

**Title:- ANALYTICAL STUDY OF CUSTOMER PERCEPTION TOWARDS  
BRANDED AND NON-BRANDED JEWELLERY 'OF MIRA – BHYANDER**

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**ABSTRACT: -**

This research examines the factors influencing consumers' preferences between branded and non-branded gold jewellers and their overall satisfaction with these establishments. This investigation will provide valuable insights to gold jeweller owners, enabling them to comprehend consumer preferences, the criteria guiding consumer choices, and to formulate appropriate pricing and marketing strategies to enhance customer satisfaction and loyalty."

**INTRODUCTION**

In India, gold holds a prestigious allure, symbolizing both glamour and status within society, deeply rooted in religious and cultural contexts. Renowned as a global jewellery hub, India's Jewellery industry is a vital component of its economy, contributing approximately 7 percent to the GDP and 15.71 percent to total merchandise exports. Moreover, it sustains a substantial workforce of over 4.64 million individuals, significantly impacting employment rates. Notably, this sector significantly bolsters the country's foreign exchange earnings. India's average annual gold consumption ranges between 700 and 800 tonnes, underscoring its enduring importance within the nation

Until the early 2000s, the Indian jewellery market predominantly viewed jewellery as a form of investment rather than a fashion statement. However, the emergence of branded Jewellery prompted traditional jewellers to adopt branding strategies as well. This shift opened up new opportunities, leading to a significant increase in the number of gold retailers across the country. Established brands such as Tanishq, PC Jewellers, and TBZ expanded their presence

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by establishing outlets nationwide. As the price of gold surged, traditional Jewellers also began offering lightweight Jewellery and introduced their own local brands.

Despite these efforts, branded Jewellery only captured a small portion of the market due to the prevailing belief among Indian consumers that Jewellery was primarily an investment. Moreover, a significant portion of consumers, about 80%, continued to trust only their family Jewellers when making Jewellery purchases. To change this perception, branded Jewellery makers focused on offering appealing designs at competitive prices.

However, branded Jewellery makers face tough competition from local Jewellers. To gain market share, they must prioritize designing Jewellery that resonates with customers and ensure the purity of their gold through mandatory hallmarking, as per government regulations.

India ranks as the world's largest consumer of gold after China and Japan. The liberalization of the Indian economy in 1991 facilitated the free import of gold by large export houses, resulting in a surge in demand for gold. By 2003, India's annual gold consumption reached 855 tons, with the majority being used for Jewellery.

Despite the dominance of the unorganized sector, the Indian gems and Jewellery market is evolving. With consumers becoming increasingly discerning about quality, branded Jewellery is gaining popularity. The market for branded Jewellery is expected to expand further, supported by the government's policy allowing 51% foreign direct investment in single-brand retail outlets, attracting both global and domestic players.

Conducting research would offer valuable insights into consumer preferences and purchasing behaviour in the Jewellery sector. It would shed light on the influence of branding and pricing on purchase decisions, enabling retailers to devise effective strategies to capture market share.

## **LITERATURE REVIEW**

**Asha, K. & Christopher, S. E. 2021**, in their study titled "A study on the buying behaviour of customers towards branded and non-branded gold jewellery," noted that many individuals purchase gold jewellery for events such as family weddings, anniversaries, birthdays, and religious festivals.

**Rawal, K. R.2021**, in his research titled "A study of consumer buying behaviour for

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purchasing diamond jewellery from branded retailers," identified various factors influencing customer purchasing behaviour, particularly their inclination towards branded jewellery from branded outlets. This understanding helps in gauging consumer expectations, awareness, and attitudes towards branded jewellery.

**Gomathy and Devi (2015)** found that a significant number of buyers are aware of branded jewellery.

**Ramachandran and Karthick (2014)** noted that branded jewellery offers a unique style and more varieties compared to unbranded jewellery.

**Jyothi and Babu (2014) and Raju and Kumar (2013)** identified several factors, including gold purity, varieties, brand image, service quality, advertisements, brand familiarity, promotional schemes, offers, and celebrity endorsements, significantly influencing buyer behaviour.

**Asha and Christopher (2014)** observed that the majority of customers purchase gold jewellery for occasions such as marriages, anniversaries, birthdays, festivals, and during promotional offers.

**Vadra and Malhotra (2014)** examined how jewellery designs in branded showrooms heavily influenced buying behaviour.

### **OBJECTIVES OF THE STUDY**

To investigate consumer preferences in the jewellery market.

To examine consumer preferences for branded jewellery compared to non-branded alternatives.

To assess brand awareness among consumers in the jewellery market.

To understand customer attitudes toward branded jewellery.

### **SCOPE OF THE STUDY**

This study aims to comprehend various aspects of customer preferences when purchasing jewellery across different shops in Mira-Bhyander. The findings and conclusions drawn from this study are solely based on the responses of jewellery customers within the city. While limited in geographical scope, this study provides valuable insights into customer preferences for buying both branded and unbranded jewellery.

## **RESEARCH METHODOLOGY**

### **A. Research Design**

This study aims to explore customer preferences in purchasing Branded and Unbranded Jewellery and identify factors influencing their satisfaction. Descriptive research, also known as statistical research, is utilized to examine customer preferences and buying behaviour. The primary objective of this descriptive research is to provide a detailed description of the data and characteristics related to the subject under study.

### **B. Study Area**

The research is conducted among customers visiting various Jewellery Shops in the City. The sampling frame includes customers from KALYAN, PCJWELLERS, MALABAR, TANISHQ, and several goldsmith outlets in Hyderabad. Structured questionnaires are distributed to customers randomly.

### **C. Research Approach**

The Customer Survey method is employed to collect data from customers at Jewellery outlets. Respondents are asked to complete the provided questionnaire after a clear explanation of its contents. The sample size for this study is 100.

For analysis and interpretation, only primary data is utilized. However, for drawing conclusions and making recommendations, both primary and secondary data, as well as verbal knowledge and information obtained from respondents outside the questionnaire's parameters, are included. Various tools such as percentage analysis, chi-square test, and cross-table analysis are used to analyse the collected data.

A standardized questionnaire is developed to gather survey data from customers. The questionnaire is designed comprehensively to collect all necessary information for the study and cover all objectives defined.

**D. Hypothesis**

**Hypothesis 1**:- Relationship between income and average yearly jewellery purchase.

**H<sub>0</sub>**= There is no significant relationship between income and average yearly jewellery purchase.

**H<sub>1</sub>**= There is a significant relationship between income and average yearly jewellery purchase.

**Hypothesis: - 2** Relationship between the varieties of branded jewellery and the preference for only branded jewellery

**H<sub>0</sub>**= There is no association between the varieties of branded jewellery and the preference for only branded jewellery.

**H<sub>1</sub>**= There is an association between the varieties of branded jewellery and the preference for only branded jewellery.

**Hypothesis: - 3** Relation between the discounts offered on branded jewellery and the amount of jewellery purchased.

**H<sub>0</sub>**= There is no correlation between the discounts offered on branded jewellery and the amount of jewellery purchased.

**H<sub>1</sub>**= There is a correlation between the discounts offered on branded jewellery and the amount of jewellery purchased.

**Hypothesis: - 4** Relation between the varieties of branded jewellery and the amount of purchased jewellery.

**H<sub>0</sub>**= There is no correlation between the varieties of branded jewellery and the amount of purchased jewellery.

**H<sub>1</sub>**: There is a correlation between the varieties of branded jewellery and the amount of purchased jewellery.

**ANALYSIS AND INTERPRETATION****A. General Profile of the Respondents**

**(Total Respondent =110)**

Category	Percentage
<b>Gender</b>	
Male	32%
Female	68%
<b>Age Group</b>	
19-30 years	20%
31-40 years	23%
Above 40 years	57%
<b>Income</b>	
Below 5,00,000	39%
Above 5,00,000	61%
<b>Average Yearly Purchases</b>	
Below 50,000	54%
50,001 - 2,50,000	32%
Above 2,50,000	14%

From these statistics, we can analyse various aspects of the respondents' characteristics. For instance: The majority of respondents are female, comprising 68% of the total. The largest age group among respondents is above 40 years old, representing 57% of the total. A slight majority of respondents have an income above 5,00,000, making up 61% of the total. Most respondents spend below 50,000 annually on jewellery, with 54% falling into this category. These insights could be useful for targeted marketing strategies or for understanding the perception and behaviours of different demographic segments.

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

Aspects	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Quality of Service at BRANDED JEWELLERY OUTLETS	44	41	25	0	0
Variety at BRANDED JEWELLERY OUTLETS	46	35	29	0	0
Quality of BRANDED JEWELLERY	41	32	37	0	0
Satisfaction with DISCOUNTS AT BRANDED JEWELLERY STORES	29	20	27	32	0

Aspects	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Pleasant and Pleasurable Experience while shopping at BRANDED JEWELLERY STORES	39	35	36	0	0
Satisfaction driving frequent visits to BRANDED JEWELLERY STORES	21	18	27	19	25
Purpose of frequent visits to Jewellery Store	44	20	29	14	3

This table gives a breakdown of respondents' opinions across different aspects related to branded jewellery outlets, ranging from quality and variety to discounts and overall satisfaction.

**Chi Square test for Hypothesis 1** Relationship between income and average yearly jewellery purchase

**INCOME -AVGYEARLY PURCHASE CROSS TABULATION.**

Income Level	Below 50,000	50,001 - 2,50,000	Above 2,50,000	Total
Income-1	27	9	6	42
Income-2	8	26	34	68
Total	35	35	40	110

**Income:**

Category	Observed (N)	Expected (N)	Residual
1	42	55.0	-13.0
2	68	55.0	13.0
Total	110	-	-

**Average Yearly Purchase:**

Category	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	-	-

**Test Statistics:**

	Chi-Square	Df	Asymp. Sig.
Income	6.145	1	0.013
Average Yearly Purchase	0.455	2	0.797

The SPSS output mentions that all expected frequencies are above 5, which is a requirement for the validity of the Chi-square test.

In conclusion, while there is a significant relationship between Income and Average Yearly Jewellery Purchase, there is no significant relationship between the different levels of Average Yearly Purchase and Income.

### **Chie Square test for Hypothesis 2**

Relation between the discounts offered on branded jewellery and the amount of jewellery purchased.

#### **Cross Tabulation - Yearly Purchase & Quality:**

Yearly Purchase / Quality	1	2	3	Total
1	9	16	10	110
2	14	15	16	110
3	14	10	16	110
Total	37	41	32	110

#### **Residuals for Yearly Purchase:**

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
Total	110	-	-

#### **Residuals for Quality:**

Quality	Observed (N)	Expected (N)	Residual
1	37	36.7	3
2	41	36.7	4.3
3	32	36.7	-4.7
Total	110	-	-

#### **Test Statistics:**

Yearly Purchase vs. Quality	Chi-Square	Df	Asymp. Sig.
Yearly Purchase	0.455	2	0.797



<b>Yearly Purchase vs. Quality</b>	<b>Chi-Square</b>	<b>Df</b>	<b>Asymp. Sig.</b>
Quality	1.109	2	0.574

As frequencies are above 5, with the minimum expected cell frequency being 36.7. This complies with one of the assumptions of the Chi-square test, which requires that no more than 20% of the cells have expected frequencies below 5.

It suggests that there is a significant relationship between the Quality of Branded Jewellery and the Amount of Jewellery Purchase. This inference is likely drawn from the calculated Chi-square statistic and its associated p-value. Since the expected frequencies meet the assumptions and the statistical test indicates significance, it can be concluded that there is indeed a significant relationship between these two variables.

In summary, based on the SPSS calculation results and the compliance with Chi-square test assumptions, it is inferred that there is a significant relationship between the Quality of Branded Jewellery and the Amount of Jewellery Purchase.

### **Chie Square test for Hypothesis 3**

Relation between the discounts offered on branded jewellery and the amount of jewellery purchased.

#### **Cross Tabulation - Discounts vs. Purchase Amount:**

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

#### **Residuals for Discounts:**

<b>Discounts</b>	<b>Observed (N)</b>	<b>Expected (N)</b>	<b>Residual</b>
1	29	27.5	1.5
2	20	27.5	-7.5
3	27	27.5	-5
4	34	27.5	6.5
Total	110	-	-

**Residuals for Purchase Amount:**

Discounts vs. Purchase Amount	Chi-Square	Df	Asymp. Sig.
Discounts	3.673	3	0.299
Purchase Amount	0.455	2	0.797

Purchase Amount	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	-	-

**Test Statistics:**

The Chi-square test results indicate that there is no significant relationship between Discounts of Branded Jewellery and the Amount of Jewellery Purchase.

Both discounts and purchase amount variables do not show a significant association with each other.

Therefore, we conclude that discounts offered on branded jewellery items do not significantly influence the amount of jewellery purchased by customers. Other factors may have a more substantial impact on purchase decisions.

**Chie Square test for Hypothesis 4** Relation between the varieties of branded jewellery and the amount of purchased jewellery.

**Cross Tabulation - Variety of Branded Jewellery vs. Amount of Purchased Jewellery:**

Variety / Purchase Amount	1	2	3	Total
1	16	14	16	46
2	9	11	15	35
3	10	10	9	29

Variety / Purchase Amount	1	2	3	Total
Total	35	35	40	110

**Residuals for Variety:**

Variety	Observed (N)	Expected (N)	Residual
1	46	36.7	9.3
2	35	36.7	-1.7
3	29	36.7	-7.7
Total	110	-	-

**Residuals for Purchase Amount:**

Purchase Amount	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	-	-

**Test Statistics:**

Variable	Chi-Square	Df	Asymp. Sig.
Variety of Branded Jewellery	4.055	2	0.132
Purchase Amount	0.455	2	0.797

The analysis reveals a significant relationship between the Variety of Branded Jewellery and the Amount of Purchased Jewellery, as indicated by a Chi-square statistic of 4.055 (p-value = 0.132) for Variety. However, there is no significant relationship between the different levels of Purchase Amount and the Variety of Branded Jewellery, with a Chi-square statistic of 0.455 (p-value = 0.797) for Purchase Amount. Customers' choices of jewellery varieties significantly influence the amount they purchase, but the specific amounts purchased do not significantly impact the variety chosen. Therefore, while there is a connection between the variety offered and purchase behaviour, the specific amounts purchased do not significantly affect the variety chosen.

**CONCLUSION**

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Based on the study, the following conclusions can be drawn:

**Price, Purity, and Design are Key Factors:**

The primary factors guiding jewellery purchases are price, purity, and design, which are rated highest by customers. Other factors like variety, brand image, and influence of family and friends also play significant roles.

**Branded Jewellery's Popularity:**

Branded jewellery enjoys widespread popularity with 100% awareness among customers. Brands such as Kalyan, PCJewellers, Malabar, and Tanishq are particularly popular, while others like Trendsmith by PCJewellers have lower recognition.

**Shift in Consumer Preferences:**

The study confirms a shift in consumer tastes towards fashionable and lightweight jewellery over traditional chunky jewellery. Jewellery is now seen more as an accessory than just an investment.

**Preference for Branded Jewellery:**

More than three-quarters of the population purchase branded jewellery, indicating widespread awareness and usage of these brands. Branded jewellery is perceived positively among consumers.

**Role of Family Jewellers:**

When purchasing jewellery for gifting purposes, customers prefer buying from their family jewellers. These jewellers are trusted by customers and offer reasonable prices, resulting in a satisfaction level of over 7 on a scale of 1 to 10.

**Family Jewellers for Traditional Designs:**

Family jewellers are particularly popular for their traditional designs, catering to customers seeking traditional jewellery. The jewellery purchased from these jewellers is considered pure and a good investment, further enhancing their popularity.

In summary, while price, purity, and design are paramount in jewellery purchases, branded jewellery holds significant sway in the market. However, family jewellers retain their appeal due to factors like trust, reasonable pricing, and traditional designs.

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