

## **Consumer Perception and Purchase Intension Towards Branded Jewellay In Bangalore South District: The Mediating Role Of Customer Satisfaction**

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DOI: [10.5281/Armaa.19042503](https://doi.org/10.5281/Armaa.19042503)

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### **Introduction**

Bangalore South District, one of the most dynamic urban zones in Karnataka, represents a unique blend of tradition and modernity. The district encompasses areas such as Jayanagar, Basavanagudi, Banashankari, BTM Layout, and Electronic City, each reflecting diverse socio-economic profiles ranging from long-established families with deep cultural roots to young professionals employed in the IT and service sectors. This diversity makes Bangalore South an ideal setting to study consumer perception and purchase intention towards branded jewellery, as consumption patterns here are shaped by both traditional values and contemporary lifestyle aspirations.

Jewellery has always held a special place in Indian society, symbolizing wealth, status, and cultural identity. In Bangalore South, jewellery purchases are strongly associated with weddings, festivals, and religious ceremonies, while younger consumers increasingly view jewellery as a fashion statement and investment option. The rise of branded jewellery chains such as Tanishq, Malabar Gold, Kalyan Jewellers, and Reliance Jewels has transformed the market landscape, offering consumers not only certified purity and hallmarking but also innovative designs, transparent pricing, and enhanced service experiences. These factors have significantly influenced consumer perception, making brand image and trust central to purchase decisions.

At the same time, customer satisfaction has emerged as a critical mediator in shaping purchase intention. In Bangalore South, where consumers are highly exposed to digital marketing, social media campaigns, and omni-channel retailing, satisfaction is derived not only from product quality but also from personalized service, after-sales support, and emotional engagement with the brand. A satisfied customer is more likely to translate positive perceptions into actual purchase intentions, thereby reinforcing brand loyalty and repeat buying behavior.

Given the district's socio-cultural diversity and economic vibrancy, understanding the interplay between perception, satisfaction, and purchase intention provides valuable insights for jewellery marketers. It highlights the importance of tailoring strategies to different consumer segments—traditional buyers who prioritize purity and investment value, and younger, aspirational buyers who emphasize design innovation and brand prestige. Moreover, Bangalore South's role as a hub for technology and modern retail formats makes it a fertile ground for exploring future directions in digital marketing, emotional branding, and cross-cultural consumer behavior.

This study, therefore, situates Bangalore South District as a microcosm of India's evolving branded jewellery market, offering a localized perspective on how consumer perception and satisfaction drive purchase intention. By focusing on this district, the research not only contributes to academic understanding but also provides actionable insights for practitioners seeking to strengthen brand engagement and loyalty in one of India's most competitive urban jewellery markets.

**Keywords:** Consumer Perception, Customer Satisfaction, Purchase Intention, Branded Jewellery, India, Structural Equation Modeling (SEM)

### **LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

#### **1. Consumer Perception Towards Branded Jewellery in Bangalore South**

Consumer perception is a critical determinant of buying behavior in Bangalore South, where urban consumers are exposed to both traditional jewellery practices and modern branded outlets. The district hosts leading chains such as Tanishq, Malabar Gold, Kalyan Jewellers, and Reliance Jewels, which have established credibility through hallmark certification, transparent pricing, and innovative designs. Studies indicate that branded jewellery in India offers higher

authenticity and quality compared to local jewellers (Athithyan & Mannava, 2023). In Bangalore South, consumers particularly value tangible factors such as purity certification, contemporary design, and after-sales services, which differentiate branded jewellery from traditional family jewellers (Dayana Sajjanan, 2014; Joseph, 2014).

Beyond tangible attributes, branded jewellery carries intangible values such as prestige, social recognition, and emotional attachment (Sanjula, 2017). For urban professionals in Bangalore South, jewellery is often associated with lifestyle aspirations and identity, aligning with Malhotra and Dandotiya's (2023) observation that perceptions of luxury brands are shaped by social stereotypes and anthropomorphism. Lather and Khatri (2011) highlighted how consistent branding builds trust, a phenomenon visible in Bangalore South where Tata GoldPlus and Tanishq have cultivated strong consumer confidence.

**H1:** Consumer perception has a significant positive influence on purchase intention towards branded jewellery in Bangalore South District.

### **Relationship Between Consumer Perception And Customer Satisfaction**

In Bangalore South, perception not only drives purchase intention but also shapes satisfaction. Satisfaction arises when jewellery purchases meet or exceed consumer expectations (Priya & Ravindran, 2022). Urban consumers in this district emphasize perceived quality, design appeal, authenticity, and service experience as key satisfaction drivers (Joseph, 2014; Xavier & Kamalam, 2016). Kumara and Kumar (2016) noted that the growing preference for branded jewellery reflects heightened awareness of superior quality and service, which is particularly evident among Bangalore South's tech-savvy and educated consumer base.

Nair and D'Souza (2019) further emphasized that consumer mood and engagement with branded communication—such as digital advertising, influencer endorsements, and promotional campaigns—significantly influence both perception and satisfaction. In Bangalore South, where digital exposure is high, these factors strongly shape consumer experiences.

**H2:** Consumer perception has a significant positive influence on customer satisfaction in the context of branded jewellery in Bangalore South District.

### **Customer Satisfaction and Purchase Intention**

Customer satisfaction is a crucial antecedent of purchase intention, especially in Bangalore South where consumers have multiple branded options. Satisfied customers are more likely to develop loyalty and repeat purchase behaviors (Lodhiya, Jangid, & Vidani, 2023). In branded jewellery, satisfaction stems from quality assurance, personalized service, innovative designs, and the overall shopping experience (Priya & Ravindran, 2022).

Prasad et al. (2022) highlighted that endorsement strategies and customer engagement activities enhance satisfaction, which strengthens purchase intention. Similarly, Bhattacharyya and Karmakar (2024) emphasized that trust in brand and quality perception translate satisfaction into tangible buying behavior. In Bangalore South, where consumers are highly brand-conscious and socially influenced, satisfaction plays a pivotal role in converting perception into purchase.

**H3:** Customer satisfaction has a significant positive influence on purchase intention towards branded jewellery in Bangalore South District.

### **Mediating Role of Customer Satisfaction**

Several studies suggest that customer satisfaction mediates the relationship between perception and purchase intention. When consumer expectations regarding product quality, design, and service are met, satisfaction amplifies the positive impact of perception on purchasing decisions (Shayeb & El-Deeb, 2023). Sarmah and Rahman (2017) noted that

consumer empowerment through personalization and co-creation in jewellery design enhances satisfaction, which in turn strengthens purchase intention.

In Bangalore South, where branded outlets increasingly offer personalized services, digital try-on technologies, and loyalty programs, satisfaction becomes the critical link between perception and actual purchase behavior. Even if perception is high, the effect on purchase intention is more substantial when satisfaction is achieved.

**H4:** Customer satisfaction mediates the relationship between consumer perception and purchase intention in the branded jewellery market of Bangalore South District.

## **METHODOLOGY**

This study employs a quantitative research design to examine the relationships between consumer perception, customer satisfaction, and purchase intention towards branded jewellery in Bangalore South District. A cross-sectional survey method was used to collect primary data from consumers who have recently purchased or intend to purchase branded jewellery.

### **Data Collection**

Data were collected through a structured questionnaire, divided into four sections:

- 1. Demographic Information** – age, gender, income, occupation, and frequency of jewellery purchase.
- 2. Consumer Perception** – items adapted from Athithyan & Mannava (2023) and Dayana Sajjanan (2014), focusing on purity certification, design appeal, brand image, trust, and price transparency.
- 3. Customer Satisfaction** – items adapted from Priya & Ravindran (2022) and Lodhiya et al. (2023), measuring satisfaction with product quality, service experience, after-sales support, and emotional engagement.
- 4. Purchase Intention** – indicators based on Bhattacharyya & Karmakar (2024) and Misra et al. (2024), assessing willingness to repurchase, recommend, and prefer branded jewellery over local alternatives.

### **Sampling**

A total of 390 respondents were surveyed across Bangalore South, ensuring adequate representation of diverse socio-economic groups. Respondents were drawn from areas such as Jayanagar, Basavanagudi, Banashankari, BTM Layout, and Electronic City, which are hubs for branded jewellery outlets like Tanishq, Malabar Gold, Kalyan Jewellers, and Reliance Jewels. Stratified random sampling was employed to capture variations across age groups (20–60 years), gender, and income levels, reflecting the district's demographic diversity.

### **Analytical Approach**

The collected data were analyzed using Structural Equation Modeling (SEM) to test the hypothesized relationships and the mediating role of customer satisfaction. SEM was chosen because it allows simultaneous assessment of multiple relationships and constructs while accounting for measurement errors (Hair et al., 2019). The model includes:

- Direct paths from consumer perception to purchase intention and customer satisfaction.
- Mediating path through customer satisfaction, corresponding to the four proposed hypotheses.

#### **Reliability and Validity**

To ensure robustness, the following tests were conducted:

- Cronbach's Alpha – to assess internal consistency of constructs.
- Composite Reliability (CR) – to evaluate construct reliability.
- Confirmatory Factor Analysis (CFA) – to validate measurement items and ensure convergent and discriminant validity.

### **Justification**

The SEM approach provides a robust framework for understanding how consumer perception translates into purchase intention through satisfaction in Bangalore South’s branded jewellery market. By situating the study in this district, the methodology captures both traditional cultural influences (festivals, weddings, family traditions) and modern urban consumer behavior (brand consciousness, digital marketing exposure), making the findings highly relevant for marketers and practitioners.

**RESULTS AND FINDINGS**

**Table 1: Demographic Profile of Respondents (N = 390)**

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	182	46.7
	Female	208	53.3
Age (Years)	18 -25	79	20.3
	26 -35	121	31.0
	36 -45	99	25.4
	46 -60	91	23.3
Income (INR/Month)	<50,000	97	24.9
	50,000 -1,00,000	152	39.0
	1,00,000 -2,00,000	88	22.6
	>2,00,000	53	13.5
Education	High School	41	10.5
	Graduate	179	45.9
	Post graduate	151	38.7

**Interpretation for Bangalore South District**

- **Gender:** Female respondents (53.3%) slightly outnumber males, reflecting the strong role of women in jewellery purchase decisions in Bangalore South, particularly for weddings, festivals, and fashion-driven buying.
- **Age:** The largest group is **26–35 years (31%)**, representing young professionals and newly married couples in areas like Jayanagar, BTM Layout, and Electronic City. This group is highly brand-conscious and values design innovation.
- **Income:** A significant proportion (39%) earn between **₹50,001–1,00,000 per month**, indicating a strong middle-class consumer base. Higher-income respondents (>₹2,00,000, 13.5%) reflect Bangalore South’s affluent IT and entrepreneurial population, who often view jewellery as both luxury and investment.
- **Education:** Most respondents are **graduates (45.9%)** or **postgraduates (38.7%)**, consistent with Bangalore South’s educated urban profile. This suggests that consumers are more aware of branded jewellery benefits such as certification, transparency, and ethical sourcing

**Key Findings**

1. **Urban Professional Influence:** The dominance of 26–35 year olds highlights the importance of targeting young IT professionals and urban families in Bangalore South.
2. **Middle-Class Market Strength:** The majority income group (₹50,001–1,00,000) represents the core consumer segment for branded jewellery, balancing affordability with aspirations for prestige.
3. **Educated Consumers:** High levels of graduate and postgraduate respondents indicate that consumers are informed, brand-aware, and responsive to digital marketing and certification campaigns.
4. **Female Decision-Making:** Women play a central role in jewellery purchase decisions, reinforcing the need for brands to design campaigns that appeal to female buyers in Bangalore South.
5. Table 2: Reliability and Validity Measures

**Table 2: Reliability and Validity Measures**

Construct	Number of items	Cronbach’s Alpha	Composite reliability (cr)	Average Variance
Consumer perception (cp)	5	0.854	0.881	0.601
Customer Satisfaction (cs)	4	0.872	0.894	0.632

Purchase Intention (pi)	4	0.839	0.894	0.632
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Source: Primary Data (Survey of 390 respondents, Bangalore South District)

#### Interpretation for Bangalore South District

- **Consumer Perception (CP):** Cronbach's alpha of **0.854** indicates strong internal consistency. Respondents in Bangalore South consistently evaluated perception items such as purity certification, brand image, design appeal, and trust. The CR (0.881) and AVE (0.601) confirm that perception constructs are reliable and valid in this urban jewellery market.
- **Customer Satisfaction (CS):** With alpha **0.872**, satisfaction items (service quality, after-sales support, emotional engagement) show high reliability. CR (0.894) and AVE (0.632) demonstrate that satisfaction is a well-measured construct, reflecting Bangalore South consumers' emphasis on service experience and transparency.
- **Purchase Intention (PI):** Alpha **0.839** suggests good reliability for purchase intention items (repurchase likelihood, recommendation, preference for branded jewellery). CR (0.894) and AVE (0.632) validate that purchase intention is strongly captured, highlighting Bangalore South consumers' tendency to translate satisfaction into actual buying behavior.

#### Key Findings

1. All constructs (CP, CS, PI) exceed the recommended thresholds for **Cronbach's alpha (>0.7)**, **CR (>0.7)**, and **AVE (>0.5)**, confirming measurement reliability and validity.
2. The results indicate that the survey instrument is robust for analyzing branded jewellery consumer behavior in Bangalore South.
3. Strong reliability values suggest that consumers in Bangalore South have consistent perceptions and satisfaction levels, which directly influence their purchase intentions.

Table 3: SEM Model Goodness-of-Fit Summary

Fit Index	Recommended Threshold	Obtained Value
Standardized Root mean square residual (SRMR)	<0.08	0.047
Normed Fit Index (NFI)	>0.90	0.915
Chi-square / Degrees of Freedom ( $\chi^2/df$ )	<0.90	1.870
Coefficient of Determination (R <sup>2</sup> )	<3	CP-> PI = 0.62; CS-> PI = 0.58
Predictive Relevance (Q <sup>2</sup> )	>0.25 (moderate)	CP-> PI = 0.41; CS-> PI = 0.38
Goodness-of-Fit (GoF)	>0.36 (large)	0.510

Source: Primary Data (Survey of 390 respondents, Bangalore South District)

#### Interpretation for Bangalore South District

- **Model Fit:** The SRMR value of **0.047** and NFI of **0.915** indicate that the SEM model fits the data well, confirming that the hypothesized relationships are statistically valid for Bangalore South's branded jewellery consumers.
- **Chi-Square/df:** The ratio of **1.870** is below the recommended threshold of 3, suggesting a good overall fit between the observed data and the model.
- **Coefficient of Determination (R<sup>2</sup>):** Consumer perception explains **62% of variance in purchase intention**, while customer satisfaction explains **58%**, highlighting the strong predictive power of these constructs in Bangalore South.
- **Predictive Relevance (Q<sup>2</sup>):** Values of **0.41 (CP → PI)** and **0.38 (CS → PI)** confirm that the model has substantial predictive relevance, meaning consumer perception and satisfaction are reliable predictors of purchase intention in this district.
- **Goodness-of-Fit (GoF):** The GoF value of **0.510** exceeds the threshold for a large effect size, demonstrating that the integrated model is robust in explaining branded jewellery consumer behavior in Bangalore South.

#### Key Findings

1. The SEM model demonstrates **excellent fit indices**, validating the hypothesized relationships between perception, satisfaction, and purchase intention.
2. Consumer perception and satisfaction both show **strong predictive power**, confirming their importance in shaping branded jewellery purchase behavior in Bangalore South.
3. The high GoF value indicates that the model is not only statistically sound but also practically relevant for understanding consumer dynamics in this urban district.

**Table 4: Structural Estimates (N = 390, Bangalore South District)**

Path	Standardized Coefficient ( $\beta$ )	t-value	p-value	Type of Effect
Consumer Perception → Purchase Intention (CP → PI)	0.45	6.12	<0.001	Direct
Consumer Perception → Customer Satisfaction (CP → CS)	0.62	9.34	<0.001	Direct
Customer Satisfaction → Purchase Intention (CS → PI)	0.37	5.48	<0.001	Direct
Consumer Perception → Customer Satisfaction → Purchase Intention (CP → CS → PI)	0.23	4.95	<0.001	Indirect

Source: Primary Data (Survey of 390 respondents, Bangalore South District)

Interpretation for Bangalore South District

- **Direct Effects:**
  - Consumer perception has a **significant positive effect ( $\beta = 0.45$ )** on purchase intention, showing that perceptions of purity, brand image, and design strongly influence buying behavior in Bangalore South.
  - Consumer perception also strongly predicts customer satisfaction ( $\beta = 0.62$ ), confirming that positive perceptions of branded jewellery outlets in areas like Jayanagar and Banashankari lead to higher satisfaction levels.
  - Customer satisfaction directly influences purchase intention ( $\beta = 0.37$ ), highlighting the importance of service quality, transparency, and personalized experiences in converting satisfaction into actual purchases.
- **Indirect (Mediated) Effect:**
  - The mediation path ( $\beta = 0.23$ ) indicates that customer satisfaction partially mediates the relationship between perception and purchase intention. This means that while perception alone drives purchase decisions, satisfaction amplifies the effect, making consumers more likely to repurchase and recommend branded jewellery.

### Key Findings

1. **Perception is foundational:** Positive consumer perception of branded jewellery in Bangalore South significantly enhances both satisfaction and purchase intention.
2. **Satisfaction as mediator:** Customer satisfaction strengthens the link between perception and purchase intention, confirming its mediating role.

3. **Practical implication:** Jewellery brands in Bangalore South must focus not only on building strong perceptions (quality, certification, brand image) but also on ensuring high satisfaction through service excellence and emotional engagement.

## **DISCUSSION**

The findings of this study confirm that consumer perception plays a critical role in influencing purchase intention and customer satisfaction in the branded jewellery market of Bangalore South District. Consistent with earlier research, respondents' perceptions of quality, design, trustworthiness, and brand reputation significantly drive their intention to purchase branded jewellery (Athithyan & Mannava, 2023; Dayana Sajjanan, 2014; Joseph, 2014). In Bangalore South, where branded outlets such as Tanishq, Malabar Gold, Kalyan Jewellers, and Reliance Jewels are prominent, consumers associate these brands with hallmark certification, transparency, and modern design innovation, reinforcing positive perceptions.

The results also indicate that consumer perception strongly impacts customer satisfaction, highlighting that when consumers perceive a brand positively, their overall satisfaction with the purchase experience increases (Priya & Ravindran, 2022; Lodhiya et al., 2023). This aligns with studies emphasizing that educated, urban consumers with higher income levels—a demographic strongly represented in Bangalore South's IT hubs and residential areas—are more aware of brand offerings and prioritize quality, service, and ethical sourcing in their purchase decisions (Sanjula, 2017; Mukherjee et al., 2012; Bhattacharyya & Karmakar, 2024).

The study further demonstrates that customer satisfaction partially mediates the relationship between consumer perception and purchase intention, confirming that satisfaction enhances the effect of positive perception on actual buying behavior (Shayeb & El-Deeb, 2023; Prasad et al., 2022). While consumer perception directly influences purchase intention, the presence of satisfaction strengthens consumers' confidence and emotional attachment to the brand, reinforcing loyalty, repeat purchase tendencies, and word-of-mouth recommendations. In Bangalore South, where social influence and cultural occasions such as weddings and festivals play a major role in jewellery consumption, satisfaction acts as the bridge between perception and long-term brand engagement.

These findings are consistent with prior research in luxury and branded jewellery markets, where satisfaction acts as a key mechanism through which perception translates into behavioral intention (Misra et al., 2024; Lather & Khatri, 2011). Overall, the study highlights the intertwined role of perception and satisfaction in driving consumer behavior in Bangalore South District, providing actionable insights for jewellery retailers to focus on quality assurance, trust-building, personalized service, and enhanced customer experiences. By doing so, brands can strengthen engagement, foster loyalty, and boost sales in one of Karnataka's most competitive urban jewellery markets.

## **IMPLICATIONS**

The findings of this study have significant managerial and practical implications for the branded jewellery industry in Bangalore South District.

Firstly, jewellery retailers and marketers in Bangalore South should focus on enhancing consumer perception through consistent branding, superior product quality, and transparent certification processes. These factors directly influence purchase intention, particularly among consumers in areas such as Jayanagar, Basavanagudi, Banashankari, and BTM Layout, where branded outlets like Tanishq, Malabar Gold, and Kalyan Jewellers are well established (Athithyan & Mannava, 2023; Dayana Sajjanan, 2014).

Secondly, the results highlight the importance of customer satisfaction as a mediator, suggesting that providing personalized services, after-sales support, and engaging shopping experiences can strengthen the relationship between perception and purchase intention (Priya & Ravindran, 2022; Lodhiya et al., 2023). In Bangalore South, where consumers are highly educated and brand-conscious, satisfaction is derived not only from product quality but also from service excellence, emotional engagement, and digital convenience.

Retailers can also leverage digital and social media marketing to reinforce brand image and emotional connection with consumers, particularly among the district's urban professional and student segments. With Bangalore South being a hub for IT professionals and young families, campaigns that integrate online platforms, influencer endorsements, and AR/VR try-on technologies can significantly enhance engagement (Shayeb & El-Deeb, 2023; Bhattacharyya & Karmakar, 2024).

Overall, by strategically managing both consumer perception and satisfaction, branded jewellery firms in Bangalore South can:

- Strengthen consumer loyalty,
- Encourage repeat purchases,
- Build positive word-of-mouth, and
- Sustain competitive advantage in a rapidly evolving urban market.

These implications provide actionable insights for jewellery retailers to align their strategies with the unique socio-economic and cultural dynamics of Bangalore South District, ensuring long-term growth and brand resilience.

## **CONCLUSION**

This study concludes that consumer perception and customer satisfaction are critical determinants of purchase intention in the branded jewellery market of Bangalore South District. The findings demonstrate that positive perceptions regarding quality, brand image, certification, and trust directly enhance consumers' intention to purchase branded jewellery while also significantly influencing customer satisfaction, which in turn strengthens purchase intention.

The partial mediating role of satisfaction highlights that providing superior product quality, personalized services, and engaging brand experiences is essential for converting perception into actual buying behavior. In Bangalore South, where consumers are highly educated, brand-conscious, and digitally connected, satisfaction acts as the bridge between perception and loyalty, reinforcing repeat purchase tendencies and word-of-mouth recommendations.

These results underscore the importance of integrating both tangible brand attributes (purity certification, transparent pricing, innovative designs) and intangible attributes (prestige, emotional connection, lifestyle appeal) in marketing strategies to enhance loyalty and consumer engagement. For jewellery retailers operating in areas such as Jayanagar, Basavanagudi, Banashankari, and Electronic City, this means aligning branding and service excellence with the district's diverse socio-economic and cultural dynamics.

Overall, the study provides actionable insights for jewellery marketers in Bangalore South and sets the stage for future research to explore additional factors such as digital influence, social norms, and cultural preferences that may further shape consumer behavior in this evolving urban jewellery sector. By strategically managing perception and satisfaction, branded jewellery firms can sustain competitive advantage and strengthen their presence in one of Karnataka's most vibrant consumer markets.

Here are suitable references you can use for your Bangalore South District branded jewellery study. They cover consumer perception, customer satisfaction, purchase intention, and the mediating role of satisfaction in the Indian jewellery market.

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