

# Decoding Indian Consumer Behaviour Toward Global Electronics Brands: A Cross-Cultural Analysis

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## Abstract

The growth of global electronics brands in India has reshaped consumer preferences, with rising incomes and digital exposure increasing openness to international products. Yet, traditional cultural values continue to guide purchase decisions. This study investigates how collectivism, power distance, uncertainty avoidance, and traditional mindset influence consumer perceptions and buying intentions, alongside the effects of perceived brand globalness, brand familiarity, social influence, and trust. Data from 100 respondents were analyzed using descriptive statistics, reliability tests, correlation, and regression. Findings reveal that collectivism strongly drives purchase intentions, while perceived brand globalness and familiarity enhance trust and aspirational appeal. Social influence, particularly via online platforms, significantly affects younger consumers. The study highlights the need for globalized strategies, culturally aligned branding, and robust digital engagement for global electronics brands in India.

**Keywords:** Cultural values, global electronics brands, perceived brand globalness, consumer behaviour

## 1. Introduction

India has emerged as one of the fastest-growing consumer electronics markets globally, driven by rapid digitalisation, rising disposable incomes, declining device prices, and widespread internet penetration (PwC, 2024; UNCTAD, 2023). Global electronics brands such as Samsung, Apple, Xiaomi, Sony, and LG have become deeply embedded in Indian consumers' everyday lives. Products such as smartphones, laptops, televisions, and smart devices are no longer viewed merely as utilitarian goods but increasingly as symbols of social status, lifestyle aspiration, and personal identity (Keller, 2003; Steenkamp, 2010).

Despite intensifying globalization, Indian consumers remain strongly influenced by indigenous cultural values, social norms, and collective decision-making structures while evaluating and selecting global brands (Hofstede et al., 2010; De Mooij, 2010). Cultural orientations shape how consumers perceive brand credibility, quality, and trustworthiness, as well as the degree to which interpersonal influence from family, peers, and social networks is sought in purchase decisions. Given that consumer electronics involve relatively high

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financial and functional risk, brand familiarity, perceived quality, and global reputation play a critical role in risk reduction and confidence building (Erdem & Swait, 2004; Tam, 2012).

Indian society is predominantly collectivistic, where family and reference groups significantly influence purchase decisions, particularly for high-involvement products like electronics (Sproles & Kendall, 1986; Kumar & Sarangi, 2021). High power distance further reinforces the preference for premium global brands as markers of success and social mobility (Malhotra, 2021). Additionally, high uncertainty avoidance motivates consumers to rely on well-established global brands rather than experimenting with relatively unknown alternatives (Hofstede, 2001). Traditional beliefs also guide consumption timing, with festivals and auspicious occasions strengthening purchase propensity.

Simultaneously, digital transformation has fundamentally altered the Indian purchase decision process. Online reviews, influencer content, social media engagement, and YouTube product unboxings now exert substantial influence, particularly among younger consumers (Ranjan & Sinha, 2020; SDMIMD, 2024; Zhou & Wong, 2008). Consequently, consumer choice today reflects a complex interaction of traditional cultural values and modern digital influences.

To appeal to this hybrid market, global electronics firms increasingly adopt glocalization strategies, retaining a standardized global identity while simultaneously tailoring offerings to local cultural expectations through regional advertising, festival-based promotions, and India-specific pricing (Craig & Douglas, 2006; Douglas & Craig, 2011).

However, existing studies largely examine cultural values, perceived brand globalness, social influence, and brand familiarity in isolation. Limited empirical work integrates these constructs into a unified analytical framework for the Indian electronics sector. This study addresses this critical gap by examining how cultural values interact with perceived brand globalness and brand familiarity to shape Indian consumers' purchase intentions toward global electronics brands.

## **2. Literature Review**

### **2.1 Cultural Values and Consumer Behaviour**

Consumer behaviour in the electronics market is shaped by psychological, cultural, emotional, and technological forces (Parasuraman, 1997; Kim & Chung, 2011). In collectivist cultures like India, purchasing decisions reflect social conformity, family orientation, and interpersonal influence rather than purely individual preferences (Hofstede, 2001; Shavitt & Cho, 2016). Power distance encourages conspicuous consumption of premium global brands as indicators of social achievement, while uncertainty avoidance strengthens reliance on reputed brands to minimize functional and financial risk (Malhotra, 2021).

### **2.2 Perceived Brand Globalness and Brand Equity**

Perceived Brand Globalness (PBG) refers to the extent to which a brand is viewed as internationally present, technologically advanced, and socially prestigious (Steenkamp, 2010; Swaminathan, 2014). Global brands are generally associated with superior quality, innovation, and aspirational value, particularly in emerging markets like India (Lee & Lee, 2018; Kumar

& Sarangi, 2021). Steenkamp, Batra, and Alden (2003) demonstrate that globalness cues significantly enhance brand trust and perceived brand equity.

### **2.3 Brand Familiarity, Trust, and Emotional Attachment**

Brand familiarity reduces perceived risk and enhances brand credibility and purchase confidence (Kent & Allen, 1994; Park & Stoel, 2005). Trust further strengthens brand evaluation and loyalty (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). Recent literature highlights the growing relevance of brand love, affect, and emotional attachment even in utilitarian categories such as electronics (Albert & Merunka, 2013; Fetscherin, 2019). Indian studies confirm that brand love is positively shaped by trust, satisfaction, and hedonic experience and subsequently strengthens loyalty and purchase intention (Tripathi & Singh, 2019).

### **2.4 Glocalization and Cultural Congruence**

Indian consumers exhibit a dual preference for global prestige and cultural alignment. Studies on Samsung and LG show that blending global quality cues with regional advertising, culturally sensitive campaigns, and local customer service enhances brand trust and loyalty (Craig & Douglas, 2006; Douglas & Craig, 2011). Cultural congruence is therefore a decisive factor in stimulating sustained purchase intentions in India (De Mooij, 2010).

Overall, prior research establishes that cultural values, emotional brand relationships, perceived globalness, and familiarity jointly shape consumer attitudes and behavioural intentions. However, these constructs have rarely been examined within an integrated analytical framework specifically for Indian consumers of global electronics brands. This study synthesises these strands to develop a unified explanatory model.

Although previous studies have independently examined cultural values, perceived brand globalness, brand trust, and brand familiarity, limited empirical research integrates these constructs within a comprehensive framework for India's consumer electronics sector. Moreover, the joint influence of traditional cultural orientations and modern global brand perceptions on purchase intention remains underexplored.

This study bridges the gap by presenting an integrated cross-cultural model tailored to the Indian market and addresses the research question: How do Indian consumers' cultural values, perceived brand globalness, and brand familiarity interact to influence their purchase intentions toward global electronics brands?

Research objectives (RO) are: RO1: To examine the influence of Indian consumers' cultural values on their purchase intention toward global electronics brands; RO2: To analyse the impact of perceived brand globalness on purchase intention; RO3: To assess the role of brand familiarity in shaping purchase intention; RO4: To develop and empirically test an integrated conceptual framework explaining Indian consumers' cross-cultural brand evaluation.

## **3. Theoretical Foundation and Conceptual Framework**

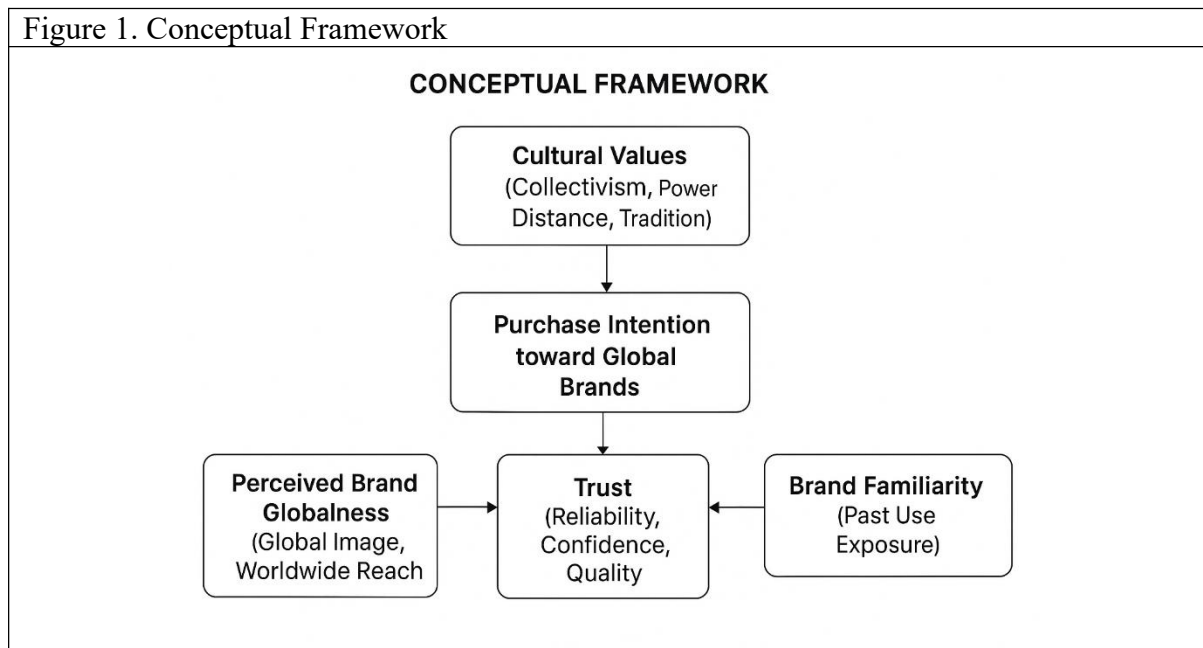
This study is grounded in three interrelated theoretical perspectives. First, Hofstede's Cultural Dimensions Theory explains how collectivism, power distance, uncertainty avoidance, and traditional orientation shape consumer perception and behaviour (Hofstede, 2001; Hofstede et al., 2010). Second, Perceived Brand Globalness Theory suggests that consumers associate global brands with superior quality, technological leadership, and symbolic prestige, which enhances brand equity and purchase intention (Steenkamp, 2010; Swaminathan, 2014).

Third, the Brand Familiarity and Brand Trust Framework posits that exposure, awareness, and prior experience reduce perceived risk and increase positive brand evaluations and loyalty (Erdem & Swait, 2004; Chaudhuri & Holbrook, 2001). Together, these theories propose that cultural orientation and brand-related perceptions jointly shape consumer decision-making in global brand contexts.

The conceptual framework (Figure 1) proposes that Cultural Values, Perceived Brand Globalness, and Brand Familiarity function as key independent variables influencing Purchase Intention toward global electronics brands. Cultural values determine how consumers interpret global brand meanings, assess risk, and rely on social consensus. Perceived brand globalness signifies technological superiority, international prestige, and aspirational appeal, while brand familiarity enhances trust and cognitive comfort.

The combined influence of these constructs drives consumer attitudes and behavioural intentions in India's cross-cultural consumption environment. This framework provides the foundation for hypothesis development and empirical testing.

Figure 1. Conceptual Framework



### 3. Research Methodology

#### 3.1 Research Design

This study adopts a quantitative, descriptive, and cross-sectional research design to empirically examine the influence of Cultural Values, Perceived Brand Globalness, and Brand Familiarity on the Purchase Intention of Indian consumers toward global electronics brands. A quantitative approach is considered appropriate as it enables objective measurement of consumer perceptions and behavioural intentions using statistical techniques, consistent with prior branding and cross-cultural consumer behaviour research (Malhotra, 2021; Kumar & Sarangi, 2021).

Primary data were collected using a structured online questionnaire administered through Google Forms. The target respondents included individuals who had either purchased or were actively considering the purchase of global electronic products such as smartphones, laptops, and smart devices within the previous 12 months. Given the digital nature of electronics consumption and the relevance of online exposure to global brands, a non-probability snowball sampling technique was employed to reach a digitally active and brand-aware population (Ranjan & Sinha, 2020; SDMIMD, 2024).

The questionnaire consisted of 25 items adapted from validated measurement scales used in prior studies on cultural dimensions, perceived brand globalness, brand familiarity, and purchase intention (Hofstede et al., 2010; Steenkamp, 2010; Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004). All items were anchored on a five-point Likert scale ranging from 1 = “Strongly Disagree” to 5 = “Strongly Agree”. The use of standardized scales ensured content validity, construct reliability, and alignment with the conceptual framework of the study.

### 3.2 Population and Sample

The target population comprised Indian consumers aged 18 years and above who are actively engaged with or have previously purchased global electronics brands such as mobile phones, laptops, and smart devices. Respondents were recruited through social media platforms, online networks, and peer referrals to ensure demographic diversity in terms of age, gender, education level, and occupation.

A total of 100 usable responses were obtained after data cleaning and screening for completeness and response consistency. The final sample adequately represents digitally active Indian consumers, who constitute the primary market segment for global electronics brands in India. Although the sampling technique limits broad population generalization, the sample size is considered statistically sufficient for regression-based predictive analysis in line with similar studies in consumer behaviour research (Hair et al., 2019).

### 3.3 Hypotheses Development

Based on the conceptual framework and existing literature on cultural values and global brand perception, the following hypotheses were formulated:

Sr. No.	Null Hypothesis (H <sub>0</sub> )	Alternative Hypothesis (H <sub>1</sub> )
H01	Cultural values have no significant influence on consumers' purchase	Cultural values significantly influence consumers' purchase intention toward

	intention toward global electronics brands.	global electronics brands.
H02	Brand familiarity has no significant influence on consumers' purchase intention toward global electronics brands.	Brand familiarity has a significant positive influence on consumers' purchase intention toward global electronics brands.
H03	Perceived brand globalness has no significant influence on consumers' purchase intention toward global electronics brands.	Perceived brand globalness has a significant positive influence on consumers' purchase intention toward global electronics brands.

### 3.4 Regression Model Specification

To empirically test the proposed relationships outlined in the conceptual framework, the study employs multiple linear regression analysis. The dependent variable is Purchase Intention (PI), while Cultural Values (CV), Brand Familiarity (BF), and Perceived Brand Globalness (PBG) serve as independent variables. The regression models assess the direct effects of each predictor on purchase intention.

The regression equations are specified as follows:

**Model 1:** This model tests the direct effect of Cultural Values on Purchase Intention (H01).

$$PI = \beta_0 + \beta_1(\text{Cultural Values}) + \varepsilon$$

**Model 2:** This model tests the direct effect of Brand Familiarity on Purchase Intention (H02).

$$PI = \beta_0 + \beta_1(\text{Brand Familiarity}) + \varepsilon$$

**Model 3:** This model tests the direct effect of Perceived Brand Globalness on Purchase Intention (H03).

$$PI = \beta_0 + \beta_1(\text{Perceived Brand Globalness}) + \varepsilon$$

Multiple regression techniques were selected due to their suitability for estimating predictive relationships between multiple independent variables and a continuous dependent variable, as widely applied in branding and consumer behaviour research (Hair et al., 2019).

## 4. Results and Discussion

#### 4.1 Demographic Profile of Respondents

The demographic structure of the sample (Figure 2) reflects the characteristics of India's digitally engaged consumer segment, which is the primary target market for global electronics brands. The sample comprised 57% male respondents, 38% female respondents, and 5% who preferred not to disclose their gender. With respect to occupation, students constituted the largest segment (71%), followed by the self-employed (18%), freelancers/part-time workers (7%), and unemployed/job seekers (4%). The dominance of students and young professionals is consistent with prior studies that identify youth as the most active adopters of global electronics brands in India (Kumar & Sarangi, 2021; Ranjan & Sinha, 2020).

Geographically, 46% of respondents were from Tier-1 cities, 30% from Tier-2 cities, 11% from Tier-3 cities, 8% from semi-urban areas, and 5% from rural regions, indicating a balanced urban–rural distribution. The age composition was heavily skewed toward younger consumers, with 89% of respondents falling in the 18–30 years age group, followed by 6% in the 30–40 group, 3% in the 40–50 group, and 2% in the 50–60 group. This distribution reflects the growing role of digitally native consumers in shaping India's global electronics market and aligns with PwC (2024), which identifies young urban consumers as the principal drivers of electronics demand in India.

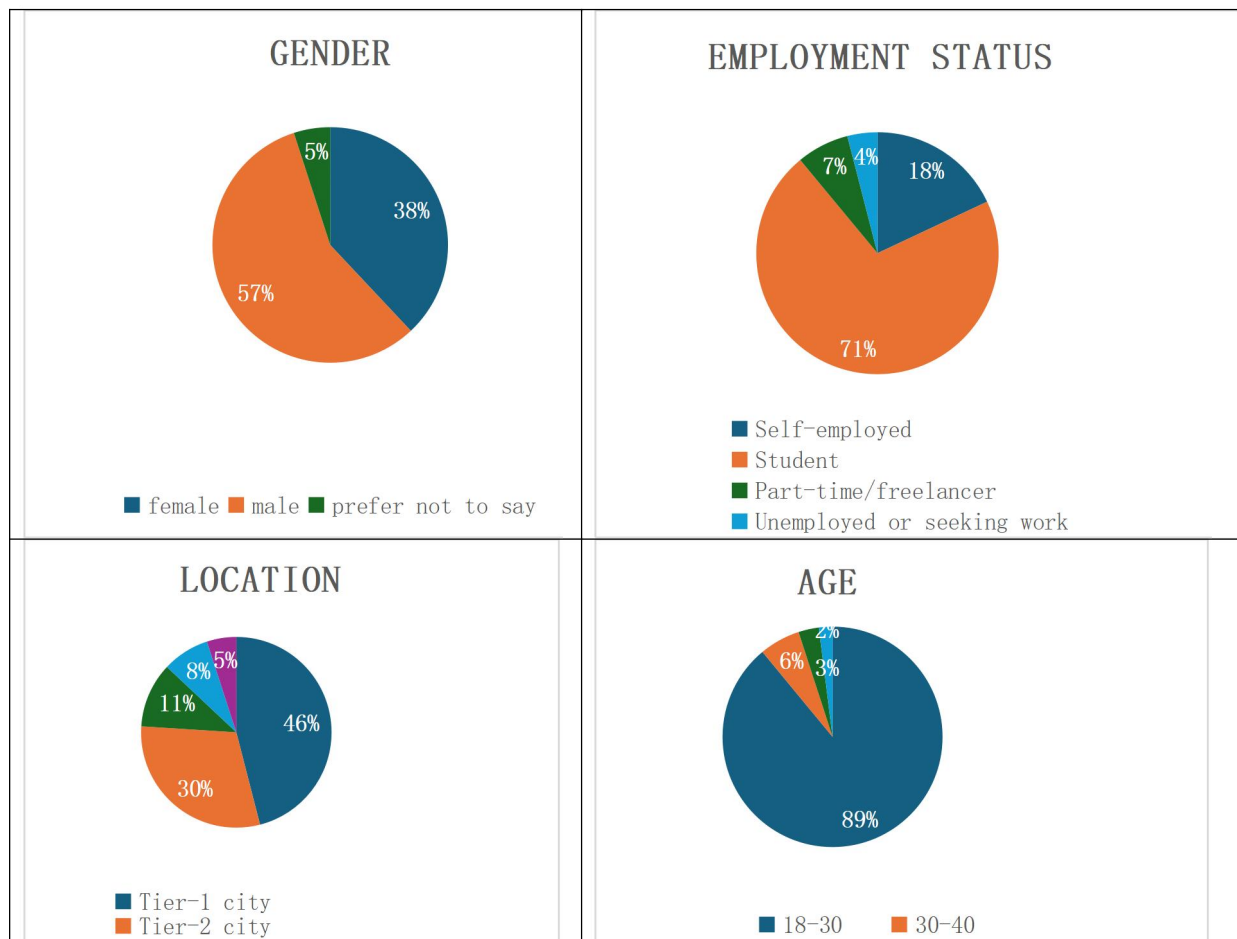
#### 4.2 Reliability Analysis

The internal consistency of all constructs was evaluated using Cronbach's Alpha, as recommended by Fornell and Larcker (1981). The results demonstrate exceptionally high reliability levels: Cultural Values ( $\alpha = 0.986$ ), Perceived Brand Globalness ( $\alpha = 0.983$ ), Brand Familiarity ( $\alpha = 0.980$ ), and Purchase Intention ( $\alpha = 0.968$ ). All values far exceed the threshold value of 0.70, indicating excellent scale reliability and measurement precision (Hair et al., 2019).

Such high internal consistency confirms that the selected measurement items accurately capture the psychological and behavioural constructs under investigation. This reliability strength enhances the credibility of subsequent statistical analyses and is consistent with earlier branding studies that have employed standardized Likert scales for similar constructs (Chaudhuri & Holbrook, 2001; Erdem & Swait, 2004).

Figure 2. Demographic Profile of Respondents





### 4.3 Correlation Analysis

Pearson's correlation analysis (Table 1) was conducted to assess the strength and direction of relationships among Cultural Values (CV), Perceived Brand Globalness (PBG), and Brand Familiarity (BF). The analysis reveals a strong positive association between CV and PBG ( $r = 0.6355$ ), suggesting that individuals with strong cultural orientations are also inclined to form favourable perceptions of globally positioned electronics brands. This finding supports Hofstede's (2001) argument that collectivist societies do not necessarily resist globalization but reinterpret global brands through culturally embedded meanings such as prestige, family approval, and social recognition.

Table 1. Correlation Analysis			
Variable	CV	PBG	BF
CV	1	0.635518	0.492424
PBG	0.635518	1	0.499238
BF	0.492424	0.499238	1

A moderate positive correlation between CV and BF ( $r = 0.4924$ ) indicates that culturally oriented consumers also tend to exhibit higher brand awareness and familiarity. This aligns



with Shavitt and Cho (2016), who argue that cultural congruence significantly enhances consumers' cognitive engagement with global brands. Additionally, PBG and BF exhibit a moderate positive correlation ( $r = 0.4992$ ), implying that brands perceived as global also enjoy superior recall, credibility, and consumer learning. This is consistent with the findings of Steenkamp, Batra, and Alden (2003), who demonstrate that global brands benefit from enhanced visibility and symbolic value in emerging markets. The presence of consistently positive correlations across all constructs provides preliminary empirical validation for the proposed conceptual framework.

#### 4.4 Regression Analysis and Hypothesis Testing

*Cultural Values emerged as the strongest predictor of Purchase Intention* ( $t = 6.53$ ,  $p < 0.001$ ). This result (Table 2) strongly supports cross-cultural consumer behaviour theory, which posits that cultural orientation remains a dominant force shaping consumer preferences in developing markets (Hofstede et al., 2010; Malhotra, 2021). The rejection of H01 underscores that Indian consumers continue to rely heavily on collective norms, family opinions, and social approval when purchasing high-involvement products such as electronics.

Model	t-value	p-value	Decision on H <sub>0</sub>
Model 1	6.535800365	3.03967E-09	H01 Rejected
Model 2	5.153002957	1.36895E-06	H02 Rejected
Model 3	3.911499307	0.000171183	H03 Rejected

*Brand Familiarity also shows a significant positive impact on Purchase Intention* ( $t = 5.15$ ,  $p < 0.001$ ), leading to the rejection of H02. This finding corroborates the brand learning and risk-reduction perspective proposed by Erdem and Swait (2004), which suggests that familiarity enhances perceived credibility and reduces functional and financial uncertainty. Similar results have been reported by Kent and Allen (1994) and Park and MacInnis (2006), who emphasize that repeated exposure and experience strengthen consumer confidence and purchase propensity.

*Perceived Brand Globalness significantly influences Purchase Intention* as well ( $t = 3.91$ ,  $p < 0.001$ ), resulting in the rejection of H03. This confirms that Indian consumers continue to associate global brands with superior quality, technological sophistication, and aspirational value, consistent with global branding theory (Steenkamp, 2010; Lee & Lee, 2018; Swaminathan, 2014). The result further supports the notion that global brand positioning remains a powerful symbolic cue in emerging economies.

#### 4.5 Multicollinearity Diagnostics

Multicollinearity was assessed using the Variance Inflation Factor (VIF). The VIF values for Cultural Values (1.17), Brand Familiarity (1.23), and Perceived Brand Globalness (1.29) were all well below the recommended threshold of 5 (Hair et al., 2019). These results confirm the absence of serious multicollinearity, ensuring that each predictor variable contributes unique explanatory power to the regression model. The low VIF values enhance the statistical

robustness of the findings and allow for confident interpretation of regression coefficients without concerns regarding unstable estimates or redundant predictors.

The empirical results provide compelling evidence that Indian consumers' purchase intentions toward global electronics brands are shaped by the combined influence of cultural identity, global brand perceptions, and experiential familiarity. The dominance of Cultural Values as the strongest predictor reinforces the view that Indian consumption behaviour remains deeply rooted in social norms, group conformity, and collective approval, even within technologically advanced and globally standardized product categories (De Mooij, 2010; Malhotra, 2021).

The significant effect of Brand Familiarity highlights the continued relevance of trust-building mechanisms in high-involvement purchases. Consistent with Chaudhuri and Holbrook (2001) and Morgan and Hunt (1994), greater familiarity strengthens trust, reduces perceived risk, and improves purchase confidence—an especially critical factor in electronics where post-purchase service and functional reliability matter greatly.

The effect of Perceived Brand Globalness aligns with global consumer culture theory, which argues that global brands function as symbolic markers of modernity, innovation, and upward mobility in emerging markets (Steenkamp, 2010; Douglas & Craig, 2011). For Indian consumers, global electronics brands thus serve not only as functional utilities but also as vehicles of social signaling and aspirational consumption.

The absence of multicollinearity further confirms that these three drivers—culture, global brand perception, and familiarity—operate as distinct yet complementary forces. Together, they reveal the dual identity of the Indian consumer: simultaneously anchored in traditional cultural values and increasingly aligned with global consumption symbolism. This finding is consistent with the convergence–divergence perspective of Douglas and Craig (2011), which argues that globalization does not eliminate cultural differences but reshapes them within global brand contexts.

The study empirically establishes that Cultural Values, Perceived Brand Globalness, and Brand Familiarity are strong and significant determinants of Purchase Intention among Indian consumers of global electronics brands. The findings are theoretically consistent with cross-cultural marketing, global branding, and consumer trust theories while offering context-specific empirical evidence from India's expanding electronics market. The results underscore that Indian consumers' purchase behaviour is not shaped by globalization alone, but by a complex interaction of cultural tradition, aspirational symbolism, and experiential brand learning.

## **5. Conclusion and Managerial Implications**

This study provides robust empirical evidence that Indian consumers' intentions to purchase global electronics brands are shaped by a complex interaction of deep-rooted cultural orientations, perceptions of global brand stature, and experiential brand knowledge. While globalization has increased access to international brands, consumer decision-making in India remains strongly embedded within socio-cultural value systems. The dominance of cultural

values as a predictor indicates that Indian consumers do not merely evaluate electronics brands on functional performance but also on social approval, symbolic meaning, and cultural compatibility, reinforcing the continued relevance of cultural identity in modern consumption (De Mooij, 2019; Hofstede et al., 2010).

The significant role of perceived brand globalness confirms that global brands continue to function as signals of quality, technological superiority, and aspirational lifestyle, particularly in emerging economies. This aligns with signaling theory and global branding literature, which emphasize that global market presence enhances brand credibility and perceived performance (Steenkamp, 2010; Davvetas & Halkias, 2019). Meanwhile, the strong influence of brand familiarity reiterates the importance of trust formation and risk reduction in high-involvement categories such as consumer electronics (Erdem & Swait, 2004; Chaudhuri & Holbrook, 2001).

### **Implications**

*Culturally Embedded Brand Communication:* Marketers must move beyond standardized global messaging and adopt culture-sensitive narratives that resonate with Indian values such as family orientation, social cohesion, and collective success. Festival-based campaigns, family-centric usage portrayals, and community-driven brand storytelling can significantly strengthen emotional brand attachment. Prior research confirms that culturally congruent advertising enhances persuasion and brand evaluation in collectivist societies (Shavitt & Cho, 2016; Teng et al., 2020).

*Strategic Leveraging of Global Brand Identity:* Since perceived globalness positively shapes purchase intentions, brands should actively communicate their international certifications, R&D investments, global innovations, and worldwide presence. Emphasizing leadership in technology, sustainability benchmarks, and global design standards can strengthen perceptions of superiority and trustworthiness (Steenkamp et al., 2003; Swaminathan et al., 2020).

*Accelerating Brand Familiarity through Digital Immersion:* Firms should intensify digital engagement strategies including influencer marketing, product demonstration videos, interactive social media campaigns, and experiential content. Repeated exposure builds familiarity, which directly reduces cognitive risk and uncertainty (Kent & Allen, 1994; Park & Stoel, 2005). Strengthening post-purchase support, warranty visibility, and service accessibility further reinforces familiarity and long-term loyalty.

*Omnichannel and Experience-Oriented Strategies:* With India's rapidly digitalizing retail ecosystem, brands must ensure seamless integration between online and offline platforms. Personalized recommendations, regional language interfaces, flexible financing (EMIs), and youth-centric promotional offers can significantly enhance adoption. Research suggests that omnichannel consistency strengthens perceived brand reliability and purchase confidence (Verhoef et al., 2015).

Global electronics brands are most successful in India when they combine cultural alignment with global prestige and continuous consumer engagement. A purely standardized global

strategy may fail to achieve deep market penetration unless it is adapted to India's unique socio-cultural fabric.

## 6. Limitations and Future Research Directions

Despite its empirical contributions, the study is subject to certain limitations that call for cautious interpretation of the results. The research employed a non-probability snowball sampling technique with a sample size of 100, which restricts the generalizability of the findings. The sample is heavily skewed toward younger consumers (18–30 years), who are more digitally active and naturally more exposed to global electronics brands. Consequently, the perceptions of older consumers—who may demonstrate different levels of brand loyalty, price sensitivity, and technology adoption—are underrepresented.

Although the selected constructs—Cultural Values, Perceived Brand Globalness, and Brand Familiarity—are central to global branding theory, the model does not incorporate other potentially influential variables such as price sensitivity, perceived risk, brand trust, product quality evaluation, sustainability concerns, and post-purchase satisfaction. These factors are particularly relevant in the electronics sector where functional risk and post-sale service significantly affect loyalty and repurchase behaviour.

Longitudinal studies could track changes in brand perceptions and purchase intentions over time in response to innovation, income shifts, and competitive dynamics. Incorporating variables like brand trust, perceived quality, value-for-money, risk perception, sustainability, and eWOM can strengthen predictive models of electronics purchase behavior. Cross-country or cross-cultural comparisons may refine international branding strategies, while segment-specific analyses of income groups, rural consumers, and generational cohorts can provide targeted marketing insights.

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