



Purchase Intention in India: A Systematic Review of Branding, Experiential, and Digital Determinants (2009-2026)

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ABSTRACT

In this systematic review, 281 articles on the purchase intention determinants in India were synthesized to investigate the determinants of purchase intention in the country between 2009 and 2026 in Scopus. The analysis shows that the brand image and trust are the main predictors, but such constructs as satisfaction, commitment, and loyalty are under researched. Experiential issues, such as servicescape, convenience, and perceived value are recognized but hardly ever considered as part of the mainstream branding concepts. The studies of digital purchase intention focus on trust, perceived risk and consumer attitudes, but conceptually disconnected to the offline situations. The literature is highly cross-sectional and structural equation modelling restricting the causal and longitudinal understanding. The results display a disjointed scenery with repetitive model experimentation and brief focus. The research proposes integrative models with bridging branding, experiential and digital determinants and methodological diversification and incorporation of long-term relational effects as loyalty and advocacy. The practical implications are based on the need to establish the brand credibility and transparency, and the need to use the elements of experience to improve the consumer interaction. Future studies have to be extended to rural, MSME, and unorganised retail sectors with longitudinal and mixed methods in order to reinforce the theoretical and practical application. On the whole, this review places purchase intention studies in India as deep in terms of empirical data, but shallow in terms of concept that merits a paradigm shift towards holistic, sustainable, and forward-thinking proposal of consumer-brand relationship systems.

Keywords: Purchase Intention, Brand Image and Trust, Customer Satisfaction and Loyalty, Experiential Marketing, Digital Commerce and Online Risk, India Retail and MSMEs

JEL Classifications: M31, M37

1. INTRODUCTION

Purchase intention has been recognized since ancient times as a central construct in marketing and consumer behaviour studies since it describes the cognitive and attitudinal process that leads to the real purchasing behaviour. In developing countries, including India, the understanding of purchase intention has gained a greater importance due to the active market growth, consumer choice increase, and the heavy competition in both products and service industries (Chopra and Sharma, 2019; Sahi et al., 2016; Sriramaneni et al., 2025). In this context, branding is a significant factor in consumer perception and uncertainty reduction in decision-making situations with information asymmetry and

differences in quality (Prathap and Sreelaksmi, 2020). As a result, a significant amount of Indian literature has investigated brand-related constructs, including brand image, brand trust, brand satisfaction, and brand commitment, as some important factors of purchase intention (Ali and Naushad, 2023; Husain et al., 2022; Srivastava et al., 2020). The empirical evidence in the literature of these studies is consistent that positive brand perceptions will increase consumer willingness to purchase by increasing their confidence and perceived risk.

Besides the conventional aspect of brand equity, structural changes in the consumption environments have expanded the academic interest to experiential and contextual aspects of purchase intention

determinants. Servicescape, perceived value, and convenience are the constructs that researchers have investigated as having an important role in consumer evaluation with the increased growth of service industries, organised retail, and digital platforms (Pant et al., 2024; Roy et al., 2020; Shamsi et al., 2023). These researches show that the purchase intention is influenced not only by the symbolic meanings of the brand but also by the judgment of the consumers on the functional advantages and the experience of the brand.

Although the amount of empirical research is growing, the literature is still disjointed (Kumar and Panda, 2025). Explanatory models are mostly based on brand image and brand trust (Srivastava et al., 2020), with other theoretically relevant constructs discussed intermittently or considered peripheral. When factored in, experiential variables are frequently restricted to a context of particular service situations (Singh et al., 2022) and are not commonly incorporated into wider branding structures that include relational or long-term consequences, including commitment and loyalty (Mendon et al., 2022).

This division has led to an apparent disconnect between the evolution of research on brand-related and experiential predictors of purchase intent to become a consistent body of knowledge in the Indian context (Kumar and Panda, 2025; Singh et al., 2022; Srivastava et al., 2020). The available literature provides useful yet localised information, and gaps exist in terms of prevailing constructs, recurring conceptual associations, thematic maturity, and research blind spots (Roy et al., 2020; Shamsi et al., 2023). Lack of systematic synthesis would result in the likelihood of repetitive model testing and the possibility of theoretical integration and method improvement would not be exploited fully (Ghosh, 2024).

This gap is scholarly and practical to address it. Research wise, it requires a systematic synthesis to leap beyond the incremental extensions of models towards integrative and conceptually sound models of purchase intentions (Ghosh, 2024; Mohit et al., 2025; Nayak et al., 2022). In managerial terms, companies are increasingly turning to evidence-based information as a basis to formulate branding strategies, service environments, as well as value propositions that are more in line with the complexity of modern consumer decision-making.

As a reaction to this, the current research is a systematic literature review of open-access journal articles in Scopus, which focus on brand image, brand trust, brand commitment, brand satisfaction, servicescape, perceived value, convenience, and purchase intention in India (Kaur and Soch, 2018; Pant et al., 2024; Roy et al., 2020; Shamsi et al., 2023; Srivastava et al., 2020; Yousaf et al., 2018). Through a clear and repeatable review protocol, the intellectual organization of the literature is mapped, research themes are determined, and conceptual and methodological gaps in the research that limit the advancement of the field are identified.

This research has three contributions. First, it brings together a scattered mass of Indian literature into a thematic synthesis. Second, it demonstrates imbalances between constructs that are

often studied and those that are not. Third, it will offer a systematic basis on which future research will be done in order to come up with more extensive and context sensitive models of purchase intention in the emerging markets. In particular, this review will examine the interaction between these constructs critically in order to identify their direct and indirect impact on purchase intention in the context of the delicate Indian consumer environment.

2. LITERATURE CONTEXT AND BACKGROUND FRAMING

Studies of purchase intention have taken place in a variety of streams, which have been partly interrelated and reflect the changes in consumer markets as well as branding practices (Dholakia et al., 2017; Mishra et al., 2020). Market liberalisation, rapid urbanisation, the growth of organised retail, and the growing penetration of digital platforms are some of the factors that have contributed to this evolution in India (Narayan et al., 2015; Sriram et al., 2021). These changes in structure have led researchers to explore the way consumers develop purchase intentions in a state of increased choice, information congestion and perceived risk (Deb, 2017).

One of the current academic directions is focused on brand-related cognitive and relationship constructs, specifically brand image and brand trust (Srivastava et al., 2020). The brand image is generally realised as mental associations that determine preliminary consumer judgements of a good or service, and brand trust as a relational process decreasing uncertainty and augmenting trust in buying judgements (Chavadi et al., 2023). The empirical research has always placed these constructs at the core of the antecedent(s) of purchase intention of both product and service context in India (Srivastava et al., 2020). The popularity of this stream highlights the key position of branding in the markets where the difference between the quality and service delivery is still influential.

Another, but less influential, amount of work investigates the relationship between brand satisfaction and commitment as post-evaluative or relational constructs (Kaur and Soch, 2018; Varma and Senthil Kumar, 2025). These are normally presented as mediators that elaborate on how the brand perceptions are transformed into purchase intentions or repeat purchase behaviours (Kaur and Soch, 2018; Yousaf et al., 2018). The literature however is not very consistent in the operationalisation and placement of the conceptual models in relation to satisfaction and commitment. As a result, their importance to the overall development of consumer-brand relationships in the long-term is not as developed as the considerable attention paid to the immediate purchase intentions (Mendon et al., 2022).

Similar to the brand equity research studies, researchers have begun to define the experiential and contextual determinants of purchase intention (Roy et al., 2020). To reflect the data on the assessment of physical environments, functional benefits, and considerations connected to the components of effort, such constructs as servicescape, perceived value, and convenience were utilized (Kaura et al., 2014; Kushwaha and Agrawal, 2014; Pant

et al., 2024). These researches are especially eminent in service-oriented industries like retail, hospitality and banking (Kaura et al., 2014; Kushwaha and Agrawal, 2014; Roy et al., 2020), where the consumption experiences are not confined to the full product offering (Rawat and Singh Mann, 2016). Although relevant, experiential constructs have a history of being studied alone or in very specific sectoral orientations, restricting their applicability to larger branding paradigms.

Due to the digitalisation of the consumption environments, a large research stream has created that deals with e-commerce, online retail, and platform-based services. The stream highlights the heightened role played by the trust factor, perceived risk, and attitudinal assessment in affecting online buying intentions (Aeron et al., 2019; Davis et al., 2021). Though the area of research has grown at a very high rate in recent years it has grown side by side with the traditional branding literature as opposed to being integrated. As a result, the theological relationships between online and offline purchase intention models are not developed yet (Tandon, 2020).

One thing that is visible in all these streams of research is that empirical data is abundant in the literature, but the conceptual data is scattered in parts (Mohit et al., 2025). Articles usually highlight the examination of some already accepted relationships within definite constructs or situations instead of integrating results involving branding, experience, and digitalizations (Chavadi et al., 2023; Mishra et al., 2020). This disintegration has resulted in profundity in limited fields but has constrained the creation of all-inclusive and cumulative elucidation of purchase intention in India.

This context demonstrates the need to have a systematic synthesis going beyond a simple summary of individual studies (Mishra et al., 2020; Mohit et al., 2025). The systematic arrangement of the literature in logical thematic patterns and consideration of the comparative importance of different constructs can reveal the progress of the field and outline significant opportunities to combine theories in the future by means of a systematic review. In this respect, the current research project is supposed to be a syntactic attempt to map and critically evaluate the Indian studies on the brand-related and experiential determinants of purchase intention (Pant et al., 2024; Roy et al., 2020; Srivastava et al., 2020).

This integrative phenomenon recognizes that experiential trust is an important factor in determining consumer behavior in the emerging markets, a field that is not always focused on instead of being limited to studies in the more developed economies (Srivastava et al., 2020). This difference is specifically acute considering that the consumer behavior and expectations in the emerging markets are likely to differ markedly relative to those of the people in the developed countries, and that an environment-specific interpretation of the purchase intent is required (Dholakia et al., 2017). Therefore, the review will take a synthesis of extant literature to isolate common themes in the literature along with underscoring gaps in the literature, which is estimated to be the second-largest in the world in terms of e-retailing by 2034 (Shamsi et al., 2023; Tandon, 2020).

It will be a comprehensive review discussing the factors that will affect online purchase intentions of Indian consumers based on the socio-economic and digital changes that are unique to the country (Tandon, 2020). In particular, this research fills the research gap since it analyzes the interaction of trust, value, credibility, content quality, user engagement, and emotional resonance through the lens of an integrated approach to consumer reactions (Davis et al., 2021; Garg et al., 2023). Also, the study will explore the effects of digital marketing approaches on consumer buying behavior with acknowledgment of the high role played by the current digital revolution in India (Garg et al., 2023).

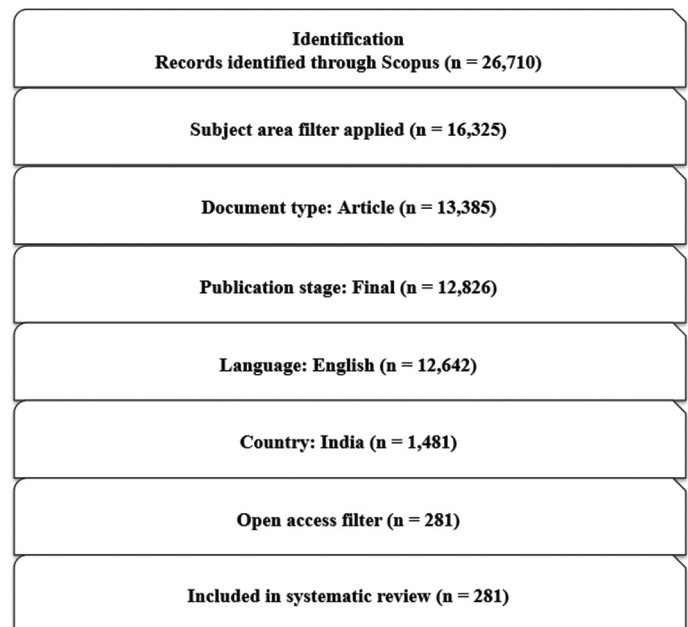
3. METHODOLOGY

The research methodology used in this study is the systematic literature review that will help in synthesizing the available research on brand-related and experiential determinants of purchase intention in the Indian context. Transparency, rigor, and replicability to deal with the conceptual fragmentation observed earlier were the methodological approach to be used. Isolated constructs are mainly studied in an empirical manner with no synthesis of measurement and analysis, so a systematic review must be used especially often (Nayak and Pillai, 2024; Pandey et al., 2023).

3.1. Research Design and Rationale

Figure 1 is chosen as an SLR approach because it is the method to collect a scattered body of literature into a logical and analytical framework (Nayak and Pillai, 2024; Paul et al., 2021; Paul and Rialp, 2020). Although many empirical studies have been conducted on the connections between branding variables and purchase intention, their overall contribution is insufficient as they test the model repeatedly and are considered solely in terms of the local context, specifically, in the Indian context (Husain

Figure 1: PRISMA flowchart depicting the process of selecting studies for the systematic literature review



et al., 2022). Systematic review, in which the selection of articles is conducted according to a previously set plan to reduce the effect of selection bias (Varsha et al., 2024), enables the systematic synthesis of results, the establishment of the overarching research themes, and the existence of gaps in the said concepts and methods (Paul et al., 2023; Rajwar et al., 2023). In contrast to other types of reviews, namely, narrative reviews, which depend on a lot of discretion of the author (Linnenluecke et al., 2019), and bibliometric reviews, which focus on the number of publications and citation patterns, the given review focuses on conceptual and thematic synthesis (Bashar et al., 2024), which makes it an appropriate way to interpret the research on branding and purchase intent in a theoretical way (Sandhya and Mahapatra, 2018).

3.2. Data Source Selection

This review only used the Scopus database as a source of data (Bihari et al., 2022). Scopus has been chosen due to its wide spectrum of peer-reviewed articles in Business, Management and Accounting, Economics, Econometrics and Finance, which are the main disciplinary areas of purchase intention studies in India (Bihari et al., 2022; Kushwah and Maurya, 2025; Nayak and Pillai, 2024). Using one database was a limitation that guaranteed that the indexing criteria and metadata organization were consistent, hence increasing the replicability of the review (Nayak and Pillai, 2024).

3.3. Search Strategy

The search of the literature was performed with the help of the Scopus TITLE-ABS-KEY fields, which helped to ensure that the found studies not only covered the constructs of interest but also did it specifically (Bihari et al., 2022; Nayak and Pillai, 2024). The keywords used in the search included the following: brand image, brand trust, brand commitment, brand satisfaction, Servicescape, perceived value, convenience, purchase intention. These words were joined with the help of Boolean operators to find the studies that focus on both dimensions of traditional brand equity and experiential determinants of the purchase intention (Pushparaj and Kushwaha, 2023). The search strategy was deliberately inclusive at the first phase to prevent the untimely exclusion of the relevant studies, which is a significant limitation of narrowly scoped reviews (Nayak and Pillai, 2024).

3.4. Inclusion and Exclusion Criteria

To verify the relevance, the quality, and the contextual congruence of the studies (Nayak and Pillai, 2024), the inclusion criteria were as follows: The studies have to be published as peer-reviewed journal articles (Bashar et al., 2023; Bihari et al., 2022), to be indexed in the Scopus database (Bihari et al., 2022; Nayak and Pillai, 2024), be classified as business, management and accounting. Papers presented at the conferences, book chapters, editorials, or review articles were not included, as well as those that could not be noticed to be clearly relevant to the Indian context. The set of these criteria made sure that the resulting dataset contained empirically based and context-specific research that can be employed in a systematic synthesis (Nayak and Pillai, 2024).

3.5. Study Selection Process

The initial search provided a large quantity of records, which were narrowed down over the course of the search with a series of filters,

depending on the topic, type of document, language, publication status, country belonging, and accessibility (Nayak and Pillai, 2024; Prasad et al., 2022; Pushparaj and Kushwaha, 2023). The metadata level was screened to make sure that the process was objective and consistent (Bashar et al., 2023; Bihari et al., 2022). This systematic screening process led to the final data collection of 281 articles (George et al., 2025; Nayak and Pillai, 2024), and on which the descriptive and thematic analysis were done.

3.6. Data Extraction and Analytical Approach

In each of the included articles, the bibliographic details, author keywords, abstracts, and stated research objectives were retrieved out of the database. The elements were analyzed to find regular constructs, contextual preoccupation and conceptual connection among the elements. Synthesis was on a narrative -thematic basis where studies were clustered on the basis of conceptual similarity as opposed to methodological strategy or sector. This technique allowed discovering higher-order patterns across studies, and the frequency counts were not over-relied on.

4. RESULTS: DESCRIPTIVE FINDINGS

The following section defines the descriptive features of the final dataset which includes 281 open-access journal articles Scopus-indexed. This part is meant to capture the structural aspects of the literature in an objective manner that is not based on interpretation or theoretical deduction. This type of descriptive mapping is a typical first step in a systematic literature review in order to make the transparency transparent and give a background context to the review.

4.1. Dataset Overview

Table 1 provides an overview of the key features of the literature that was reviewed. The sample includes articles published between 2009 and 2026 January, as the investigation of the research topic on purchase intention in terms of Indian branding and consumer behaviour has become slow and gradual.

The large dissemination of articles among 128 journals means that the research of the purchase intention in India is not focused on a particular range of sources. Rather, it has been published in marketing, management, consumer studies and applied business journals. This scattering is typical of the interdisciplinary research fields that are based on several theoretical traditions.

4.2. Annual Publication Trends

Table 2 shows the annual publication distributions. The results showed that the production of research gradually increases with time, and the activity was not that active until the mid-2010s and became more noticeable in recent years.

This trend represents a long-term academic activity, as opposed to spikes in publication. The rise in the number of studies conducted in the recent years is in line with the general increase in the body of branding research, service research and digital consumption research in India.

4.3. Source-wise Distribution of Publications

Table 3 indicates the journals that have the most frequent number of publications in the dataset. The evidence shows that there is no domineering journal in the field, which supports the variety of research on purchase intention.

The presence of global and India-centric journals is an indicator that a study on purchase intent in India is able to make contributions to the entire world of marketing discourse and at the same time find solutions to managerial issues in the country.

4.4. Authorship Characteristics

The data were in the form of 916 different authors, which means that there were about 3.3 authors on average in a single article. That means a strong tendency towards collaborative research, which corresponds to the empirical studies using data collection in the form of surveys and multivariate analysis. The dataset is

Table 1: Descriptive overview of the reviewed literature

Metric	Value
Total documents	281
Total authors	916
Total sources (journals)	128
Publication period	2009-2026*

Table 2: Annual distribution of publications

Publication year	Number of articles
2009	1
2010	1
2011	2
2012	1
2014	1
2015	2
2016	7
2017	8
2018	11
2019	27
2020	10
2021	23
2022	24
2023	48
2024	62
2025	50
2026*	3

Total=281 articles

Table 3: Top journals by number of publications

Journal name	Number of articles
Cogent business and management	19
Innovative marketing	18
International journal of recent technology and engineering	13
Indian journal of marketing	13
Journal of retailing and consumer services	11
International journal of accounting and economics studies	11
Journal of business research	6
Vikalpa	6
International journal of consumer studies	6
International journal of public sector performance management	5

dominated by multi-authored papers with single-author studies being quite rare. Applied marketing and management research are characterized by such trends of collaboration, and the complexity of procedures and data needs promotes collaborative research efforts.

5. THEMATIC ANALYSIS

The section summarises the literature reviewed into higher-order themes that are based on recurring patterns in constructs, research objectives, and contextual focus over the eventual dataset of 281 articles. All of this is in consonance with the best practices in systematic literature review, in that thematic analysis goes beyond descriptive aggregation to single out prevailing knowledge structures that define what is embodied in the study of purchase intention in the Indian context.

5.1. Brand Image and Brand Trust as Core Explanatory Mechanisms

The key theme in the literature is the importance of brand image and brand trust as the key antecedents of purchase intention. Many studies have also found brand image to be a cognitive indicator that influences the first impressions of consumers, and brand trust to be a relational process that acts to reduce uncertainty and perceived risk. These constructs are often arising as parallel predictors or as sequential processes, so brand image creates brand trust, which in turn creates purchase intention. The fact that this structure is repeated in the product and service situations only indicates how wide its applicability in the Indian markets is. Meanwhile, the recurrent tests on close model settings indicate that there is a tendency to conception reinforcement instead of diversification.

5.2. Attitudinal and Perceptual Mediators in Purchase Intention Formation

The second important theme is the use of attitudinal and perceptual variables to explain the translation of the evaluation of the brand-related evaluations in purchase intention. Perceived value, attitude, and perceived risk are constructs that are often postulated to mediate the indirect relationship between branding variables and behavioural intention. Under this theme, purchase intention is always viewed as psychological outcome that is influenced by the process of evaluation and not direct behavioural reaction. Despite the fact that mediation-based models do improve the explanatory depth, the comparative test of alternative causal structure is limited, leading to a comparatively restricted scope of theoretical forms of studies.

5.3. Experiential and Contextual Determinants of Purchase Intention

The specific and less studied theme focuses on the aspects of experience and context, such as service scape, convenience, and functional aspects of perceived value. Studies in this field emphasize the use of physical and service environment as a factor of consumer appraisal with more attention on service intensive areas like retail, hospitality and banking. Although they are important, experiential constructs are quite rarely discussed in the general literature and are rarely combined with the basic variables

of branding, like commitment or loyalty. Therefore, this theme has been structurally marginal and the findings have largely been confined to sector-specific situations without being incorporated in generalised purchase intention models.

5.4. Digital and Online Purchase Intention Contexts

Another theme is the growing academic interest in the context of digital and online consumption. This field of research studies the purchase intention in e-commerce, online retail, and platform-based settings, the elements of which, like trust, perceived risk, and attitudinal evaluation, are of great importance. This theme despite having undergone a fast growth in recent years has largely developed alongside traditional branding research but not within it. Online purchase intention models tend to refine existing branding models without being informed to the same extent by findings of experiential or offline consumption research and lead to parallel but loosely coupled research streams.

5.5. Limited Attention to Long-Term Relational Outcomes

A smaller group of the studies goes further than immediate purchase intention to analyse what relational consequences relate to a brand (brand commitment and brand loyalty). In such studies, purchase intention is often considered to be an intermediate or a dependent variable but not the ultimate variable. Nonetheless, the relationship-based models are not in abundance as opposed to intention based studies. Longitudinal designs and lifecycle views are not common, and we are only left with the pieces of how purchase intention develops into long term consumer-brand relations with time.

5.6. Synthesis of Thematic Structure

The thematic analysis reveals that the literature can be mostly characterised by the heavy focus on the brand image and trust-based explanations, which extensively rely on the attitudinal mediation models. The combination of experiential, digital, and relational views is however not much. Even though the field exhibits an empirical depth in the pre-existing constructs, it is also characterized by conceptual focus and division in different research streams.

6. DISCUSSION

This study was set out to generalise the descriptive and thematic results and explain their overall implications on the state of purchase intention research in the Indian situation. This section does not present individual results again but rather how the existing patterns indicate much larger issues to do with conceptual maturity, research practices and the development of knowledge.

6.1. Empirical Consolidation without Conceptual Integration

The results indicate that the empirical convergence in the studies of purchase intention in India has been attained, especially under the aspect of brand image and brand trust. These constructs have been found to be meaningful predictors of purchase intention in many studies with substantial numbers thus emphasizing their importance in branding research. Nonetheless, this empirical unification has not as yet been matched by a similar conceptual

integration. Many of this nature of studies reproduce the model forms in similar contexts and end up with confirmations instead of theoretical contributions. As much as this replication improves the internal validity, it limits the ability of the field to come up with new explanatory insights. As a result, the literature is deep in the domains of the narrow constructs, but not extended further.

6.2. Peripheral Positioning of Experiential Determinants

The current review brings out one important observation in terms of the marginal positioning of experiential determinants like servicescape, convenience and perceived value. Although they are generally well understood as relevant variables, their application into the core-branding models is relatively rare. Rather, they tend to be considered as auxiliary variables in industry specific analysis especially in the retail and service businesses.

There is theoretical implication of this peripheral treatment. Existing models also run a risk of simplifying the consumer decision-making process by separating the experiential and branding constructs. Simultaneous judgments of brand credibility, experiential quality and effort-related factors affect purchase intention, especially in service and digital environments. Such a small inclusion of the dimensions limits their explanatory capabilities and reduces the usefulness of the results.

6.3. Parallel Development of Digital Purchase Intention Research

According to the thematic analysis, the studies on the topic of online and digital purchase intentions have been occurring in the framework largely against the background of traditional branding research. Trust, perceived risk, and attitude are still used as the core constructs in these two areas, but the research including digital settings often modifies the existing models without drawing a direct link between them so as to offline or experience-based research. The result of such internet parallelism has been disjointed knowledge and not a syntactic knowledge. When no integrative or comparative framework is available, it is not yet clear whether the difference in purchase intention is due to the contextual nature of digital platforms or to the difference in model specification. This means that there is limited generalisation ability in consumption environments.

6.4. Short-Term Orientation of Purchase Intention Models

The problem of the short-term orientation of the majority of purchase intention models is also highlighted in this discussion. The approach to purchase intention being the ultimate dependent variable can be explained by the convenience of the methodology and the importance to the manager. However, a limited number of studies have expanded on their studies to include the longer term outcome of relationships like brand commitment and loyalty. This is further worsened by the absence of longitudinal designs. Without the time analysis, the determinants of the initial purchase intention are difficult to determine since as the consumer experience with the product increases, the determinants may change. This weakness limits our insight on the ways in which purchase intention develops into sustainable consumer brand relationships in the long run.

6.5. Methodological Concentration and Its Implications

These conceptual limitations are enhanced by the methodological uniformity in the literature. The reduced control of causal inferences and dynamic analyses Survey designs that are predominantly cross-sectional and structural equation modelling greatly assist hypothesis testing but restrict causal analysis. In as much as these approaches are applicable in theory validation, they become redundant when overused and cause stagnation on methodological advances.

Overall, these results suggest that the discipline has come to a crossroad in which additional progression is less concerned with validation of well-known relationships and more about assimilation, methodological diversification and time scale expansion of the results. These issues are vital in improving theoretical knowledge as well as practical applicability and this is what is dealt with in the following implications section.

7. IMPLICATIONS

The implications of the results of this systematized literature review are immense to both the theoretical development and managerial practice (Mohit et al., 2025). They were based on an interlocked examination of descriptive patterns as well as thematic structures (Krishnamanaidu et al., 2025), not on single empirical discoveries, which guaranteed consistency with the summative body of evidence (Pandey and Srivastava, 2016).

7.1. Theoretical Implications

The first point in this review is that there is a strong need to go beyond the repetitive confirmation of the already established relationships between brand image, trust, and purchase intention and promote more integrative theoretical frameworks (Krishnamanaidu et al., 2025; Mohit et al., 2025). Even though they are empirically sound constructs, their dominance limits the conceptual depth of the field (Pandey and Srivastava, 2016). Theoretical development in the future ought to explicitly model the relationships between the brand-related constructs and the experiential determinants to present the complexity of consumer decision-making more precisely (Bapat and Thanigan, 2016).

Second, there lies an opportunity of repositioning the servicescape, convenience, and perceived value as a core explanatory variable as opposed to the peripheral factor due to the marginal positioning of the experiential constructs (Tandon, 2020). These constructs can be integrated into branding frameworks to increase the level of explanation, especially in services dominated consumption and hybrid consumption situations (Sharma et al., 2025). This would also enable a more detailed analysis of the mediation and moderation processes between the perceptions of the brand and purchase intentions (Adhikari and Panda, 2019).

Third, the evolution of online and offline purchase intention studies in parallel suggests that it is required to have context-bridging theoretical models (Singla et al., 2022). Rather than attempting to apply the old paradigms of branding to the digital context in a vacuum, the research in the future ought to explore

the possibility of the mechanisms, behind the purchase intention, being structurally similar between the various environments of consumption (Sharma et al., 2025). Such a method would facilitate theory generalisation and decrease disintegration between streams of research (Khandelwal et al., 2019).

Lastly, the great emphasis of the existing models on short-term orientation signifies the need to include both temporal and relational-oriented perspectives in purchase intention research (Dorai et al., 2020). Theoretical frameworks that explicitly establish a relationship between the purchase intention and the more long-term outcomes, including brand commitment and brand loyalty, could be used to give a more united insight into the development of consumer-brand relationships (Mendon et al., 2022).

7.2. Practical Implications

As a manager, the strategic importance of brand image and trust-building activities in forming purchase intentions among Indian consumers are highlighted in this review (Das, 2016; Davis et al., 2021; Punyatoya, 2018). Consumers of firms in the competitive markets should consider steady brand signalling, credibility, and transparency to reduce the perceived risk, and boost consumer confidence (Pandey et al., 2024). At the same time, the low involvement of experiential determinants in the current studies implies that managers do not use the service environment and convenience-related levers fully (Roy et al., 2020; Shamsi et al., 2023). Physical and digital servicescapes, ease of access, and reduction of efforts can have significant effects on consumer judgments and purchasing intentions, especially when the services have a dominant role and involve the online setting (Basu et al., 2024). In the case of organisations involved in working through a variety of channels, the disjointedness of the available research indicates the need to have consistent omnichannel strategies (Vhatkar et al., 2024).

Managers are advised to note that although trust and perceived value are central to situations, the drivers of the two might vary between online and offline situations (Davis et al., 2021). Coherence in branding and experience cues across channels can make sure that there are no differences in consumer perceptions and intentions (Vhatkar et al., 2024). Lastly, the implications of this review can be used by policymakers and industry stakeholders in achieving sustainable market development by motivating the adoption of practices that focus on relationship building instead of focusing on intention manipulation in the short-term (Panda et al., 2019). This orientation matches branding plans with enduring customer interaction and worth creation and leads to healthier market relations (Panda et al., 2019).

8. FUTURE RESEARCH DIRECTIONS

It is on this basis that this section outlines structured recommendations as Figure 3 on future research based on the descriptive findings, thematic synthesis, and discussion. These suggestions are based on the conceptual concentration detected in the literature instead of speculative or normative claims, e.g., these are derived based on the observed conceptual concentration (Husain et al., 2022).

Figure 2: Thematic word cloud of core constructs in purchase intention research



Source: Pro word cloud

Figure 3: Future research directions: Investigating purchase intentions in India



8.1. Integrative Modeling of Branding and Experiential Determinants

The research in the future must focus on creating combined conceptualisations consisting of synthesizing brand-related constructs into experiential determinants (Venkatakrishnan et al., 2023). The existing literature tends to analyze brand image, trust (Davis et al., 2021), satisfaction, and commitment separately without servicescape, convenience, and perceived value (Pant et al., 2024) and create incomplete explanations of purchase intention. Researchers are certainly recommended to study the following explicitly: The role of experiential factors on the brand image and trust; whether experiential constructs mediate or moderate branding models; and whether integrated models explain better than single-domain models. This kind of work would bring the field closer to repetitive validation than extensive explanations of consumer decision making.

8.2. Extension Beyond Purchase Intention to Relational Outcomes

This is because the understanding of consumer-brand relationship development is limited by the overwhelming focus on purchase intention as a conclusive result. Future studies ought to expand the analysis framework to include post-intention and relational behaviors like brand commitment, loyalty and advocacy (Mendon

et al., 2022). The longitudinal research designs are necessary in the study of whether the determinants of purchase intention remain stable in a longitudinal basis or they vary through time as the consumer experience is acquired (Dorai et al., 2020). Temporal analysis is a missing part of the theoretical explanations of sustained consumer engagement (Dorai et al., 2020).

8.3. Context-Bridging Research Across Online and Offline Environments

Considering the simultaneous development of the studies of online and offline purchase intentions (Khandelwal et al., 2019), the future investigations should use the research designs that balance on the circumstances (Sharma et al., 2025). Instead of viewing digital and physical environments as distinct entities, researchers ought to examine structural similarity of purchase intention models used in the context of various settings, determine context-specific determinants and those that are cross-cutting, and create and test models of omnichannel purchase intentions (Vhatkar et al., 2024). These kinds of methodologies would reduce the fragmentation and enable the generalisation of the findings in different consumption settings (Sharma et al., 2025).

8.4. Methodological Diversification and Causal Inference

The overwhelming nature of cross-sectional survey designs and structural equation modelling-based studies (Bapat and Thanigan, 2016; Tandon, 2020) speaks in favor of the need to diversify the methods utilized. Future studies need to take into account longitudinal panel studies in order to capture the dynamics over time, experimental designs to determine the causal relationship, and mixed-method research so as to enhance the interpretation of the constructs. The limitations that are connected with immobile self-reported data may be overcome through the diversification of the research approach and the development of the theory in a stronger way.

8.5. Contextual Expansion within the Indian Market

The majority of the research that remains is about consumers in urban and organised sectors (Rizvi et al., 2022; Thakur and Kaur, 2020). Future research needs to be conducted with a wider geographical scope that should include rural and semi-urban markets, micro, small, and medium enterprises, unorganised retail markets, and region-based consumption trends in India (Rizvi et al., 2022; Thakur and Kaur, 2020). The above enlargement of context would contribute greatly to the external validity and practical implications of studies on purchase intentions in India.

9. CONCLUSION AND LIMITATIONS

A systematic review of open-access journal articles available on Scopus, which examined brand-related and experience determinants of purchase intention in the Indian context, was conducted in this study. This research synthesises a disjointed literature using a clear and replicable review procedure and offers a systematic synthesis of the conceptualisation and empirical analysis of purchase intention over time.

The results show that the research in this direction is empirically developed but conceptually oriented. Explanatory models

have been found to utilize the brand image and brand trust, with purchase intention often being treated as a final endpoint. Even though servicescape, perceived value, and convenience are all forms of experiential construct, they are not adequately incorporated into the main branding structures. Online purchase intention research has likewise grown with an inordinate speed yet has mostly grown outside of the offline branding research, leading to a disjointed theoretical advancement.

This review will also add to the coherent intellectual map of purchase intention study in India by organising the literature into pattern descriptive and thematic structure. It explains the prevailing research priorities, reveals asymmetries in the construction, and identifies the methodological biases limiting the development of theory. This paper offers a platform on which further research can be conducted to come up with more integrative, context-sensitive, and time-aware models of consumer decision-making.

There are a number of limitations in this review. To start with, the search was limited to the Scopus database and open-access journal articles, which might have omitted the relevant studies that are not indexed in the Scopus database or those that are published behind paywalls. Second, the review was only confined to the Indian setting, which restricted the application of the results to other emerging or developed markets. Third, as in any systematic literature review, synthesis is based on the quality, scope, and practices of reporting of the included studies, which have varying methodological rigor.

Nevertheless, this research provides a good guidance on the way forward in purchase intention investigation despite the aforementioned constraints. Future studies can contribute to the explanatory strength and practical implications of branding studies in new market environments by focusing on conceptual fragmentation, the diversification of methodological approaches, and the analysis of outcomes of short-term intentions.

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