

**A CONCEPTUAL MODEL FOR UNDERSTANDING THE IMPACT OF
IDENTITY-BASED MOTIVATION (IBM) ON IDENTITY-BASED
CONSUMER BEHAVIOUR (IBCB) AND PURCHASE INTENTION OF
SRI LANKAN GEM & JEWELLERY (PIGJ) INDUSTRY**

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The gem and jewellery industry is important to the country, economically, socially and culturally. In this context the consumer's identity-based buying behaviour, relationship between identity-based buying behaviour and purchase intention of gem and jewellery and the variables that moderate the results of this relationship are becoming increasingly important. Identity-based motivation is the psychology which moderately impacts this relationship. Therefore, the combination of this study to the existing body of knowledge is to introduce a conceptual model that enables researchers and practitioners to understand and analyze the outcomes resulting from the impact of the consumers' identity-based motivation on the consumers' identity-based behaviour and purchase intention of gem and jewellery. This paper aims to introduce a conceptual model that facilitates empirical testing of the impact of identity-based consumer motivation on identity-based consumer behaviour relationship with relevance to purchase intention of gem and jewellery. There were four main objectives identified in the planning stage of the literature review. They are to determine the dimensions along with the impact of Identity-based motivation of the consumer with the Identity-based consumer behaviour and Purchase Intention, to identify the theoretical explanations that underlie the impacts of Identity-based motivation on Identity-based consumer behaviour and Purchase Intention of Gems and Jewellery, to explore the empirical evidence of the impacts of IBM on IBCB and PIGJ and to understand what conditions are suggested in the literature as those positive to PIGJ.

Keywords: Identity-based motivation, Identity-based consumer behaviour, Purchase Intention, Gems and Jewellery