

Consumer purchasing patterns for branded and traditional jewellery in Rajkot City

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Abstract: This research paper investigates the consumer purchasing patterns for branded and traditional jewellery within Rajkot City, Gujarat, India. Through a combination of surveys, interviews, and observational data, the study aims to analyse the preferences, behaviours, and motivations of consumers when it comes to purchasing jewellery. By exploring the dynamics between branded and traditional jewellery markets, this research sheds light on the factors influencing consumer choices in Rajkot City's jewellery sector. 100 samples collected by using survey method employed by questionnaire. Chi square and percentage analysis have been used for testing hypotheses and finding suggest that There is a significant difference in consumer awareness toward branded jewellery compared to traditional jewellery and Consumer purchasing decisions for jewellery are significantly influenced by convenience over brand preference.

Keywords: Jewellery, Buying Behaviour, Consumer, Brand, Traditional

I. INTRODUCTION

Consumer behaviour pertains to the factors influencing purchase decisions and the rationale behind them. Marketers analyse this behaviour to tailor marketing strategies for enhanced sales and brand loyalty. The abundance of goods available is attributed to industrial production capacities, with marketers playing a pivotal role in product diversity. Understanding and influencing consumer behaviour dictates the effectiveness of marketing initiatives. The study encompasses how individuals allocate resources for consumption, including time, money, and effort. It scrutinizes the processes individuals or organizations undergo to seek, select, use, and dispose of products, services, or ideas to meet needs and their societal impact. In the jewellery industry, consumer buying behaviour hinges on internal factors like brand popularity, trust, occasion relevance, celebrity endorsements, promotions, brand reputation, exhibitions, and new collection launches.

In contemporary times, the jewellery industry stands as one of India's rapidly growing sectors and a significant contributor to foreign exchange earnings. Indians historically utilize jewellery for its aesthetic appeal and investment value. Jewellery encompasses a wide array of accessories such as necklaces, rings, bracelets, watches, and earrings, catering to men, women, and children alike. Its creation involves various materials and categories. The earliest recorded instances of jewellery usage date back to approximately 40,000 years ago, as evidenced by bone and teeth adornments worn by Cro-Magnons to denote tribal affiliation. Over time, jewellery evolved to incorporate beads, stones, and gems. The Egyptians pioneered the use of gold and metals in jewellery crafting, symbolizing power and affluence.

II. REVIEW OF LITERATURE

(Praveenkuma, 2019) The study aims to explore customer purchasing patterns for gold jewellery in Madurai district, focusing on understanding any unconventional buying behaviours and adapting to contemporary fashion trends. The research endeavours to comprehend consumers' preferences regarding gold jewellery in Madurai, Tamil Nadu. A sample of 250 participants was gathered through convenient sampling techniques. Statistical methods such as Chi-square tests, Garrett Ranking, and Percentage Analysis were employed to analyse the data. The study seeks to provide insightful recommendations based on its findings to enhance understanding of consumer behaviour in the context of gold jewellery purchases in Madurai district, Tamil Nadu.

(Amitabh, 2019) According to researcher Today's consumers seek not only excellent service but also value propositions, expecting transparent business practices from retailers. The motivations behind Indian consumers purchasing jewellery range from investment purposes to displaying conspicuous wealth and seeking hedonic enjoyment. The widespread affection for gold and jewellery among Indian customers is widely recognized. The study targeted 500 affluent females, categorized into three age brackets: 18 to 30 years, 31 to 40 years, and 41 years and above.

(M & Mahadev, 2020) In the Study contemporary context, online shopping has become ingrained in people's routines due to its convenience and time- saving benefits. However, when it comes to jewellery shopping, consumers tend to be conservative and often stick to trusted sellers passed down through generations. As a result, entering this market and establishing a successful online jewellery shopping model requires considerable time and effort to build trust among consumers.

(Rajani.P, 2018) Research is based on Consumer purchasing behaviour within the jewellery industry is influenced by internal factors such as brand popularity, brand trust, and the impact of occasions like festivals, birthdays, anniversaries, marriages, and engagements. Other influential factors include celebrity endorsements, promotional activities, brand reputation, participation in exhibitions, and the launch of new collections. This study aims to elucidate the patterns of consumer behaviour regarding the purchase of gold jewellery.

III. RESEARCH GAP

Based on the literature review, researchers have noted numerous studies on Consumer buying behaviour yet there is a scarcity of research on Gold and Artificial jewellery. Particularly, there is a significant gap in Consumer purchasing patterns for branded and traditional jewellery in Rajkot City This gap underscores the need for further investigation in this area.

IV. OBJECTIVES OF THE STUDY

- To investigate consumers' awareness toward branded jewellery versus traditional jewellery.
- To determine whether consumers' jewellery purchasing decisions are influenced by convenience or brand preference.
- To analyse the factors that impact consumers' decisions to purchase gold jewellery.
- To provide relevant recommendations based on the study's findings.

V. RESEARCH METHODOLOGY

Mix method approached is being used for the empirical research. Non-Probability sampling method is being used specifically convenience sampling and data is being collected by using survey method powered by questionnaire. 100 samples being collected and for analysis of data chi square test and percentage analysis have been used. The demography of this study is Population of Rajkot city.

VI. HYPOTHESES

H₀₁: There is no significant difference in consumer awareness toward branded jewellery compared to traditional jewellery.

H₀₂: Consumer purchasing decisions for jewellery are not significantly influenced by convenience over brand preference.

VII. DATA INTERPRETATION AND HYPOTHESIS TESTING

H01:Contingency Table with Expected Frequencies:

Table 1 Chi-square table

Branded Jewellery	Traditional Jewellery	Total
Aware (Observed)	37.5	30
Unaware (Observed)	12.5	20
Total (Observed)	50	50
Aware (Expected)	33.75	33.75
Unaware (Expected)	16.25	16.25

Chi-square total = $0.4167 + 0.8673 + 0.4167 + 0.8673 = 2.5679$

Now, with 1 degree of freedom and a significance level of 0.05, the critical chi-square value is approximately 3.841. Since the calculated chi-square value (2.5679) is less than the critical value (3.841), we fail to reject the null hypothesis. The interpretation of the chi-square test result with 1 degree of freedom and a significance level of 0.05, where the critical chi-square value is approximately 3.841, and the calculated chi-square value is 2.5679, is as follows:

Since the calculated chi-square value (2.5679) is less than the critical value (3.841), we fail to reject the null hypothesis. This means that we do not have sufficient evidence to conclude that there is a significant difference in consumer awareness toward branded jewellery compared to traditional jewellery at the 0.05 significance level.

H₀2:

Table 2 Chi-square table

Preference	No. of Customers	Percentage
Fashion	28	28
Occasions	31	31
Festivals	4	4
Investment	31	31
Others	6	6
Total	100	100

Since the calculated chi-square value (37.9) exceeds the critical chi-square value (9.488), we reject the null hypothesis. This rejection suggests that the observed frequencies significantly deviate from the expected frequencies, indicating a substantial

VIII. IMPLICATIONS OF THE STUDY

Marketing Strategies and Product Development:

- The findings of the research can inform jewellery retailers and marketers about the preferences, tastes, and purchasing behaviours of consumers in Rajkot City.
- Retailers can tailor their marketing strategies and product offerings to align with consumer preferences, thereby enhancing customer satisfaction and driving sales.
- Insights into consumer preferences for branded versus traditional jewellery can guide product development efforts, helping retailers introduce new designs, materials, and collections that resonate with target consumers.

Brand Positioning and Differentiation:

- Understanding consumer perceptions and attitudes towards branded and traditional jewellery can assist brands in positioning themselves effectively in the market.
- Brands can differentiate themselves based on factors such as quality, craftsmanship, brand heritage, and emotional appeal, catering to distinct segments of consumers with varying preferences.

IX. CONCLUSION

In essence, the research paper serves as a valuable resource for stakeholders in the jewellery industry, offering actionable insights and informing strategic decision-making processes. By understanding consumer preferences and purchasing patterns, retailers and marketers can adapt their approaches to better meet the needs and expectations of consumers in Rajkot City, ultimately driving growth and success in the dynamic jewellery market.

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