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# Meta Analysis on Investigating Consumer Preferences for Branded Jewellery in Jaipur, Rajasthan

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## ABSTRACT

Understanding consumer behavior is crucial for marketers as it helps predict market behavior and sheds light on the significance of consumption in individuals' lives. Consumer behavior encompasses the actions consumers take when searching for, purchasing, using, evaluating, and disposing of products, services, and ideas to meet their needs. It involves not just what consumers buy, but why, when, where, how, and how often they buy, as well as the specific meanings products hold for them.

Consumer research spans all phases of the consumption process: before, during, and after purchases. It aims to understand both individual and group decision-making processes, examining individual characteristics such as demographics, psychographics, and behavioral variables to comprehend people's desires. Additionally, it assesses influences from family, friends, reference groups, and society at large. Factors like perception, self-concept, social and cultural background, age, family cycle, attitudes, beliefs, values, motivation, personality, and social class, both internal and external, impact our purchasing decisions.

In the context of our research on consumer preferences for branded jewellery in Jaipur, studying consumer behavior provides insights into how individuals decide to allocate their resources on jewellery. This includes examining what, why, when, and where they buy jewellery, as well as the quantity purchased. By understanding these behaviors and influences, jewellers can better tailor their strategies to meet consumer needs and preferences, ultimately enhancing customer satisfaction and business success.

**KEYWORDS:** Traditional Jewellery, Branded Jewellery, Preferences, Income



## **1. INTRODUCTION**

Till the early 1990s, the average Indian bought jewellery for investment rather than for adornment. Jewellery made of 18-karat gold was not favored as it was considered a poor investment. Branded jewellery also gained acceptance forcing traditional jewelers to go in for branding. Given the opportunities the branded jewellery market offered; the number of gold retailers in the country increased sharply. Branded players such as Tanishq opened outlets in various parts of the country. Traditional jewelers 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 was 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 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. Moreover, consumers trusted only their family jewelers when buying jewellery. Consequently, the branded jewellery players tried to change the mindset of the people and woo customers with attractive designs at affordable prices.

However branded jewellery players will continue to face lot of competition from local jewelers. In order to gain market share, they will have to come up with designs that customers want and win the trust and confidence of consumers by hallmarking and demonstrating the purity of the gold used by them.

Till the early 1990s, the average Indian bought jewellery for investment rather than for adornment. Jewellery made of 18-karat gold was not favored as it was considered a poor investment. Confidence in the local jeweler was the hallmark of the gold jewellery trade in India. "Research shows that the Indian jewellery sector is in the transition phase with consumers' desire for possession of jewellery for its aesthetic appeal and not as a form of investment."

In October 2002, Trend smith conducted a survey to understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities. The research study arrived at the following conclusions:

- The Indian market was witnessing an accelerated shift from viewing jewellery as an investment to regarding it as aesthetically appealing ornaments. The focus had shifted from content to design.



- The younger generation was looking at trendy, contemporary jewellery and clearly avoiding heavy, traditional gold jewellery.
- The consumer wanted a wider selection at a single convenient location and expected an international shopping experience.
- The Indian consumer was willing to experiment with new designs. The late 1990s and early 2000s, with the increase in the number of designers from design schools such as the National Institute of Fashion Technology (NIFT), a wide range of new designs.

### **INDIAN CUSTOMERS SHOWING INTEREST IN BRANDED JEWELLERY**

As per our recently published research report “Indian Gems and Jewellery Market – Future Prospects to 2011”, gems and jewellery market in India possess tremendous potential for future growth since it has an added advantage of low production cost and highly skilled labor that separate it from its competitors. It is projected that the overall gems and jewellery market will grow at a CAGR of around 14% during 2009-2012.

India possesses world’s most competitive gems and jewellery market due to its low cost of production and availability of skilled labor. As per our new research report “Indian Gems and Jewellery Market - Future Prospects to 2011”, highly skilled and low cost manpower, along with strong government support in the form of incentives and establishment of SEZs, has been the major driver for the Indian gems and jewellery market. The market also plays a vital role in the Indian economy as it is a leading foreign exchange earner and accounts for more than 12% of India’s total exports. Currently the Indian market remains highly fragmented, but is rapidly transforming into an organized sector. Currently, the industry is facing a slowdown due to global economic turmoil.

But due to various government efforts and incentives coupled with private sector initiatives, the Indian gems and jewellery sector is expected to grow at a CAGR of around 14% from 2009 to 2012. At present, the Indian gems and jewellery market is dominated by the unorganized sector; however, the trend is set to change in near future with the branded jewellery market growing at an expected CAGR of more than 41% in the coming four years. As per our research report, with its consumption pegged at nearly 20%, India remains world’s largest gold consumer and this share is expected to grow further.

Given the fact that majority of market share is occupied by family-owned jewelers, the domination of unorganized segment still continues on the Indian gems and jewellery



market. However, this scenario is gradually changing with the entrance of organized players who primarily focus on customer satisfaction by giving better and finer quality products. Thus, consumers are now moving towards branded jewellery which is more reliable in terms of quality and design.

## **2. LITERATURE REVIEW**

Generally, in Academic Research and in Practice, sales of a product are assumed to be a correct reflection of consumer demand. But in reality, the consumer might not be in a position to find the desired Product and may go for a substitute, or purchase nothing at all. Schary and Christopher (1979) invented a model for consumer behavior, when they are confronted with stock out. The various Consumer responses considered are buying different brand, different sizes, different product, postponing the purchase, searching else for the product and deciding not to buy at all. A study by Emmelhainz et al (1991) identified similar types of consumer response to stock out with an emphasis that 40.5 percent of the consumers either delayed the product purchase or went to some other store.

Promotional Pricing was a proven influencing factor in consumer purchase behavior including the willingness to buy substitute brands. Price promotions temporarily increase sales of the particular promoted brands and are able to reduce the sales of the substitute brand in different product categories (Moriarity, 1985; Dodson, 1978; Kumar & Leone, 1988; Walters, 1991; Preston and Mercer, 1990).

Brands that command a large share of the market are more capable in gaining more market share at the expense of competing brands when there is a reduction in price (Walters 1991). Brand loyal customers are less likely to switch over brands during discount offers and sales promos, but it is not consistent across all the brands (Grover and Srinivasan, 1992). In some cases consumers buy only during price promotions (Krishna et al, 1991).

## **3. OBJECTIVES OF THE STUDY**

- The objective of the study is to find out the user's buying preferences in Jewellery.
- The Study on the Consumer's Preference towards Branded Jewellery over Non Branded Jewellery.

- Brand awareness of various brands in the jeweler's market.
- To study the attitude of customers towards Branded Jewellery.

#### **4. SCOPE OF STUDY**

The study is conducted to understand the various aspects of customer buying preferences towards Jewellery at various shops in Jaipur. The findings and conclusions from this study are based on responses of Jewellery customers in the city only. This study will be helpful to some extent in gaining an insight into Customer Preferences in buying Branded and Unbranded Jewellery.

#### **5. RESEARCH METHODOLOGY**

##### **Research Design**

The main purpose of this study is to know about customer preferences in buying Branded and Unbranded Jewellery and find various factors affecting their satisfaction. Statistical research Descriptive research also known as descriptive research is used here for studying customer preferences and consumer buying characteristics. The main goal of this Descriptive research is to describe the data and characteristics about the subject that is under study.

##### **Area of the Study**

The study is conducted on customers at various Jewellery Shops in the City. The sampling frame used in this study included the customers of KALYAN, JOYAKKULAS, MALABAR, TANISHQ and various goldsmith outlets in JAIPUR. Structured Questionnaires were being distributed to customers on a random basis.

##### **Research Approach**

##### **Customer Survey and Questionnaires Method**

Customer Survey method is used for collecting the required data from customers at Jewellery outlets. We requested the respondents to fill the given questionnaire, by self after clearly explaining the various questions in it.

##### **Sample Size**

The Size of the sample taken in this study is 110.

##### **Period of Study**

The study was done during August 2013 to September 2013 timeline.

##### **Data Usage**

For analysis and interpretation, only primary data is used. However for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, cross table analysis method.

**Research Instrument**

A standard questionnaire is formulated for the collection of survey data from various customers. The Questionnaire is designed in such a way that it would collect all the needed information for the study and cover all the aspects defined in the objectives.

**Tools**

SPSS version 16 will be used to tabulate and analyze the valid responses. Initially, a comprehensive data file was created. Then, variables and their labels were defined. Statistical tools like Chi-Square and cross tabling were used for the analysis.

**6. ANALYSIS AND INTERPRETATION**

**General Profile of the Respondents**

**Table 1**

Sex	Male	Female	
AGE	29	71	
	19-30	31-40	>40
	17	26	56
INCOME	>5,00,000	>5,00,000	>2,50,000
	43	57	14
AVE YEARLY PURCHASE	Below 50,000	50,001-2,50,000	
	55	31	

**Interpretation**

From the above table, we infer that 29% of the total respondents are male and 71% are female. On further classification according to age group, we find that of all the respondents 17% are 19-30 years old and below, 26% are of the age group 31-40 and 56% are above 40 years. On the basis of Yearly income, 43% are below the income of 5, 00,000, 57% are above the income level of Rs 5, 00,000. On the basis of Average Yearly

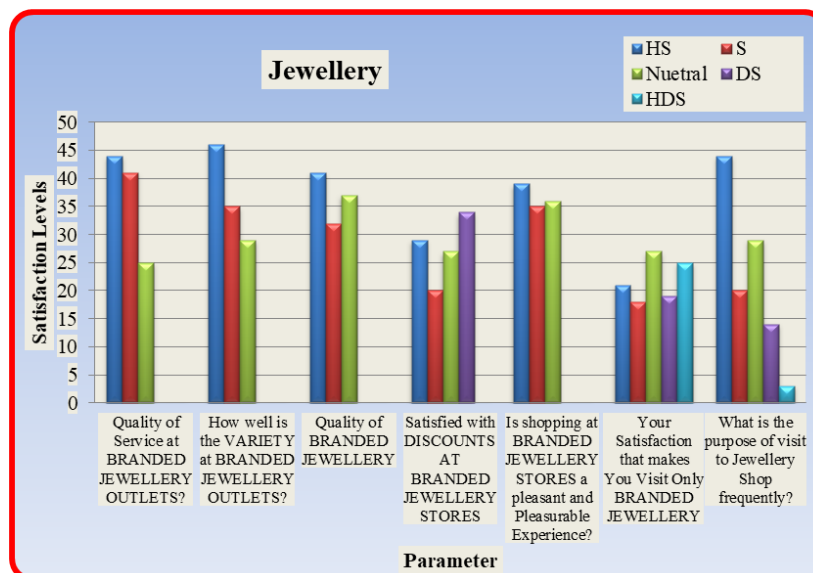
Purchases, 55% spend below 50,000, 31% spend between 50,001 – 2,50,000, and 14% spend above 2,50,000 for Jewellery Shopping.

**Customer Satisfaction Levels of Various Parameters of Service Provided at Organized Retail Outlets**

**Table 2: Jewellery**

Parameter	HS	S	Nuetral	DS	HDS
Quality of Service at BRANDED JEWELLERY OUTLETS?	44	41	25	0	0
How well is the VARIETY at BRANDED JEWELLERY OUTLETS?	46	35	29	0	0
Quality of BRANDED JEWELLERY	41	32	37	0	0
Satisfied with DISCOUNTS AT BRANDED JEWELLERY STORES	29	20	27	34	0
Is shopping at BRANDED JEWELLERY STORES a pleasant and Pleasurable Experience?	39	35	36	0	0
Your Satisfaction that makes You Visit Only BRANDED JEWELLERY	21	18	27	19	25
What is the purpose of visit to Jewellery Shop frequently?	44	20	29	14	3

**Figure 1**



**Chi-Square Test**

**Is There a Relation between INCOME and AVERAGE YEARLY JEWELLERY PURCHASE?**

**Table 3: Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME*AVGYEARLYPURCHASE	110	100.00%	0	0.00%	110	100.00%
E					0	

**Table 4: INCOME\* AVGYEARLYPURCHASE Cross Tabulation**

Count	AVG YEARLY PURCHASE			Total
	1	2	3	
INCOME 1	27	9	6	42
2	8	26	34	68
Total	35	35	40	110

**CHI-Square**

**Table 5: INCOME**

	Observed N	Expected N	Residual
1	42	55	-13
2	68	55	13
Total	110		

**Table 6: AVGYEARLY PURCHASE**

	Observed N	Expected N	Residual
1	35	36.7	-1.7
2	35	36.7	-1.7
3	40	36.7	3.3
Total	110		

**Table 7: Test Statistics**

	INCOME	AVG YEARLY PURCHASE
Chi-Square	6.145 <sup>a</sup>	.455 <sup>b</sup>
Df	1	2
Asymp. Sig.	.013	.797

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 36.7.



From the above SPSS calculation we infer that there is a significant relation between INCOME and AVERAGEYEARLY JEWELLERY PURCHASE.

**Is there a Relation between QUALITY OF BRANDED JEWELLERY and AMOUNT OF JEWELLERYPURCHASE?**

**Table 8: YEARLY PURCHASE\* QUALITY Cross Tabulation**

Count	QUALITY			Total
	1	2	3	
YEARLYPURCHASE 1	9	16	10	35
2	14	15	6	35
3	14	10	16	40
<b>Total</b>	<b>37</b>	<b>41</b>	<b>32</b>	<b>110</b>

**CHI-Square**

**Table 9: YEARLY PURCHASE**

	Observed N	Expected N	Residual
1	35	36.7	-1.7
2	35	36.7	-1.7
3	40	36.7	3.3
<b>Total</b>	<b>110</b>		

**Table 10: QUALITY**

	Observed N	Expected N	Residual
1	37	36.7	.3
2	41	36.7	4.3
3	32	36.7	-4.7
<b>Total</b>	<b>110</b>		

**Table 11: Test Statistics**

	YEARLY PURCHASE	QUALITY
Chi-Square	.455 <sup>a</sup>	1.109 <sup>a</sup>
Df	2	2
Asymp. Sig.	.797	.574

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cellfrequency is 36.7.

From the above SPSS calculation we infer that there is a significant Relation between QUALITY OF BRANDED JEWELLERY and AMOUNT OF JEWELLERY PURCHASE.

**Is there a Relation between DISCOUNTS of BRANDED JEWELLERY and AMOUNT of JEWELLERY PURCHASE?**

**Table 12: DISCOUNTS\* PUCHASE AMOUNT Cross Tabulation**

	PUCHASE AMOUNT			Total
	1	2	3	
DISCOUNTS 1	15	6	8	29
2	8	7	5	20
3	5	12	10	27
4	7	10	17	34
<b>Total</b>	<b>35</b>	<b>35</b>	<b>40</b>	<b>110</b>

## 7. CONCLUSIONS

The primary factors influencing jewellery purchases are price, purity, and design, which are the most important considerations for customers. Other factors such as variety, brand image, and the influence of family and friends also play a role, but to a lesser extent. Service and display are the least significant factors in the decision-making process. When shopping for jewellery, customers prioritize price first, followed by purity and design, while aspects like service and display have minimal impact on their choices.

Branded jewellery enjoys widespread popularity, with brands such as Kalyan, Joyakkulas, Malabar, and Tanishq being the most recognized due to extensive publicity. Trend Smith by TribhovandasBhimjiZaveri (TBZ) is less well-known. The study confirms a shift in consumer preferences from traditional, chunky jewellery to fashionable, lightweight pieces, reflecting a trend where jewellery is increasingly viewed as an accessory rather than an investment. Over 75% of the population is familiar with and purchases branded jewellery, indicating a high level of brand awareness and preference.

For gifting purposes, consumers tend to prefer their family jewellers, who score slightly above 7 out of 10 in terms of satisfaction. These jewellers are valued for their trustworthiness, reasonable pricing, and traditional designs. When seeking traditional jewellery, customers turn to these family jewellers, who are perceived as providing pure and valuable investments.



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