

ARTIFICIAL JEWELLERY MAKING – A GOOD SOURCE OF INCOME FOR HOUSEWIVES

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Abstract

Women are passionate about jewellery as it represented a symbol of femininity and even social status. Jewellery has always made women feel beautiful and confident. Gone are those days when jewellery was restricted to pieces made in gold and silver. Now due to the changing scenario artificial jewellery made from terracotta, paper, wood and jute are gaining immense popularity. Women today are conscious about their style and this rise of consciousness have been noticed irrespective of geographical location. Women are generally very choosy about designs and they tend to put any amount for the one they like most. So, where quality plays the dominating role it is expected that the designers should be meticulous in preparing them. Expensive Jewellery might hype the social prestige but wearing them every day to the working place might not be safe at all. Due to all this reasons artificial jewellery are high in demand these days. Many women have started choosing this as a vocation due to rising opportunities in this field and in addition it can be help them in earning an income. There are also a lot of other opportunities available in this field where you can have additional incomes by taking classes or workshops sell tutorial online kits etc. but people are not aware about the vast opportunities available. So this study is conducted to know whether they are aware about the future career opportunities and growth prospects in this area.

Keywords: Femininity;Artificial Jewellery; Marketing Strategy; irect Marketing; Housewives

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1. Introduction

Jewellery is a temptation that no women can resist in the world. Artificial Jewellery is the latest market trend as its fun to wear and a reflection of who you are. People these days have become image conscious and the want for jewellery is no more a symbol of financial security but a trendy fashionable wear that can go well with different occasions. Thereby Jewellery making as a career is flourishing like never before and many have chosen the same as their profession. Jewellery making as a profession is chosen by many due to its flexibility and attraction. It gives you the preference to sit at home and work so as to make good the leisure time. The younger population the aesthetic value of art work is now demanding jewellery to have artistic elements. These trends are helping in the growth of this industry. Jewellery making has of late become the most recession proof business. When economy gets into recession, people seek entertainment but they also look for security by investing in items of value and beauty like art and jewellery. The profession is not devoid of competition and hence it is important to devise strategies that can be used to market and advertise this business to get enough amounts of sales. For devising the strategies, understanding the taste of customers is very essential. Following a system of regular feedback from customers will help in accomplishing the task and providing them great service. Marketing is that area where new and creative ideas can be used to capture the target customers.

2. Research Method

Questionnaires for artificial jewellery makers were administered to 25 artificial jewellery makers in Cochin City. Population of females as per 2011 census was taken excluding the children. Population of artificial jewellery makers were taken based on the available data from training centres. Both primary and secondary data are used for this study. Primary data refers to the first-hand information that an investigator collects himself from the respondents.

Primary data is collected from artificial jewellery makers through questionnaires and online. Questionnaire is circulated among artificial jewellery makers both manually and in electronic form. Google form was also used for easy circulation of questionnaire in electronic form. Secondary source of data is information collected from those data which have already been obtained by some other researchers. It was helpful to get an overview about the topic and its significance in current scenario.

Convenient sampling was used for the survey. Percentage, Diagrams and Charts were adopted for the data analysis.

Table 1. showing the category to which the respondents belong

Particulars	No of respondents	Percentage
Student	7	28
Working Women(Salaried)	8	32
Housewife	10	40
Unemployed	-	-
Total	25	100

Table 2 showing the factors that drove respondents into this vocation

Particulars	No of Respondents	Percentage
Source of Income	6	24
Passion & Creativity	11	44
Leisure	6	24
Encouraged by Others	2	8
Dissatisfied with previous employment	-	-
Total	25	100

Table 3 showing the average earnings per month from this vocation

Particulars	No of Respondents	Percentage
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5000-10,000	19	76
10,000-20,000	4	16
20,000-30,000	2	8
Above Rs30,000	-	-
Total	25	100

Table 4 showing the possibility of future growth opportunities for artificial jewellery

Particulars	No of Respondents	Percentage
Strongly agree	10	40
Agree	12	48
Neither agree nor disagree	2	8
Disagree	1	4
Strongly disagree	-	-
Total	25	100

Table 5 marketing strategy to attract customers

Particulars	No of Respondents	Percentage
Art shows & Festivals	6	24
Websites	6	24
Gallery Promotions	5	20
Press releases	-	-
Online Advertising	7	28
Business Cards	1	4
Total	25	100

Table 6 showing the satisfaction level of respondents

Particulars	No of Respondents	Percentage
Highly Satisfied	4	16
Satisfied	20	80
Neither satisfied nor dissatisfied	-	-
Dissatisfied	1	4
Highly dissatisfied	-	-
Total	25	100

3. Results and Analysis

- Among the respondents majority of respondents are housewives and 60percent of respondents came to know about artificial jewellery business from family and friends.
- 44 percent of the respondents were driven into this vocation out of their passion and creativity. More than half of respondents started their own business for showcasing their creativity.
- A large number of respondents depend on personal savings as their main source of start-up capital. 76 percent of respondents earn between Rs5000 and Rs10,000 per month.
- From the analysis 76 percent of respondents agree that they are able to sustain the business with the income earned by them. Around 48 percent of respondents agree that there is future growth oppurtunities for artificial jewellery business. Majority of respondents surveyed agree that they will expand their artificial jewellery business.
- Among the respondents 28 percent of respondents use online advertising to attract their customers
- A majority of respondents are satisfied with the artificial jewellery business.

4. Conclusion

In today's world jewellery is considered to be an essential need for any women . It adds on to the beauty and perception of women and gives her a unique charm. Earlier women were more

interested in wearing gold and silver as a symbol of their status but over the years there is a slight change in this thought and women have started preferring artificial jewellery. A lot of women is choosing artificial jewellery making due to growing opportunities in this field. It is easy to sell handcrafted jewellery, since there is always a market for originality. The study was about Artificial Jewellery making as a vocation among housewives.

On the basis of the study it was found that majority of respondents engaged in artificial jewellery business belonged to the category of housewives who were driven into this vocation due to their passion and creativity. A time pass for leisure time and a source of income was another reasons that attracted the respondents. They started their own business to showcase their creativity. Majority of them invest below Rs 5000 for a month from their personal savings and earns between Rs 5000 and Rs 10,000. Artificial jewellery makers create awareness about artificial jewellery primarily through making recommendations to friends and relatives. Online advertising is the marketing strategy used by them to attract the customers and they introduce new and latest trends in artificial jewellery to retain their customers. Majority of artificial jewellery makers are satisfied with their artificial jewellery business

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