

**"A STUDY ON CUSTOMER PREFERENCES-AMONG  
BRANDED AND NON BRANDED JEWELLERY."**

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**INDIAN JEWELLERY MARKET-METAMORPHOSIS**

**INTRODUCTION**

Due to rapid progress in the retail arena, the Indian Jewellery market is undergoing a gradual transformation from unorganized to organized formats. Till the early 1990s, the average Indian bought jewellery for investment rather than for adornment. Jewellery made of 18-karat gold was not favoured as it was considered a poor investment. Jewellery retailing is moving from a 'storehouse of value' to a 'precious fashion accessory'. However, since the late 1990s, there was a shift in consumer tastes: women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. There was a rise in demand for lightweight jewellery, especially from consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. The new millennium witnessed a definite change in consumer preferences. Branded jewellery also gained acceptance forcing traditional jewellers to go in for branding.

Plain gold is gradually easing its stranglehold on the Indian consumer psyche to give way to diamonds, platinum and colored gemstones. The way jewellery was worn before is undergoing a tremendous change. In addition, branded players require focused advertising

to compete with traditional jewelers. Besides the major brands- Tanishq , Diamonds , Gitanjali jewels , Nirwana - several regional players have opened branches to gain the trust and reputation that they have built up over the years . Ornaments are made practically for every part of the body - nose rings, bangles, necklaces and special jewellery for the head, ankles, waistbands, and so on.

Plain gold jewellery is fabricated mainly in 22-karat gold and even 18-karat is not favoured, as the mindset does not accept low purity gold jewellery. The logic is that the jewellery is primarily bought as an investment in gold, and investing in a low purity product does not appeal to the Indian consumers. However for the studded gold jewellery, 18 karat has become acceptable.

### **CONSUMER BUYING BEHAVIOUR WHILE BUYING JEWELLERY**

While buying a product, consumer displays different kinds of behaviors towards different kinds of products from small rings to a big necklace. A huge variety in them makes it persuading for the customers resulting in increased buying. While buying an expensive product for jewellery, which satisfies a consumer's self esteem needs, a consumer displays complex buying behaviour. Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased in frequently, and highly self expressive. This buyer will pass through a learning process, first developing belief about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information gathering and evaluation behaviour of high involvement consumer; they need to help buyers learn about the product- class attributes and their relative importance.

## **CUSTOMERS INTEREST IN BRANDED JEWELLERY**

Branded jewellery has found a position for itself in the tough Indian market. Since the branded jewellery is the new black in the market, it has fixed its spot over the past few years especially in the hearts of the customers. One of the major reasons branded jewellery has made other kinds of jewellery to stand out is that presently anyone can walk into the stores, window shop and can decide on their own what they would like to prefer. Shopping has changed with attentive and helpful attendants and well-displayed products. Everyone is a potential customer in the new market. Yet the most important part of branded jewellery is that as branded is equated with quality, you are assured of a good product. "Suddenly jewellery has become accessible and affordable for all income brackets." Now even the customers have become more clever and knowledgeable and hereby the shopping has gone to a different level not only in perspective but also in approach. Gems and Jewellery sales and marketing received a face lift with the advent of the supermarket culture. The young generation today has more disposable income and they are willing to spend it mostly on luxuries of choice. The level of satisfaction that the population has for branded jewellery is higher than that for non branded jewellery making branded jewellery more popular. The price of jewellery plays a significant role in the purchasing procedure.

## **PRESENT JEWELLERY STATISTICS**

Imagine if the vast majority of fashion were unbranded, sold by generic retailers and small-time traders instead of globally recognized giants. In the market for fine jewellery — which includes anything made from precious metals and gemstones — this is the norm. According to a February 2014 report, 80 percent of the worth of fine jewellery sold annually remains unbranded, bought at a range of national retailers, mid-sized single-

branch enterprises and small mom-and-pop stores. “The 10 biggest jewellery groups capture a mere 12 percent of the worldwide market.

But while, today, branded jewellery accounts for a mere 20 percent of the overall fine jewellery market, the segment has doubled since 2003 and is expected to comprise 30 to 40 percent of the fine jewellery market by 2020. Some industry observers project that the ten largest houses will double their market share by 2020 , primarily by acquiring local players , And if the apparel industry does indeed hold any lessons for the jewellery industry , incumbent jewellery houses will soon be fighting bidding wars against private equity players with deep pockets .

## **RESEARCH METHODOLOGY**

**SAMPLING PLAN:** Since it is not possible to study whole population, it is necessary to obtain representative samples from the population to understand its characteristics.

- 1) Sampling Units: would comprise of 50 men and women.
- 2) Research Instrument: Structured Questionnaire.

## **COLLECTION OF DATA**

**Secondary Data:** It was collected from internal sources. The secondary data was collected from the articles, news papers, management books, and the internet.

**Primary data:** The method of collection of primary data would be direct personal interview

through a structured questionnaire.

### **SCOPE OF THE STUDY**

The scope of my study is limited to Chandigarh only and I had done study in both branded as well as non-branded jewellery. Here is a list of few brands which i had covered in my study -

Tanishq

Gitanjali

Gold

Diamonds

### **OBJECTIVES OF STUDY**

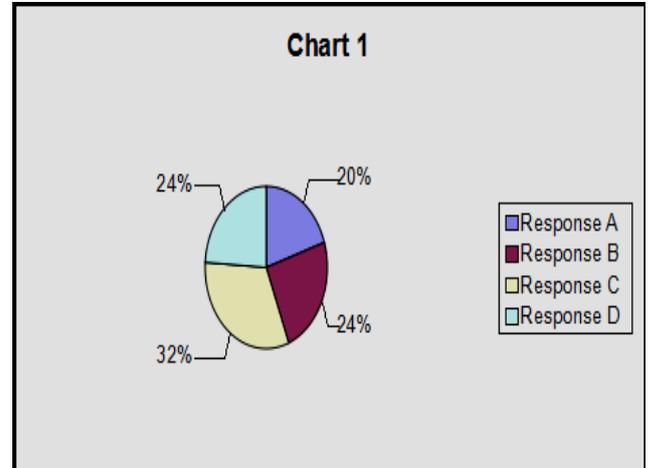
The objective of my study “A Study on Customer Preferences among Branded & Non Branded Jewellery” is:

- 1) To study and understand the consumer preference among the branded and non branded jewellery.
- 2) To know consumer perception towards jewellery.
- 3) Brand awareness of various brands in the jewellery market.
- 4) To have an idea about the parameters the consumers consider while buying jewellery.

**DATA ANALYSIS**

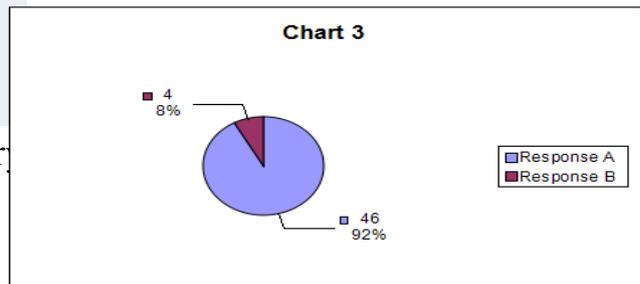
1. What is your monthly income?

a) Less than 20,000	10
b) 20,000 - 40,000	12
c) 40,000 - 50,000	16
d) More than 50,000	12



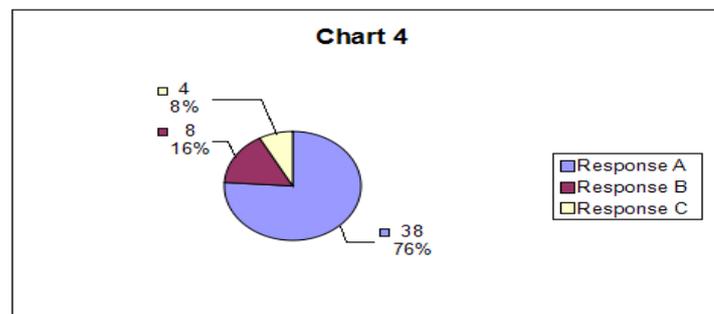
2. Are you aware of various brands of jewellery?

a) YES	46
b) NO	4



3. Which jewellery do you prefer?

a) Branded	38
b) Non Branded	8
c) Neither	4



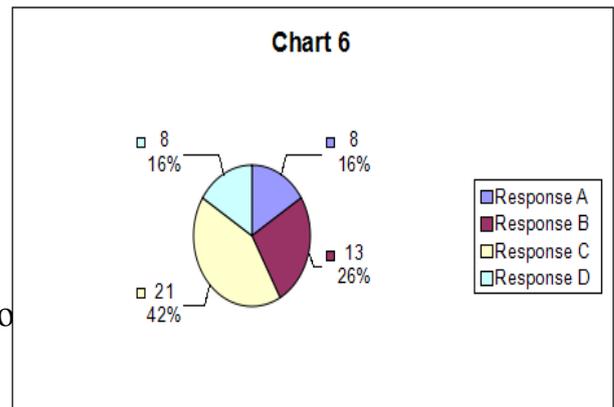
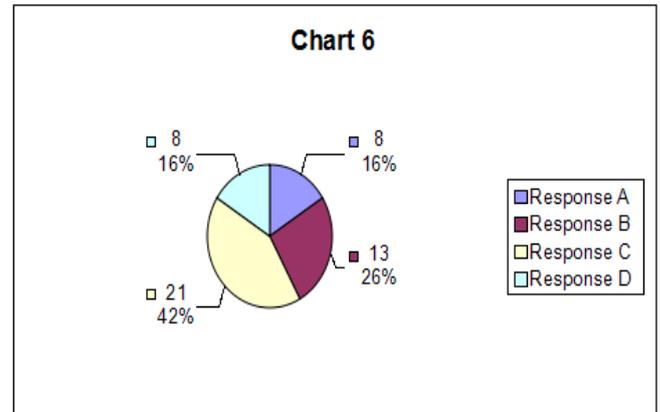
4. How often do you purchase jewellery?

a) Half Yearly	6
b) Yearly	12
c) Occasionally	28
d) Never	4

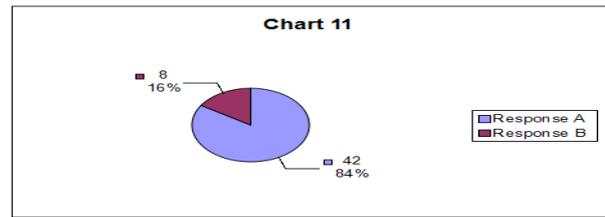
5. Which company do you prefer when it comes to

a) D'damas	8
b) Gitanjali jewels	13
c) Tanishq	21
d) Any other	8

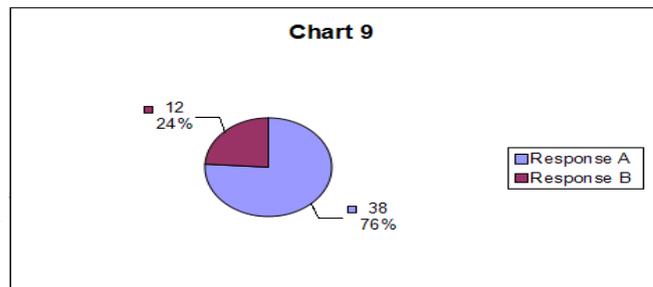
6. Before making any jewellery purchases, do you compare the designs and price of the same between the branded showrooms and the local dealers?



a) Always	26
b) Sometimes	8
c) Never	16



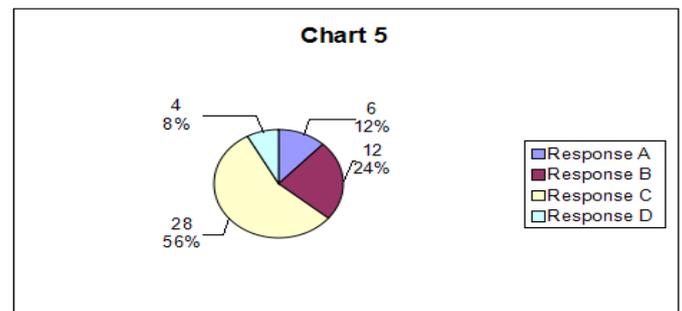
7. With the rising cost, do you still believe in



a) YES	42
b) NO	8

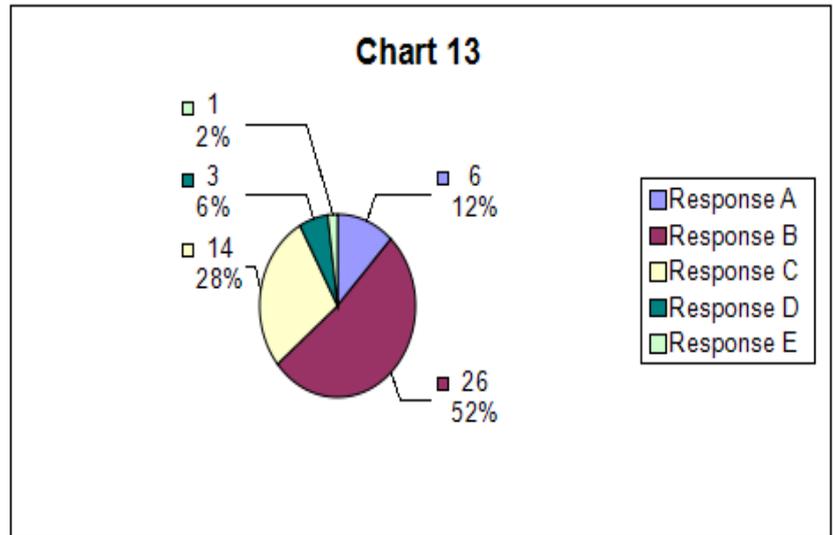
8. Are you willing to pay more for better design and quality of jewellery?

a) YES	38
b) NO	12



**9.** . How much are you satisfied with the jewellery you buy?

a) Highly Satisfied	6
b) Satisfied	26
c) Netural	14
d) Dissatisfied	3
e) Highly Dissatisfied	1



**FINDINGS & SUGGESTIONS**

- 1) **Monthly Income:** From the above result, it can be observed that most of the people are having salary more than 40,000.
- 2) **Awareness about Various Brands:** From the above result, it can be observed that there are 46 respondents who are aware of brands and 4 are still unaware.
- 3) **Branded Vs Non Branded:** From the above result, it can be observed that there are 38 who prefer Branded jewellery 8 respondents prefer non branded and 4 respondents prefer none of the above.

4) Which Brand is Preferred? :From the above result, it can be observed that there are 8 responses for D'damas 13 responses for Gitanjali, 21 responses for tanishq and 8 responses for any other.

5) Comparison of Price & Design between local & Branded jewellers: From the above result, it can be observed that there are 26 respondents who always compare, 8 Respondents sometimes and 16 respondents never.

6) Prefer gold despite of increase in cost: From the above result, it can be observed that there are 42 respondents who prefer Gold and 8 respondents who do not prefer out of total 50 responses.

7) Customer Satisfaction towards Jewellers: From the above result, it can be observed that there are 6 respondents are highly satisfied, 26 Respondents are satisfied, 14 respondents are neutral, 3 respondents are dissatisfied and 1 respondent is highly dissatisfied.

The suggestions that can be drawn from the study are as follows:

- Consumer prefer branded jewellers, retailers should know what are the consumer preferences and what strategies should they adopt to grab the market.
- Branded jewellers mostly give discounts or offers on festivals or some other occasions if they give discounts quarterly or half-yearly then the consumers will be more attracted.
- On festivals and marriages, consumer prefers gold so that jewellers can attract consumers by showing them latest and trendy design.
- Also the prices that the branded jewellers charge is justified and they should provide a wide range of products under one roof.
- Consumers are also aware of different hallmarks; ISI marks so the jewellers should provide them pure jewellery with hallmark otherwise the customer will shift to the other brand.

- After sale services must be provided to the consumers.
- Do not exploit consumers.
- Brand image is also an important factor which influences consumers buying behaviour, so jewellers should maintain their good image in market.

### **CONCLUSION**

When a customer goes to buy jewellery they do keep the price in mind followed by the purity and the design. Factors like service given the shop or by the jeweler and the display do not have a very big impact on the customers. Branded jewellery is bought by more than 3/4th of the population. Hence it can be said that the population is aware and has also tried these brands. Branded jewellery players will continue to face lot of competition from local jewellers. Besides the major brands several regional players have opened branches to leverage the trust and reputation that they have built up over the years. The level of satisfaction that the population has towards branded jewellery is a little higher. These branded jewellers have become popular for latest and trendy jewellery. Also the prices that the branded jewellers charge is justified and they provide a wide range of products under one roof. The level of satisfaction that the population has for branded jewellery is higher than that for non branded jewellery making branded jewellery more popular. The consumers prefer buying branded jewellery over non branded jewellery. This has been proved by our survey.

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