CONSUMER BUYING BEHAVIOR FOR BRANDED AND NON BRANDED JEWELLERY IN INDIA

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ABSTRACT

India's small, independent jewelers are starting to organize themselves into groups of four to five players to share a common brand identity and marketing strategy. The purpose of this paper is to assess Indian consumers' brand consciousness by examining their brand knowledge, purchase behaviour and perceptions of brands. The main aim of this study is to find out the consumer buying behavior when it comes to jewellery and investment information of consumers considering the socio-economic status of the investors. Descriptive research design was adopted in this study. Convenient sampling technique used to choose samples. Totally 120 respondents participated through by questionnaire in this study. Chi-Square analysis, Correlation analysis, one sample run test, Kruskal-Wallis Test were used to measure hypothesis and analyze the customer buying behaviour . The analysis shows that consumer is moderately aware of the branded players. The consumers buying behavior also shows a shift from content to design in jewellery. Branded jewellery players will continue to face lot of competition from local jewellers. Branded jewellery should increase their market share by bringing more innovative scheme & loyalty programs to get loyal costumers. Gold price are increasing day by day so they should increase their sales by selling biscuits of gold rather than selling more of ornaments.

Keywords: Jewellery industry, Consumer buying behavior, Perception, Consumer attitude.

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INTRODUCTION

As India makes rapid progress in the retail arena, the Indian Jewellery market is undergoing a gradual metamorphosis from unorganized to organized formats.. According to the independent estimation studies conducted by World Gold Council & Mckinsey, out of the overall market share, the share of organized jewellery market is less than Rs. 1,000 crores. This accounts to about 2-3 % of the total market share. But given that this is a relatively new segment of the market, it is poised to grow. Jewellery retailing is moving from a 'Storehouse of value' to a 'Precious fashion accessory'. 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. Traditional designs are yielding to modern jewellery, heavy gold is giving way to light and simple designs. Consumers are more quality conscious than ever before. The jewellery market is one of the largest consumer sectors in the country- larger than telecom, automobiles, and apparel and perhaps second only to the foods sector. Interestingly, organized retailers have attempted to understand the market, anticipate social change and strategies appropriately. They have ceaselessly endeavored to derive the formulae of "What the consumer wants?"

The young Indian woman who is the prime market for the organized retailers differs from the traditional jewellery customer in many ways as enumerated below-

- She is well educated and more in tune with international trends

- Increase in working women with high disposable incomes

- Greater mobility

- Less constrained by traditions

All these reasons and more ensure that the modern Indian woman is looking for jewellery from a perspective different from the past. In addition, organized retailing offers quality products, follows standardized practices & uniform pricing strategy. Organized retail formats work on transparent policies that are not necessarily available at the traditional jewellery shops. Today, goods and services offered by any retailer are strongly driven by their identified Target Group. There are several examples of retailers who are drawing in consumers either across a wide swath or a segment of socio-economic classification, clearly defined by them. This has been the first step towards organized jewellery retailing in India. In a short span of time, organized retailers have successfully implemented a change in the buying pattern of the Indian consumers. This is

evident from the shift from the traditional jeweler to the jeweler with an identity. This shift clearly indicates a change in viewpoint of jewellery as a commodity to brand identification.

Difference between Branded and Non-Branded Jewellery

BRANDED | NON-BRANDED |

Name & reputation gives a confidence to the consumer | Customer can tailor make jewellery according to their preferences

It comes with a written lifetime guarantee, considering the emotional quotient of the consumer | No written lifetime guarantee, trust is purely based on consumer

Excellent quality, good selling policies and backup services for jewellery | Minimum efforts in packaging, finishing, sales & low advertising

Has a more contemporary stylish and classic outlook, which easily segments itself among the traditional ones. | Is usually bulky & traditional

Available at multiple outlets | Available only in traditional jewellery outlets

REVIEW OF LITERATURE

MR. KARAN WALIA, MISS. INDERPREET KAUR, MISS. GURJEET KAUR: Recent times have seen larger brands witnessing an upward swing mainly due to factors such as increasing consumer sophistication, diminishing investment-driven purchases, alternative retail channels and competition from other luxury products. Responding to the changing trends, India's small, independent jewelers are starting to organize themselves into groups of four to five players to share a common brand identity and marketing strategy.The study showed that consumers are moderately aware of the branded players who have forayed into the jewellery market and would like to purchase branded jewellery in the near future and still large proportion of consumers regard jewellery as an investment. The consumers buying behavior also shows a shift from content to design in jewellery i.e. fashionable jewellery is the rage nowadays and acquires a status symbol in their minds. Branded jewellery players will continue to face lot of competition from local jewellers.

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ARPITA MUKHERJEE, DIVYA SATIJA, TANU M. GOYAL, MURALI K. MANTRALA, SHAOMING ZOU: The purpose of this paper is to assess Indian consumers' brand consciousness by examining their brand knowledge, purchase behaviour and perceptions of foreign brands. It provides key inputs for global retailers to harness the potential in growing consumerism in India. A survey of 300 Indian consumers was conducted and the data were analysed using descriptive and simple regression techniques. The study found that brand purchase in India varies across product categories. At present, consumer knowledge and use of foreign brands is low, and Indian consumers are price-sensitive. Indian consumers are experimenting with brands and would like more foreign brands to enter the Indian market.

NEED FOR THE STUDY

The study is an attempt to know the perception level of consumers towards branded and non branded jewellery. The study will help the organization to understand the preference of the consumers and in tracking them in future as per their need.

SCOPE OF THE STUDY

The study covers the buying behavior of consumers for branded and non branded jewellery in order to understand the perception level of consumers. The study also tries to cover the investment information of consumers considering the socio-economic status of the investors.

OBJECTIVES

1. To study and understand the buying behavior of consumers for branded and non branded jewellery

2. To know consumer perception towards branded and non- branded jewellery.

3. To know the major players of jewellery industry

4. To have an idea about parameters consumer consider while buying jewellery

5. Brand awareness of various brands in the jewelery market.

6. To have knowledge about demographic segments

7. To know the marketing strategies used by various jewellery brands to reach customers

8. To know the knowledge level of customers regarding the jewellery brands available in the market

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LIMITATION AND CONSTRAINTS

1. However the data collected and interpreted with utmost reliability and consistency But due to subjectivity and prejudice of a few respondents, certain limitation like answers of the questionnaire depend upon the belief of customers, which they may differ from the reliability

2. The survey conducted considering the time & space constraint: Chance of wrong answer cannot be ruled out; indirect measures relied upon the customer's attitude etc.

Hypothesis Formulation (HO)

H_0: There is no significant relationship between Customer's Occupation and Customer's objective of purchasing jewellery.

H_0: There is no significant relationship between Customer's Marital Status and frequent jewellery purchases.

H_0: The Samples are drawn from identical population.

H_0: There is Negative Correlation between Customer's Income and Customer's preference to buy the jewellery.

RESEARCH METHODOLOGY

Research Design: Descriptive research design was undertaken in this research.

Sampling Technique: Convenience sampling technique was utilized from non-probability sampling method to select the sample.

Method of Data Collection: Survey method of primary data collection using combined interview and questionnaire adopted for collection of primary. Secondary data's collected from books, journal, newspaper and websites.

Sample size : 120 respondents

Statistical Tools: This research was analyzed through 5 tools. They are Percentage analysis, Chi-Square analysis, Correlation analysis, one sample run test, Kruskal-Wallis Test

Chi Square

Chi square test is a non-parameter test that establishes the in dependence between variables. It is measured by comparing the observed with those of expected frequencies based on the hypothesis. It is given by

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$\Psi = \Sigma (O-E)^2 / E$

O=Observed Frequencies

E=Expected Frequencies

Analysis to find the relationship between Customer's Occupation and Customer's Objective of Purchasing Jewellery

Purchasing objective	Options	Investment	Fashion	Occasions	Festivals	Passion	Gifts	TOTAL
Occupation	Business	9	6	5	2	2	1	25
	Salaried	10	9	8	4	3	1	35
	Retired	2	1	3	1	1	1	9
	Housewives	9	6	7	3	2	1	28
	Student	1	3	1	0	0	0	5
	Any Other	7	4	4	1	1	1	18
	TOTAL	38	29	28	11	9	5	120

NULL HYPOTHESIS: (H0)There is no significant relationship between Customer's Occupation and Customer's objective of purchasing jewellery.

ALTERNATIVE HYPOTHESIS: (H1): There is a significant relationship between Customer's Occupation and Customer's objective of purchasing jewellery.

Calculation:

Observed frequency (O)	Expected Frequency (E)	O-E	(O-E)^2	(O-E)^2/E
9	7.92	1.08	1.18	0.15
6	6.04	-0.04	0.00	0.00
5	5.83	-0.83	0.69	0.12
2	2.29	-0.29	0.08	0.04
2	1.88	0.13	0.02	0.01
1	1.04	-0.04	0.00	0.00
10	11.08	-1.08	1.17	0.11
9	8.46	0.54	0.29	0.03

8	8.17	-0.17	0.03	0.00
4	3.20	0.80	0.64	0.20
3	2.63	0.38	0.14	0.05
1	1.46	-0.46	0.21	0.14
2	2.85	-0.85	0.72	0.25
1	2.18	-1.18	1.38	0.63
3	2.10	0.90	0.81	0.39
1	0.83	0.18	0.03	0.04
1	0.68	0.33	0.11	0.16
1	0.38	0.63	0.39	1.04
9	8.87	0.13	0.02	0.00
6	6.76	-0.76	0.58	0.09
7	6.53	0.47	0.22	0.03
3	2.57	0.43	0.19	0.07
2	2.10	-0.10	0.01	0.00
1	1.17	-0.17	0.03	0.02
1	1.58	-0.58	0.34	0.21
3	1.208	1.792	3.21	2.66
1	1.17	-0.17	0.03	0.02
0	0.46	-0.46	0.21	0.46
0	0.38	-0.38	0.14	0.38
0	0.21	-0.21	0.04	0.21
7	5.70	1.30	1.69	0.30
4	4.35	-0.35	0.12	0.03
4	4.20	-0.20	0.04	0.01
1	1.65	-0.65	0.42	0.26
1	1.35	-0.35	0.12	0.09
1	0.75	0.25	0.06	0.08
			Total	8.29

Degree of freedom: $(r-1)(c-1) = (6-1)(6-1) = 25$

Let $\alpha=0.05$, So Table Value @ $0.05 = 37.652$

Calculated Value is 8.29

Since calculated value <tabulated value, **H0 is accepted.**

INFERENCE: There is no significant relationship between Customer's Occupation and Customer's objective of purchasing jewellery.

Analysis to find the relationship between Customer's Marital Status and Frequent Jewellery Purchases

Frequent Jewellery Purchases	Options	Once in long Time	Once in a year	Whenever Occasion Comes	TOTAL
Marital Status	**Married**	42	27	16	85
	Unmarried	13	16	6	35
	TOTAL	55	43	22	120

*NULL HYPOTHESIS: (H0) :*There is no significant relationship between Customer's Marital Status and frequent jewellery purchases.

ALTERNATIVE HYPOTHESIS: (H 1): There is a significant relationship between Customer's Marital Status and frequent jewellery purchases.

Calculation:

Observed frequency (O)	Expected Frequency (E)	O-E	(O-E)^2	(O-E)^2/E
42	38.95	3.05	9.30	0.24
27	30.45	-3.45	11.90	0.39
16	15.58	0.42	0.17	0.01
13	16.04	-3.04	9.24	0.58
16	12.54	3.46	11.96	0.95
6	6.42	-0.42	0.17	0.03
			Total	2.20

Degree of freedom: (r-1)(c-1) = (2-1)(3-1) = 2

Let α=0.05, So Table Value @ 0.05 = 5.991

Calculated Value is2.20

Since calculated value < tabulated value, **H0 is Accepted.**

INFERENCE: There is no significant relationship between Customer's Marital Status and frequent jewellery purchases.

Kruskal-Wallis Test

Kruskal-Wallis Test among Customer of Traditional Family Jewellery, Customer of Branded Jewellery and Satisfaction with the Jewellery Customer Buy

Customer Of Traditional Family Jewellery	13	42	11	31	23
Customer Of Branded Jewellery	47	23	36	14	-
Satisfaction With The Jewellery Customer Buy	29	46	34	9	2

Null hypothesis(H0): The Samples are drawn from identical population.

Alternative hypothesis (H1): The Samples are not drawn from identical population.

Calculation:

Customer Of Traditional Family Jewellery	Rank 1 (R1)	Customer Of Branded Jewellery	Rank 2 (R2)	Satisfaction With The Jewellery Customer Buy	Rank 3 (R3)
13	4	47	14	29	8
42	12	23	6.5	46	13
11	3	36	11	34	10
31	9	14	5	9	2

23	6.5	-	-	2	1
	$\sum R1 = 34.5$		$\sum R2 = 36.5$		$\sum R3 = 34$

Here k=3,

$$H = \frac{12}{N(N+1)}\left[\left(\frac{R1^2}{N1}\right) + \left(\frac{R2^2}{N2}\right) + \cdots + \left(\frac{Rk^2}{Nk}\right)\right] - 3(N+1)$$

$$= \frac{12}{14 \cdot 15}\left[\left(\frac{34.5^2}{5}\right) + \left(\frac{36.5^2}{4}\right) + \left(\frac{34^2}{5}\right)\right] - (3 * 15) = 0.846$$

Calculated Value = 0.846

Degrees of freedom (V) = k-1= 3-1 = 2

Here, α = 0.05, so $\varphi^2{}_{0.05,2} = 5.991$

Therefore, Tabulated Value = 5.991

Calculated Value < Tabulated Value. **Accept Null Hypothesis**.

INFERENCE: It is inferred that the customer of traditional family jewellery, customer of branded jewelleryand satisfaction with the jewellery Customer buy are indirectly related to each other and thus the Samples are drawn from identical population.

Correlation Analysis

Correlation Analysis between Customer's Income and Customer's Preference to Buy the Jewellery

Customer's Income (X)	Customer's preference (Y)	X^2	Y^2	XY
12	27	144	729	324
21	93	441	8649	1953
29	0	841	0	0
58	0	3364	0	0
Total 120	**120**	**4790**	**9378**	**2277**

NULL HYPOTHESIS: (H0)

There is no correlation betweenCustomer's Income and Customer's preference to buy the jewellery.

ALTERNATIVE HYPOTHESIS: (H1)

There is correlation between Customer's Income and Customer's preference to buy the jewellery.

Calculations:

n=4

$$r = \frac{[(n * \sum XY) - (\sum X * \sum Y)]}{\left(\sqrt{n\sum X^2 - (\sum X)^2}\right)\left(\sqrt{n\sum Y^2 - (\sum Y)^2}\right)}$$

$$r = \frac{[(4 * 2277) - (120 * 120)]}{\left(\sqrt{(4 * 4790) - (120)^2}\right)\left(\sqrt{(4 * 9378) - (120)^2}\right)}$$

$$= -5292 / 10488.273 = -0.5045$$

INFERENCE: It shows that there is Negative Correlation between Customer's Income and Customer's preference to buy the jewellery.

One Sample Run Test

Buying Jewellery for Gift Purpose

Option	No.of.respondents	Percentage
YES	36	30
NO	84	70

NULL HYPOTHESIS (H0): The Samples are Random.

ALTERNATIVE HYPOTHESIS (H1): The Samples are not random.

Calculation:

Number of Runs (V) = 53

Number of 'Yes' (n1) = 36

Number of 'No' (n2) = 84

Mean of V-Statistic: $\mu = \left[\frac{2 \cdot n1 \cdot n2}{n1+n2}\right] + 1 = \left[\frac{2 \cdot 36 \cdot 84}{36+84}\right] + 1 = 51.4$

Variance of V-Statistic: $\sigma^2 = \frac{[(2 \cdot n1 \cdot n2)((2 \cdot n1 \cdot n2) - n1 - n2)]}{[(n1+n2)^2(n1+n2-1)]}$

$= \frac{[(2 \cdot 36 \cdot 84)((2 \cdot 36 \cdot 84) - 36 - 84)]}{[(36+84)^2(36+84-1)]} = 21.345$

$Z = \frac{V - \mu}{\sigma^2} = \frac{53 - 51.4}{21.345} = 0.0749$

Let α=0.05, So Table Value @ 0.05 = 1.96

Calculated Value: 0.0289

Calculated Value < Table Value. Accept H0.

INFERENCE: It shows that the Samples for the research are collected randomly from the target population.

.**Figure 1- Factors considered by consumers on purchase**
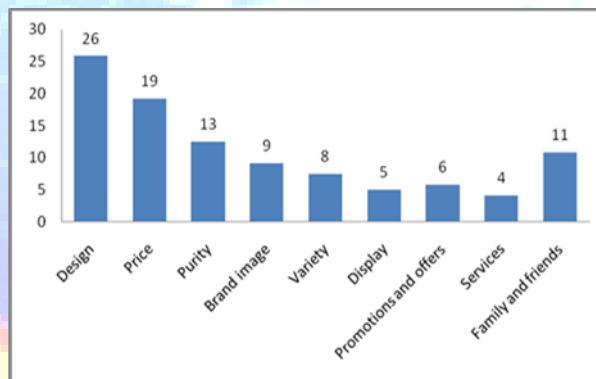
.**Figure 2 :Objective of purchasing jewellery**
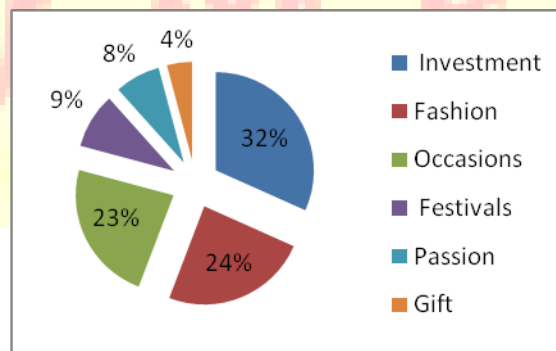
Figure 3: Type of jewellery preferred by consumers
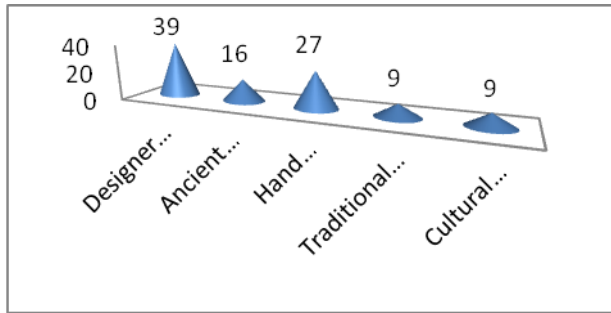
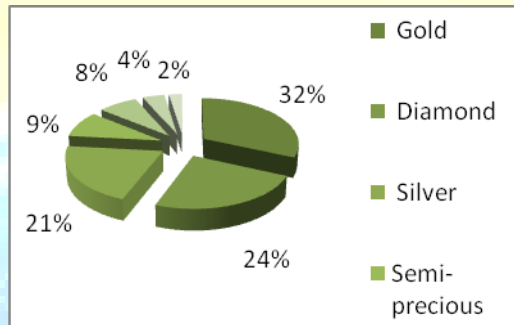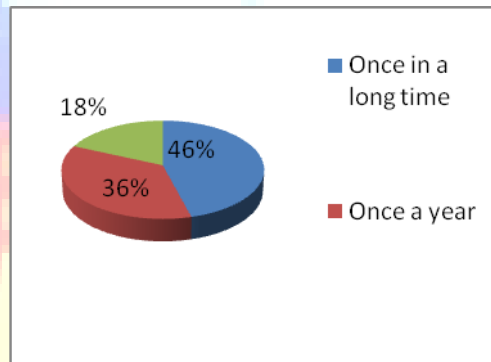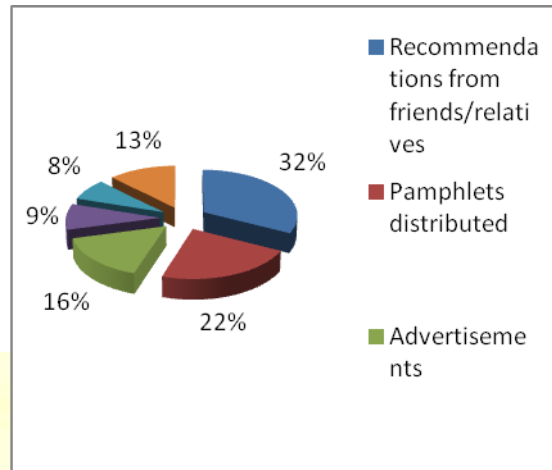.**Figure 4: Kind of jewellery do you buy preferred by consumers**

Figure 5: Frequency of purchase

.**Figure 6: knowledge of the store/brand**

FINDINGS

The sample size under the study consists of 21% of male and 79% are female. The study also consists of 71% of respondents are married and 29% female. The age consists of 13% of respondents between the age group of 20-30 years ,29% of respondents between the age group of 30-40 years, 21% of respondents between the age group of 40-50 years and 13% of respondents between the age group of 50 and above years.21% of the respondents are business people, 29% are salaried, 8% are retired,23% are housewives,4% are students and 15% belong to other categories.10% of the respondents have monthly family income(INR) of less than 25,000,18% of the respondents have monthly family income of 25000-50000, 24% of the respondents have monthly family income of 50,000-1,00,000 and 48% of the respondents have monthly family income of 1,00,000 and above.26% of the respondents consider the design, 19% of the respondents consider Price,13% of the respondents consider Purity,9% of the respondents consider Brand image ,8% of the respondents consider Variety, 5% of the respondents consider Display, 6% of the respondents consider Promotions and offers, 4% of the respondents consider Services and 11% of the respondents consider Family and friends recommendations as the major factors in purchase of jewellery.88% of the respondents are aware of the various jewellery brands available in the market and 12% not. The study reveals that 24% of the respondents aware of D'damas diamonds 9% of the respondents aware of Minawala,18% of the respondents aware of Tanishq, 12% of the respondents aware of Nakshatra diamonds , 4% of the respondents aware of Joyalukkas 8% of the respondents aware of Malabar gold 6% of the respondents aware of Sangini diamonds 2% of the respondents aware of Orra diamonds 5% of the respondents aware of Frazer and haws 1% of the respondents aware of Kisna 2% of the

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respondents aware of Zaveri bazaar 2% of the respondents aware of Bafna 9% of the respondents aware of GRT .32% of the respondents objective of purchasing jewellery is Investment, for Fashion 24%, for Occasions 23%, for Festivals 9%, for Passion 8% and for Gift 4%.The majority of respondents prefer Designer jewellery followed by Handmade jewellery, Ancient jewellery, Traditional jewellery and Cultural jewellery.11% of the customer give the reason for their purchase in traditional family jewellery shop because of Trustworthy, for Price 26%,for design 19% ,for Convenient 11%,for Good investment 9%. The majority of customers prefer branded jewellery for purchase for Wide range of products under one roof, followed by availability Trendy and fashionable jewellery, Shopping experience and Price.32% of the respondents like to buy Gold jewellery,24% of the respondents like to buy Diamond,21% like to buy Silver, 9% like to buy Semi-precious, 8% like to buy Precious stones,4% like to buy Pearls and 3% like to buy other type of jewellery.46% of the respondents make jewellery purchases Once in a long time 36% of the respondents once a year and 18% of the respondents make purchases whenever any occasion comes up.

SUGGESTIONS

1. The designs of jewellery are comparative less so they should provide more number of designs.
2. They should increase their market share by bringing more innovative scheme & loyalty programs to get loyal costumers.
3. The making charge is affecting in their sales so they should cut down their extra charges.
4. They should give some discounts on higher purchase of jewellery.
5. People are more service conscious so they can target young business man & young professional as they are now more in investing money in gold.
6. Branded and non branded jeweler they should also do some campaign or advertisements to make people feel its presence
7. Gold price are increasing day by day so they should increase their sales by selling biscuits of gold rather than selling more of ornaments.

CONCLUSION

The study of consumer behavior enables marketer to predict a consumer behavior in the market; it also produces under standing of the role that consumption has in the lives of individuals The

dissertation will help to study the consumer preference over branded and non- branded jewellery. The main objectives of the study were to compare between Branded and Non-Branded Jewellery, to know Consumer perception towards Jewellery, to know the Major Players of Jewellery industry, to have an idea about parameters consumer consider while buying Jewellery, to have knowledge about demographic segments, to know the Marketing strategies used by various jewellery brands. The level of satisfaction that the population has for branded jewellery is higher then that for non branded jewellery making branded jewellery more popular. Hence to conclude branded jewellery is preferred over non branded jewellery.

ACKNOWLEDGEMENT

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