

SUMMARY OF THE THESIS
CONSUMER BUYING BEHAVIOUR WITH REGARD TO
BRANDED AND TRADITIONAL JEWELLERY
(WITH SPECIAL REFERENCE TO JAIPUR JEWELLERY MARKET)

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TABLE OF CONTENTS

S,N.	Contents	.
1.	Introduction	1
2.	Review of Literature	3
3.	Justification and Relevance of the study	7
4.	Objectives of the Study	8
5.	Hypothesis	9
6.	Description of the research work	9
7.	Findings and Conclusion	12
8	References	21
9.	Content of the Thesis	22
10	List of Publication	24

1. INTRODUCTION

Consumer buying behaviour signifies more than just the approach of consumer towards buying a product. Marketing efforts therefore also emphasize on consumer's consumption of services, ideas and activities. The manner in which consumer buys a product is extremely important to marketers. It involves understanding a set of decisions (what, why, when, how much and how often) that the consumer makes over the time. This research scrutinizes consumer behaviour in a wider perspective and highlights its dependency on the most popular jewellery segments. It proceeds in two directions where the consumers and jewellers move parallel and also highlights traditional as well as branded jewellers and jewellery market of Jaipur.

The chapter will also highlight jewellers (i.e. traditional as well as branded jewellers) and jewellery market of Jaipur. The diverse and competitive complexion of the Branded versus Traditional jewellery has a major impact on consumers buying behaviour, and with the continuous development in jewellery designs, it has not only increased competition for domestic firms but has also enhanced array of possibilities from a consumer point of view. The increasing sphere of e-commerce has enhanced and enabled consumers to shop across countries.

Furthermore the Jewellers engaged in this sector have their own take on what is trendy and fashion at any given moment, according to designs, style, fads, popular culture, design theme, emerging trends, seasonality, etc. This provides consumers with unparalleled opportunities to pick and choose amongst different brands and combine them in order to satisfy their increasing need for expressing their individuality and to create their own style.

Consumer buying behaviour was mostly affected by budgetary constraints and also when buying seemed to have a small impact on the daily life and one's lifestyle. The consumers had a smaller level of influence on the availability of products and the most part had to contend with what was on offer. The increased disposable income, access to information, and competition has empowered consumers to demand more and to have higher expectations. Now they are not determined on

their needs for a product but are instead motivated towards their wants which is quite attributed of the jewellery market.

So, the overall purpose of this thesis is “to gain deeper understanding of different factors which are significantly related to the jewellery buying behaviour of consumers” in Jaipur and also to access the view of jewellers on branded and traditional jewellery. The study is also aimed at providing information, which can benefit jewellery companies and traditional stores to understand consumers and their lifestyle to gain success in the jewellery market.

The aim of the research on “**Consumer Buying Behaviour With Regard to Branded and Traditional Jewellery**” (With Special Reference to Jaipur Jewellery Market) is to explore the traditional and branded jewellery of Jaipur city and to study the brand awareness amongst consumers.

Consumers possess a strong positive attitude towards branded jewellery so it is growing constantly. They are attracted towards offers, promotions, certification, Hallmarking technological advancement, etc. by branded jewellers. The consumer variables i.e. design, quality of material, comfort of wearing, price, variety, certification, durability resale value, etc. and brand specific variable i.e. offer, service provided, celebrity endorsement, promotion, brand familiarity, reliability, brand consciousness, etc. play an equivalent role in promoting branded jewellery. Consumers’ understanding about branded jewellery is shifting due to their preference for non branded to branded jewellery .

Consumer specific variable and brand specific variable both are having a positive relation with consumer preference towards branded jewellery. Brand awareness towards Tanishq, Nakshatra, Asmi, Sangini, Gili is more than other brand like Carbon, Trendsmith, etc.

2. REVIEW OF LITERATURE

The chapter second elaborates literature review in order to have a convenient study and better understanding of the facts. Here, literature review has been classified under the following heads: review related to brand, consumer buying behaviour and branded and traditional jewellery.

The literature review of any field forms the foundation upon which all future research work will be built. A literature review is a description of the literature relevant to a particular field or topic. This is often written as part of a thesis proposal, or at the commencement of a thesis. A critical literature review is a critical assessment of the relevant literature.

Gidwani Devika (2002) in her paper titled “Branded Gold Jewellery Market in India” mentioned that there is definitely a market for branded jewellery especially if something is aimed at the younger generation, which wants to buy fashionable real jewellery. This is the right time to get into the market, as it has just started to take off.

Zaveri Samrat (2003) However, since the late 1990s, there was a shift in consumer demand and as a result women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. There was a rise in demand for lightweight jewellery, especially for consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. Jewellers should understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities..

Bhandari Vandana (2005), The branded jewellery segment occupied only a small share of the total jewellery market because of the mindset of the average Indian buyer who still regarded jewellery as an investment. Furthermore, consumers have faith on only their family jewellers while buying jewellery. Consequently, the branded jewellery players tried to change the mindset of the people and woo customers with attractive designs at affordable prices.

Craig Symons (2004) the director of Osjag, a wholesaler of Gold jewellery, mentioned in his paper “Branding success” that “Branding gives customers more confidence in their purchasing decision as they can identify with the brand and

therefore feel they've made a good purchase which they can show their friends and family. "This brand recognition gets retailers half the way through making a sale before a customer even walks into their store." Therefore, perhaps not surprisingly, the jewellery industry has finally seen the branding light and begun to harness its power to sell jewellery.

Mckinsey (2005) in his paper titled "Strategies for Wooing Customers" mentioned that The branded jewellery industry is still in its infancy, but increasing growth rates show that in a short time it will corner a significant chunk of the market. The best compliment to the branded segment is that traditional jewellers have also begun to design jewellery lines under a brand name.

Shah, Ashwin (2008) head of Retail at C. Mahendra Exports, he holds a similar view with regard to jewellery sales at modern shopping malls. Shah elucidates his point, "The young generation often resorts to some impulse buying." He stresses that serious buyers who are looking for high value purchases for occasions such as weddings prefer to plan their jewellery shopping and eventually purchase from known reputed jewellers.

Osjaq, (2009) concluded in his paper "Branding-success" that branding is "an irreversible trend". It gives clients a certain degree of confidence that they're buying a genuine product. Branded jewellery has arrived and earned its place on world jewellery retail shelves. Indeed the consumer must pay more attention, which brand they should buy, instead of thinking "branded or non branded".

Baranwa Shashank (2009) told in his study that the industry of jewellery has boomed in the past few years due to the increased demand of fashionable jewellery. The four brands – Asmi, Nakshatra, D'Damas and Gili – are unique with structured positioning and branding that endows each with a unique brand persona and character.



Figure: Jewellery Brands

Shah Vipul (2012), stated that as the branded jewellery market came into trend, the number of gold retailers in the country increased sharply. Branded players such as Tanishq, Oysterbay, D'Damas, Gili and Carbon opened outlets in various parts of the country. Traditional jewellers also began to bring out lightweight jewellery, and some of them even launched their in-house brands.

However, the share of branded jewellery in the total jewellery market is still small (about Rs. 10 billion of the Rs. 400 billion per annum jewellery market in 2002), though growing at a pace of 20 to 30 percent annually.

The Indian gems and jewellery industry is competitive in the world market due to its low cost of production and the availability of skilled labour. Additionally, the jewellery industry has set up a worldwide delivery network, of more than 3,000 offices for the promotion and marketing of Indian diamonds.

Analysis of Literature Review

The Indian jewellery market witnessed a shift in consumer perceptions of jewellery. Instead of being regarded as the only investment option, it was being valued for its aesthetic appeal. In other words, the focus seemed to have shifted from content to design. Trendy, affordable and lightweight jewellery soon gained familiarity. Branded jewellery also gained acceptance forcing traditional jewellers to go in for branding. To draw a conclusion from the above literature review one can observe that there is immense scope for the growth of branded jewellery.

- The review brings light to the fact that the Indian consumers are price sensitive hence the branded jewellers cannot charge exuberant prices
- The popularity of branded v/s non branded jewellery the review helps understand the growth of the retail industry which have leased branded jewellery stores and also the popularity of traditional goldsmith

- The branded jewellery players tried to change the mindset of the consumers and entice them with attractive designs at affordable prices.
- The branded jewellers on the other hand have to adapt strategies to win the trust of their customers and attract new customers.
- In spite of the economic slowdown experts believe that it will grow at a CAGR of 25%. There are also statements like the industry does not cover the entire population making a scope for further growth.
- The number of foreign entrants has also posed a challenge to the traditional jewellers and hence it is observed that these jewellers also come up with strategies to retain their customers. These practices were not prevalent in the market previously.
- The Jaipur market is witnessing an accelerated shift from viewing jewellery as an investment to regarding it as aesthetically appealing ornaments. The focus had shifted from metal (gold/silver) to design.
- A few research reports also help us gauge the changing trends in the jewellery market and the popularity of diamonds.
- The Indian Jewellers's focus had shifted from content to design.
- The consumer wanted a wider selection at a single convenient location and expected an international shopping experience.
- The Indian consumers were willing to experiment with unique designs so they favoured branded jewellery

Due to the changing dynamics, traditional jewellers are looking to jump on the "Brand wagon" by investing in publicity and trying to build a presence in the minds of consumers. Traditional jewellers have signed up Bollywood heroines as brand ambassadors to promote their products.

3. SIGNIFICANCE OF THE STUDY

The study is related to the understanding of consumer buying behaviour towards branded and traditional jewellery and also focuses on the various strategies followed by the jewellers in order to uplift the economy of the jewellery market.

Relevance to Jewellers :

- This research would prove fruitful in understanding the impact of brand awareness on consumer buying decisions for jewellery.
- The study would also help the Jewellers to find out the consumer preference and their buying behaviour towards branded and non branded jewellery.
- This would help both the retailers to know what are the consumer preference and what strategies should they adapt to grab the market.

Relevance to Consumes:

- The study is facilitated to understand various aspects of the branded and traditional jewellery.
- Consumers are knowledgeable today so the research would help in making them aware of the various attributes of branded and traditional jewellery.
- Due to the reliability of the branded jewellery in terms of purity and manufacturing, it becomes a better option for the consumers with good source of income to make a secure investment.

Relevance to Academics, Students and Others:

- The study would help to understand the consumer buying behaviour towards a product.
- Owing to the dearth of the database regarding the consumer preference for branded and non branded jewellery, there was a need felt to procure a baseline data to analysis aforesaid research.
- It would explore the consumer perception towards jewellery and to identify the major players of the jewellery industry and to identify the various parameters which consumer consider while buying jewellery.

- It would help to branded jewellers to explore the marketing strategies used by various jewellery brands.
- The present research aimed at identifying the consumer's perception towards the jewellery market and also assisted in identifying the various parameters considered in purchasing.
- It would help to jewellers to identify various marks, standard or certification followed by the different brands.
- Being the hub of jewellery, still Jaipur Market is not much recognized globally, this study would help to opine a new perspective for Jaipur jewellery market and further it would be able to provide a guideline for future research work.

4. OBJECTIVES OF THE STUDY

The objectives to conduct the research on the study of Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market) are:

- To analyse the consumer buying behaviour towards the traditional and the branded jewellery market of Jaipur city.
- To explore consumers' perception towards branded jewellery in comparison with the traditional jewellery.
- To study the brand awareness amongst the consumers of the Jaipur jewellery market.
- To know the consumer's buying decision of jewellery that whether it is based on convenience or brand preference.
- To compare between branded and non-branded jewellery in term of quality, price, and reliability.
- To explore the various marketing strategies used by various jewellery brands.

5. HYPOTHESES

H₀: There is no significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

H_a: There is a significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

Sub hypotheses:

- **H₁:** The consumer prefers buying jewellery through branded store than from the traditional family jewellers.
- **H₂:** The consumers are more informed about the branded jewellery rather than the traditional jewellery.
- **H₃:** The consumers have an influence of the marketing strategies adopted by branded jewellery.
- **H₄:** The branded jewellery is more reliable rather than the non branded jewellery.
- **H₅:** The consumers have an impact of the price factors adopted by the non branded jewellers.
- **H₆ ;** there is no significance difference between appealing elements of buying branded jewellery.

6. DESCRIPTION OF THE RESEARCH WORK

- Methodology
- Tools for Data Analysis
- Tools for Hypothesis Testing
- Testing of Hypothesis

• **METHODOLOGY**

The present research on Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market)

is based on all aspects of Research Methodology. The Study has been undertaken to identify the awareness of consumers about branded and traditional jewellery, attributes of brands, jewellery perceptions about brands and selling strategies.

- **UNIVERSE OF THE STUDY**

The research has been conducted in Jaipur the capital city of Rajasthan as Jaipur is a hub of gems and jewellery market in terms of manufacturing and sale. The study was based on consumers and branded and traditional jewellers of Jaipur city in order to understand the consumers buying behaviour towards branded and traditional Jewellery.

- **SAMPLING DESIGN**

The data have been collected using well structured interview schedule that included both open and closed ended questions. The main techniques used in this study were to collect first hand data that is primary data, using the questionnaire containing focused and constrained questioned.

Primary Data	
Description of Respondents	No. of Respondents
Consumers of Jewellery (Both buying Traditional and Branded Jewellery of all age groups and different Demographic profiles)	100
Jewellers (Traditional and Branded both)	100
Total Respondents	200

The secondary data was collected from various literatures and references which has already published in books, articles, newspaper, magazine, journal, other relevant publications to find out the theoretical framework and also to be familiar with what early research mentioned regarding selected topic.

On the basis of the objectives of the study, hypotheses as well as the methodology specified above, an attempt was made to collect the data by using an

appropriate instrument. An attempt was also made to validate the hypothesis in accordance with the objective of the study.

- **TOOLS FOR DATA ANALYSIS**

The collected data have been edited to avoid unwanted information and has been arranged in proper sequence. It also classified for suitable tabulation, graphs, charts, diagrams wherever necessary. A suitable statistical technique has been used for analysing data such as chi- square test, t test, etc. by using statistical tools like SPSS and MS-EXCEL. This will further help to draw meaningful conclusion. The different tools used for data analysis are:

- Tabular analysis
- Coding
- Charts
- Pie chart & Bar Diagram and
- Pictorial representation

The data analysis and Interpretation included in chapter third, It deals with the responses and views of consumers as well as jewellers as respondents. This chapter also incorporates the statistical analysis to prove the hypothesis.

HYPOTHESIS TESTING

For hypothesis testing the following statistical techniques are being used on the tabulated data.

- t- test
- Z- test
- ANOVA (Analysis of Variance)
- Chi-Square Test (A Goodness of Fit)

In the current research design Chi Square is being applied and values are interpreted with the help of the table as well as SPSS software

7. FINDINGS AND CONCLUSIONS

The major findings, recommendations, scope for further research and the conclusion of the current research are mentioned in chapter fourth. The major recommendations proposed by the present research are for branded sellers and buyers. Especially for branded jewellery, retailers should introduce membership cards to make their brand loyal customers who are keen to buy jewellery from their showrooms.

The important elements are summarized below:

- From the data of Table and Chart 3.7 it is evident that most significantly contributing segment of consumers belongs to the upper middle class segment (33%) of society, i.e. their family earnings per month range from Rs. 50,000/- to Rs. 60,000/-. The second most important segment is middle class people (i.e. Income group 30000-50000) they contribute 31% of consumers under study. Around 16% consumers in the current study belong to higher class having a higher income range i.e. Rupees 60000 and above per month. These high income people also evident to significantly express as the investors in jewellery market or may purchase jewellery for fashion also.
- Qualification is an important distinguishing factor among the consumers of any goods. In case of current study it is evident that most of the graduates buy jewellery i.e. 49% of the sample population under study is graduated. In Table and Chart 3.4, there are 12% educated people who have completed only 10th and 19% are educated up to 12th class. There are some highly qualified people in current study i.e. 15 % have professional degree i.e. C.A., Doctors, Engineers and 5% are doctorates too.
- It is found that 35% consumers of current study purchase jewellery for investment and 31% of total population buy it at some occasions such as marriage, birth of kid, 18% buy it for festivals such as Deepawali, Eid, Chrism, etc. and 16% of them buy jewellery for fashion purposes. (Table3.9).
- Another significant fact evolved from the study is that many 46% consumers, prefer to buy jewellery from branded store and 54% have preferred to buy it from

any traditional jewellers. The figures show the status as in Table 3.11 and two tail 't' test applied to test hypothesis. The p value = 0.9999 is not significant and Null hypothesis of the current research H_0 - stated that **There is no significant difference between the consumer buying behaviour for the branded and traditional jewellery (Non-Branded), is accepted and proved**, and the alternative hypothesis H_a is rejected. In Jaipur around equal number of people are influenced to purchase jewellery from a branded and traditional store. There is no major factor which makes the respondents in study inclined toward the purchase of jewellery from any specific brand or non branded products in jewellery segment.

- In table 3.12, there are 65% consumers have experience to purchase jewellery from branded store and 35% have never bought branded jewellery. The figure revealed that there is the more consumers proportion who buy branded jewellery therefore h_1 The consumer prefers buying jewellery through branded store than from the traditional family jewellers, is accepted.
- From the Current study it is evident that Tanisqe is the most trustworthy brands in jewellery for consumers as 37% of the total population under study likes it. D'Dmas is also significantly trusted brand among consumers and holds 24% of people's choice. Gilli holds 16% and others such as Trendsmith 10% and Oyzerbay 5% are less commonly preferred.
- There are many appealing elements of purchasing branded jewellery. Appealing elements of purchasing jewellery from a branded store as per data is inclined more towards brand name as 49 respondents opted it as rank 1, the next common appealing fact for demand in branded jewellery is Transparency of Branded Store , as 14 given it as Rank 1 and 19, 22 and 27 opted is as subsequent ranks. Likert scale and One Way ANOVA were applied to data in table 3.14 to obtain the result. As The P value is 0.0770 and it is not significant since all elements associated with branded jewellery play equal role. As hypothesis H_6 states that there is no significance difference between appealing elements of buying branded jewellery is rejected.

- In table 3.16 study 26% of consumer are influenced by Mouth Publicity i.e. word of mouth of other consumers who have used the products. Next significant factor is family/ friend's recommendations and display of jewellery in store as stated by 21% and 20% of respondents respectively. Interpretation of Goodness of Fit test: - As it is found from the Goodness of Fit test that χ^2 for trend = 7.972 (1 degree of freedom) The P value is 0.0048. And considered very significant this implies that according to the hypothesis H_2 the consumers are more informed about the branded jewellery rather than the traditional jewellery is accepted and proved.
- It is evident from the above table 3.19 data that 59% Consumer's decision to switch over to brand from one to another if some promotional scheme is being launched by other branded Jewellers and 31% consumers are brand loyal
- The popularity and reliability of branded and traditional jewellery as per consumers of Jaipur has briefed in above table and chart 3.20. 84% of respondents feel that branded jewellery had gained more popularity and trust in the jewellery segment because of its reliability and quality, and 11% of respondents agree with traditional jewellers' 5 % of respondents have indifferent views and do not support branded as well as traditional segment. Hence it is inferred from the data that H_4 : The branded jewellery is more reliable rather than the non branded jewellery is proved.
- The important characteristics of traditional jewellers are i.e. traditional jewellery design or reasonable price policies studied are good investments, reasonable price and traditional designs. Consumers are asked to place the points against each component of character of traditional jewellers. Their views are analysed in table 3.22 and concluded that Chi Square value is 1250 and $P < 0.0001$ which is quite significant And H_5 the consumers have an impact of the price factors adopted by the traditional (non branded) jewellers is accepted and proved.
- The data in Table 3.29 states the reason for the study and also proves the hypothesis as it is evident that 74% of respondents agree with the fact that consumers are diverted towards branded jewellery. There is effect on business by branded jewellery. It was also found that all non branded agreed with the fact and

only 26% of branded jewellers denied that these brands effect other jewellery businesses. Hence it can be inferred that there is no impact of branded jewellery on business.

- The study makes a significant point in the current research study that the maximum jewellers are established 15-20 year back i.e. 33% . The jewellers developed less than 10 years are 29% and 10-15 years are 14%. The respondents who do not belong to these categories are 24% which indicates that these might be the oldest or many generations of Family and Traditional jewellers of Jaipur.
- According to data in table 3.32, 92% of jewellers agreed with the fact that they apply various selling strategies to enhance the sales of their showrooms. 54% of these are agreed that discount is frequently used by jewellers. Zero making charges are also a common strategy which is opted by 19% jewellers in the market. 17% jewellers opted for cash back offer, 6% jewellers agree with the common policy of selling i.e. Gifts with purchase. 4% other strategies. The consumers have an influence of the marketing strategies adopted by branded jewellers.
- The planning and implementation of selling strategy are also much important to improve the sales. Thus jewellers were asked about the time of planning of above selling strategies. 79% of respondents agree that the growth of sales increased by applying of these strategies, only 29% of respondents disagree with the fact, By analysis of the data it is found that p value 0.001 of Z tests which is significant, Thus the hypothesis H₃ the consumers have an influence of the marketing strategies adopted by branded jewellery is accepted and proved. that strategies play important role to increase the sale branded jewellery
- A comparative chart which differentiates between traditional and branded jewellery is shown below:

Comparison of Traditional and Branded Jewellery

<u>S.no</u>	<u>Branded Jewellery</u>	<u>Non- Branded Jewellery</u>
1.	The name and reputation of a brand build a confidence to the consumer	Customers have the option to alter the jewellery according to their preferences and choice
2.	It is a certified lifetime guarantee, in view of the emotional measure of the consumer comes with the jewellery	No written guarantee, trust is only based on consumer – jewellers relationship.
3.	Quality of high standards, novel selling methodology and maintenance services of jewellery.	Minimum efforts in packing, finishing, sales and advertisements.
4.	Branded jewellery pieces have more contemporary, stylish and classical outlook, which easily segments itself among the traditional ones.	They have normally bulky and traditional outlook.
5.	Easily available at multiple outlets in many cities.	Usually available at single outlet in only one city.
6	Higher prices so can be afforded by higher class people.	They are preferred because of their reasonable prices, and strong personal relations with consumers

• **RECOMMENDATIONS**

Major Branded jewellery showroom should put in efforts to make people feel its presence. In the competitive world it is recommended to prepare some strategies to give discount schemes on higher purchase of jewellery.

Some recommendations are proposed for traditional jewellers of Jaipur who were studied as respondents. All traditional and family jewellers should maintain high

standards of loyalty and trust which was built by their forefathers among customers. Antique as well as modern designs of jewellery should be made available at all traditional jewellery stores. They should also develop some marketing strategies and use technology or media for advertisements.

The brand takes time for awareness. Therefore by the complete research analysis of current problem it is recommended for branded sellers and buyers:

- Especially for branded jewellery retailers should introduce membership cards to make female customers who are keen to buy jewellery of their brand loyal to the brand.
- Major Branded jewellery showroom should put in efforts to make people feel its presence.
- In the competitive world it is recommended to prepare some strategy by some branded showroom to give some discount schemes on higher purchase of jewellery.
- Especially jewellery consumers should be aware of various parameters of jewellery and for consumer awareness there should be more emphasis on advertisements through different media.

There are some recommendations proposed for traditional jewellers of Jaipur who have been studied as respondents:

- Traditional or family jewellers should maintain the high standard of loyalty and trust which was built by their forefather among customers.
- Traditional jewellers should increase the variety and availability of modern jewellery.
- Antique as well as new designs of jewellery should be made available at all traditional jewellery stores.
- Traditional jewellers should not employ any unethical practices among other jewellers for their sales.
- Traditional jewellers should also develop some marketing strategies and use technology or media for advertisements.

- **LIMITATIONS OF THE STUDY**

The limitation of the study due to the following reasons are:

- **Awareness**

The sample taken and the conclusion drawn can both lead the study to only one side if there is a lack of awareness among people about branded or traditional Jewellery.

- **Consumer's biasness**

People think that if the price of a product is higher, than it is of a high quality. In this way Consumers are often biased in their decision-making. Many types of bias exist and all people have biases to varying, Consumers who prefer new experiences (novelty seekers) may tend to be biased in favour of products and services that are presented more vividly and uniquely than competing products.

- **Time and age factor**

Buying preference varies according to season, festivals and other occasions and the age of the individual also play an important role to decide buying preferences.

- **Limited Geographical area**

The study area is limited to Jaipur city and the findings may not be applicable to other market.

- **Short life span of product**

From the consumer's perspective fashion designs and trends are always changeable in search of new innovation that can be reflected in the changed demand and buying preference.

The study is limited to the selected demographic range of consumers and jewellers. It can be further extended to a huge population of Consumers and Jewellers.

• **SCOPE FOR FUTURE RESEARCH**

The research affirmed some of the points highlighted in earlier studies and the study of the topic should be continued. The researcher proposes a few possible topics for future investigation. Proceeding from the current study it would be worth conducting an in depth research into the entire jewellery industry players and large demographic consumers.

- Further study can be conducted with a specific brand of jewellery to study Consumer behaviour and this could be compared with current outcome.
- Similar studies could focus on subjective norms impact on consumer buying behaviour which was found to be quite low in this research project. This might be of value in the Jewellery industry.
- Future studies should consider conducting additional studies similar to the present study with more young and old, male and female consumers rather than only selected consumers.
- Further study can be conducted with traditional and branded jewellery and comparison studies can be done for market analysis and study consumer behaviour and this could be compared with the current outcome.
- Further study can be conducted on a wide geographical area which can be on state or national level.

• **CONCLUSION**

The study concludes that there is no significant difference between the consumer buying behaviour from branded jewellery store than the traditional family jewellers (Non-Branded). Consumers possess a strong and optimistic attitude towards branded jewellery. Consumer perceptions and brand specific attributes have a positive relation with consumer preference towards branded jewellery or traditional jewellery.

Brand awareness towards various common brands available in Jaipur such as Tanishq, Nakshatra, Asmi, Sangini, Gili Daksh, and Aura, some brands i.e. Trandsmith Carbon, etc.,

Some decades ago, Consumer buying behaviour was mostly limited by budgetary constraints and when buying seemed to have a small impact on the daily life and one's lifestyle. The consumers had a smaller level of influence on the availability of products and for the most part had to contend with what was on offer. The increased disposable income, access to information, and competition has empowered consumers to demand more and to have higher expectations. They would like to buy quite typical of jewellery.

The overall purpose of this thesis is to gain deeper understanding of different factors which are significantly related to the Jewellery buying behaviour of Consumers in Jaipur and also to access the jewellers' views on Branded and Traditional jewellery. The study also deals with the information, which can benefit Jewellery companies and traditional stores to understand consumers and their lifestyle to gain success in the jewellery market.

As a whole the study concludes that there is no significant difference between the consumer buying behaviour from branded jewellery store than the traditional family jewellers (Non-Branded). Being the hub of jewellery, still Jaipur Market is getting recognition (growing day by day); this study will help to open new perspectives for Jaipur jewellery market and further it will be able to provide a guideline for future research work.

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CONTENTS

Acknowledgements.....i-ii

Preface.....iii-vi

List of Tables.....vii-viii

List of Figures.....ix

List of Charts.....x-xi

Chapter No	Title of Chapter	Page No.
I.	Introductiona 1.1 Consumer Buying Behaviour 1.2 Jewellery 1.3 Branded Jewellery 1.4 Traditional Jewellery 1.5 Jaipur Jewellery Market	1-59
II.	Methodology 2.1 Research Problem- An Overview 2.2 Review of Literature 2.3 Significance of the study 2.4 Objectives of Study 2.5 Hypothesis 2.6 Scope of the Study 2.7 Universe of Study 2.8 Sample Design 2.9 Sources of Data 2.10 Tools for Data Analysis 2.11 Tools for Hypothesis Testing	60-95

III	Data Analysis and Interpretation 3.1 Introduction 3.3 Testing of Hypothesis 3.3 (A) Analysis of Consumers 3.3 (B) Analysis of Jewellers	96-175
IV	Conclusion 4. 1 Findings 4.2 Recommendations 4.3 Limitations of Study 4.4 Scope for Further Research	176-192
	Bibliography	193-200
	Appendices Appendix A ₁ : Questionnaire for Consumers Appendix A ₂ : Questionnaire for Jewellers Appendix B : List of Research Papers Published Appendix C : Copy of Manuscript of Research Papers Published Appendix D : Curriculum Vitae of Research Scholar	xii-xv xvi-xix xx-xxi xxii-xxxvii xxxviii-xxxix

Appendix B : List of Research Papers Published

S.No.	Title of Publication	Name of the Journal	Details of Journal (Name, Vol. No., page No./Year)	
			National	International
1.	Consumer Buying Behaviour With Regard To Branded And Traditional Jewellery (With Special Reference to Jaipur Jewellery Market) Ms. Neeru Jain & Prof. M.K. Sharma	INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH (IJMER), Visakhapatnam)		ISSN : 2277 - 7881 Volume 2, Issue 9(1)August ,2013 Impact factor 2.735
2.	Intellectual Property Contravention and Unfair Competition Consideration in Jewellery Industry (67-78)	IJMER, Visakhapatnam Impact factor 2.735		ISSN : 2277 – 7881 Volu2 Issue5(3) April,2013
3.	Lawfully yours: IPR consideration in jewellery industry: ISSN NO: 2320-5954	Indian Jeweller Volume3 Issue4 March,2013	Indian:	
4.	Branding Success in the emerging jewellery market. Ms. Neeru Jain & Prof. M.K. Sharma 90-100	IJMER, Visakhapatnam		ISSN : 2277 - 7881 Volume2 Issue1 2013 Impact factor 2.735
5.	Advertisement : A stardom of Jewellery business (218-227)	IJMER, Visakhapatnam		ISSN : 2277 – 7881;December, 2012 ,Vol 1 - I5 Dec 2012 – IJMER- Impact factor 2.735
6.	Eco-Fashion Jewellery	Bangkok Gem & Jewelry, Thailand, International Journal OF The Gem & Jewelry.		ISSN NO: 0857-4847,vol 24no.9 April ,2011
7.	Branding	Journal of Gem &		ISSN NO: 0022-

	(A Bond of Faith)	Jewellery Industry		1244 Volume : 49/7-8 Jul-Aug,2011
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List of Papers/Articles Published elsewhere (Magazines/Books/Newspapers/Non- Referred Journals etc.)

S.No	Title of Publication	Name of the Magazine/Book etc. in which it is published
8.	Jewellery Design: Steps in the Right Direction	15 Oct, 2011 fibre to fashion online article.com
9.	Role of Textile Techniques and Scraps in Eco- Fashion Jewellery	09June2011 Fibre to fashion online article.com

Conference attended:.

Name of the Conf./Seminar/Workshop	Name of the Organizing Institute	Date(s)	Title of the paper/poster presented
The IISuniversity National Conference : "Intellectual Property Rights- Current and Future Prospects	National Conference :	12-13 October 2012.	"Intellectual Property Contravention and Unfair Competition Consideration in Jewellery Industry
Ugc –national conference on Environment sustainability of textile industry 8.01.10	International college for girls	8 & 9/1/2010	National conference- poster presentation Topic Role of Textile scraps & Techniques in Eco fashion Jewellery.