyze the relationships of impact of gender on IBM, which impacts the IBCB and PIGJ.

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