CHAPTER – IV
CONCLUSION

The chapter serves as the final summary of the results that were analysed in context to the basic research problem. It focuses on the major findings and recommendation of potential research proposals. The conclusion aims to define the theory and hypothesis gathered from the research, is genuinely implemented. All measures had been taken to find the consistent solution to the research problem taken under study. The chapter also states that the data collected and statistically examined are exploratory data. It further attempts to provide implications for jewellers and propose the theory for further research.

Consumer behaviour is a vast and complex subject. Understanding consumer behaviour is a complicated task. It is also impossible to make predictions with hundred percent accuracy, since the study of consumer behaviour goes well beyond the mere act of acquiring. It also includes about how having or not having things affects their lives how their passions or use of product or services influences the way they feel about others or themselves. Some consumers are also moved by a complex set of deep and subtle emotions. Therefore, a large number of internal and external influences are there over consumer buying behaviour.

The current research is being framed by considering the main objective as to study on Consumer Buying Behaviour with regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market). This study mainly aimed to understand the consumer preferences over branded and traditional jewellery and also it will help to explore the various required strategies to the uplift economy of the jewellery market.

The demographic details of the study make it more reliable as in the present study the jewellers and consumers of Jaipur are examined. This study extends the scope of the demographic profile of Consumers aging 20 to 50 years age from rural as well as urban background and of varied financial status. The study also takes the respondents of branded and traditional jewellers in equal proportions. The study is
concerned to the consumer buying behaviour regarding branded and traditional jewellery.

To prove the consumer buying behaviour with regard to branded and traditional jewellery (with special reference to Jaipur jewellery market), the researcher had framed the hypothesis as follows:

**Central hypothesis:**

- $H_0$: There is no significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

**Alternative hypothesis:**

- $H_a$: There is a significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

**Sub hypotheses:**

- $H_1$: The consumer prefers buying jewellery through branded store than from the traditional family jewellers.

- $H_2$: The consumers are more informed about the branded jewellery rather than the traditional jewellery.

- $H_3$: The consumers have an influence of the marketing strategies adopted by branded jewellery.

- $H_4$: The branded jewellery is more reliable rather than the non branded jewellery.

- $H_5$: The consumers have an impact of the price factors adopted by the non branded jewellers.

- $H_6$: There is a significant relationship between Consumer buying Behaviour and appealing attributes of Branded Jewellers
Researcher tested the hypothesis on a long range of demographic respondents who are consumers of jewellery and also branded and non-branded i.e. traditional jewellers of Jaipur.

The entire hypothesis was being analysed by statistical analytical techniques and maximum of the hypothesis are being accepted.

4.1 FINDINGS

The findings of this research have potential applications for the consumers, jewellery industry, branded and traditional jewellers, for instance in gaining an intimate understanding of this segment. The ensuing recommendations do not encompass marketing strategy since it is beyond the scope of this research study. The important elements are summarized below:

1. The dynamic environment of every jewellery fashion possesses a challenge and the industry needs to adapt internal processes to manage their costs and the time it takes for their products to reach the market. These twin demands are vitals cogs in terms of operational success.

2. The participation of consumers and their high involvement with respect to branded and traditional jewellery, and the majority of consumers engage in impulse shopping. This is related to the point of product displays which encourage and entice consumers to purchase. Thus it is imperative for retailers not to overlook this important aspect and to invest in innovative presentations of new designs.

3. Qualification is an important distinguishing factor among the consumers of any goods. In case of current study it is evident that most of the graduates buy jewellery i.e. 49% of the sample population under study is graduated. In Table and Chart 3.4, there are 12% educated people who have completed only 10th and 19% are educated up to 12th class. There are some highly qualified people in current study i.e. 15 % have professional degree i.e. C.A., Doctors, Engineers and 5% are doctorates too. The qualification analysis brings the fact that all types of people have been trying to be incorporated into the study, as all persons having various educational levels have specific understanding of
buying jewellery and therefore acts as a significant variety of consumers in the jewellery market.

4. From the data of Table and Chart 3.7 it is evident that most significantly contributing segment of consumers belongs to the upper middle class segment (33%) of society, i.e. their family earnings per month range from Rs. 50,000/- to Rs. 60,000/-. The second most important segment is middle class people (i.e. Income group 30000-50000) they contribute 31% of consumers under study. Around 16% consumers in the current study belong to higher class having a higher income range i.e. Rupees 60000 and above per month. These high income people also evident to significantly express as the investors in jewellery market or may purchase jewellery for fashion also. But the other segment purchase jewellery only for some reason i.e. marriage, festival etc. It can also be from the data above that lower income families do not have sufficient funds to invest in costlier jewellery.

5. It is found that 35% consumers of current study purchase jewellery for investment and 31% of total population buy it at some occasions such as marriage, birth of kid etc., 18% buy it for festivals such as Deepawali, Eid, Chrism, karwachoth etc. and 16% of them buy jewellery for fashion purposes. Costume jewellery is manufactured as ornamentation to complement a particular fashionable costume or garment. In average family people most of the females buy other fashion products but not purchase regular specific jewellery for specific fashion of dressing (Table3.9).

6. Jewellery brands are becoming the most charming sector of a market and maximum population of people know the existence of it. In the current study (Table 3.10) 86% people are aware about the popular jewellery brands and only 14 % are unaware. They may be from rural backgrounds, as it can be said that all people of urban place are always aware of the latest trends.

7. Another significant fact evolved from the study is that many 46% consumers, prefer to buy jewellery from branded store and 54% have preferred to buy it from any traditional jewellers. The figures show the status as in Table 3.11 and ‘t’ test applied to test hypothesis. The Null hypothesis of the current research $H_0$- stated that **There is no significant difference between the**
consumer buying behaviour for the branded and traditional jewellery (Non-Branded), is accepted and proved. In Jaipur around equal number of people are influenced to purchase jewellery from a branded and traditional store. There is no major factor which makes the respondents in study inclined toward the purchase of jewellery from any specific brand or non branded products in jewellery segment.

8. The above factor evident from table 3.11 is that most of the people know branded jewellery but prefer to purchase from traditional family jewellers only. 54% of consumers under study purchase from traditional jewellers and 46% nearly half of the people in counterpart purchase from branded shops.

9. In table 3.12, there are 65% consumers have purchased jewellery from branded store and 35% have never preferred any branded store. By the above analytical study it is obtained that since the difference between observed and expected buying of branded jewellery is more than 2.58S.E at the 1% level of significance, hence there is the more consumers proportion who buy branded jewellery therefore $h_1$. The consumer prefers buying jewellery through branded store than from the traditional family jewellers, is accepted.

10. From the Current study it is evident that Tanisq is the most trustworthy brands in jewellery for consumers as 37% of the total population under study likes it. D’Dmas is also significantly trusted brand among consumers and holds 24% of people’s choice. Gilli holds 16% and others such as Trendsmith and Oyzerbay are less commonly preferred other branded in jewellery and have only 10% and 5% of the consumer’s choice respectively.

11. There are many appealing elements of purchasing branded jewellery. Appealing elements of purchasing jewellery from a branded store as per data is inclined more towards brand name as 49 respondents opted it as rank 1, the next common appealing fact for demand in branded jewellery is Transparency of Branded Store, as 14 given it as Rank 1 and 19, 22 and 27 opted is as subsequent ranks. Likert scale and One Way ANOVA were applied to data in table 3.14 to obtain the result. As The P value is 0.0770 and it is not
significant since all elements associated with branded jewellery play equal role. As hypothesis $H_6$ states that there is no significance difference between appealing elements of buying branded jewellery is rejected.

12. In table 3.16 study 26% of consumer are influenced by Mouth Publicity i.e. word of mouth of other consumers who have used the products. Next significant factor is family/friend’s recommendations and display of jewellery in store as stated by 21% and 20% of respondents respectively. Interpretation of Goodness of Fit test: - As it is found from the Goodness of Fit test that Chi-squared for trend = 7.972 (1 degree of freedom) The P value is 0.0048. And considered very significant this implies that according to the hypothesis $H_2$ the consumers are more informed about the branded jewellery rather than the traditional jewellery is accepted and proved.

13. It is observed in table 3.18 that brand name is a significant factor to purchase the jewellery as it is agreed with 72% and strongly recommended by 17% of consumers. Advertisement of brand, unique designs and novel trends of jewellery is the other influencing factor for jewellery purchase at 61% strongly agree and 28% agree. Therefore to analyse the factors which influenced a purchasing decision is analysed by static test ANOVA and the four point lockets scale is used. The data are framed into four points Likerts scale i.e. strongly agree, agree, disagree and strongly disagree is reported as separate score. As the F value is 5.509 and a P value is very significant i.e. 0.0063. $H_1$: The consumer prefers buying jewellery through branded store than from the traditional family jewellers And $H_6$ there is no significance difference between appealing elements of buying branded jewellery is accepted, which is considered all elements associated with branded jewellery play an equal role in buying.

14. It is evident from the above table 3.19 data that 59% Consumer’s decision to switch over to brand from one to another if some promotional scheme is being launched by other branded Jewellers and 31% consumers are brand loyal
15. The popularity of branded and traditional jewellery as per consumers of Jaipur is briefed in above table and chart 3.20. 84% of respondents feel that branded jewellery had gained more popularity in jewellery segment and 11% of respondents agree with traditional jewellers’ popularity. 5% of respondents have indifferent views and do not support branded as well as traditional segment. The one way ANOVA interprets that The P value is 0.5272, is not significant hence $H_4$: The branded jewellery is more reliable rather than the non branded jewellery is proved.

16. The important characteristics of traditional jewellers are i.e. traditional jewellery design or reasonable price policies studied are good investments, reasonable price and traditional designs. Consumers are asked to place the points against each component of character of traditional jewellers. Their views are analysed in table 3.22 and concluded that Chi Square value is 1250 and P < 0.0001 which is quite significant and it can be claimed from the above Goodness of Fit analysis that the characteristics are equally fit. And $H_5$ the consumers have an impact of the price factors adopted by the traditional (non branded) jewellers is accepted and proved.

17. The planning and implementation of selling strategy are also much important to improve the sales. Thus respondents were asked about the time of planning of above selling strategies. 79% of respondents agree that growth of sales increased by applying of these strategies, only 29% of respondents disagree with the fact.

18. The level of satisfaction a customer has with a company has profound effects. Studies have found that the level of customer’s satisfaction has a positive effect on profitability. The satisfaction level of respondent for buying branded or traditional jewellery is analysed in table 3.24. As The two-tailed P value is 0.8056, considered not significant. And $t = 0.2498$ with 18 degrees of freedom which is not significant, Thus it is found that $H_a$ There is a significant difference between the consumer buying behaviour for branded and the traditional jewellery store is rejected.

19. The fact that this group of consumers is frequent buyers and seem to live by the adage that “change is the only constant in life”. It follows that the
collections be quintessentially different and that the collections be frequently renewed. This recommendation is muted in tone keeping in mind the creative nature of the process. The time of strategy is also much evident for jewelers, as 47% of respondents applies any selling strategy during the off season time and 36% place it at Festival time, while only few 17% put their strategies in Wedding time, as it is the peak time for consumers to buy the jewellery.

20. The success of any selling strategy is analysed by increase in sales than the usual or normal sales. Thus the effect of execution of strategy by jewelers was analysed.

21. It is evident from the above data that 42 out of 50 branded jewelers have branches and only 8 do not have any form of branches. But in case of Traditional or Family jewelers only 19 have branches and that also maximum local and in the same city with non International, and maximum i.e. 31 are having only a single store in the Jaipur city only.

22. The data in table 3.25 also makes a significant point in the current research study that the maximum jewelers are established 15-20 year back i.e. 33%. The jewelers developed less than 10 years are 29% and 10-15 years are 14%. The respondents who do not belong to these categories are 24% which indicates that these might be the oldest or many generations of Family and Traditional jewelers of Jaipur.

23. The data in Table 3.29 states the reason for the study and also proves the hypothesis as it is evident that 74% of respondents agree with the fact that consumers are diverted towards branded jewellery. There is effect on business by branded jewellery. It was also found that all non branded agreed with the fact and only 26% of branded jewelers denied that these brands effect other jewellery businesses. $Z = 5.47$ and Since the difference between the observed and expected impact of branded jewellery on business is more than 2.58 at the 1% level of significance, hence the null hypothesis is rejected and may be concluded that there is no impact of branded jewellery on business.

24. According to data in table 3.32, 92% of jewelers agreed with the fact that they apply various selling strategies to enhance the sales of their showrooms. 54%
of these are agreed that discount is frequently used by jewellers. Zero making charges are also a common strategy which is opted by 19% jewellers in the market. 17% jewellers opted for cash back offer, 6% jewellers agree with the common policy of selling i.e. Gifts with purchase. 4% other strategies. Therefore, Chi-squared has applied for analysis, value is = 3.564 (1 degree of freedom). The P value is 0.0590. Thus the hypothesis $H_3$: The consumers have an influence of the marketing strategies adopted by branded jewellers is accepted and proved.

25. It is concluded that the collections be limited in terms of size but incorporate more design elements. Smaller collections are likely to increase the speed to market and provide a competitive edge both the domestic as well as the international market.

26. The industry practice of mailing catalogues to customers should be carried out with more precision. This enhanced focus is likely to result in improved customer loyalty.

27. It can be said from the above figures that 92% of jewellers prefer jewellery from their shop for exchange and only 8% have similar attire for their as well as other products. So it is observed that 68% of jewellers do not give any offer when consumers exchange the jewellery only 32% give these offers on branded jewellery exchange.

28. The last table 3.38 deals with the main hypothesis of the research and significantly it is proven that both traditional as well as branded jewellers have their own margin, image and customer satisfaction level. As 54% nearly agrees branded jewellers get better margin, better image and good buyers by selling branded jewellery and 46% of the remaining do not agree with the involvement of brand associations. There is no significant difference between
the consumer buying behaviour for the branded jewellery and the traditional family jewellers is accepted and proved.

29. Comparisons have always been drawn between branded jewellers and traditional jewellers. These days it branded jewellers seem to have wrested an edge over traditional retail. The indications to this effect are seen in the manner that large proportions of the society are becoming lifestyle oriented, especially the younger generation.

A comparative chart which differentiates between traditional and branded jewellery is shown below:

**Table 4.1 Comparison of Traditional and Branded Jewellery**

<table>
<thead>
<tr>
<th>S.no</th>
<th><strong>Branded Jewellery</strong></th>
<th><strong>Non-Branded Jewellery</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The name and reputation of brand build a confidence to the consumer</td>
<td>Customers have the option to alter the jewellery according to their preferences and choice</td>
</tr>
<tr>
<td>2.</td>
<td>A written lifetime guarantee, considering the emotional quotient of the consumer comes with the jewellery</td>
<td>No written guarantee, trust is only based on consumer – jewellers relationship.</td>
</tr>
<tr>
<td>3.</td>
<td>Quality of high standards, novel selling methodology and maintenance services of jewellery.</td>
<td>Minimum efforts in packing, finishing, sales and advertisements.</td>
</tr>
<tr>
<td>4.</td>
<td>Branded jewellery has more contemporary, stylish and classical outlook, which easily segments itself among the traditional ones.</td>
<td>They have normally bulky and traditional outlook.</td>
</tr>
<tr>
<td>5.</td>
<td>Easily available at multiple outlets in many cities.</td>
<td>Usually available at single outlet in only one city.</td>
</tr>
<tr>
<td>6</td>
<td>Higher prices so can be afforded by higher class people.</td>
<td>They are preferred because of their reasonable prices, and strong personal relations with consumers</td>
</tr>
</tbody>
</table>
4.2 RECOMMENDATIONS

Consumers possess a strong and optimistic attitude towards branded jewellery. Consumer specific variable & brand specific variable both having a positive relation with consumer preference towards branded jewellery or traditional jewellery. Brand awareness towards various common brands available in Jaipur such as Tanishq, Nakshatra, Asmi, Sangini, Gili Daksh, and Aura, some brands i.e. Trandsmith Carbon, etc., brand takes time for awareness. Therefore by the complete research analysis of current problem it is recommended for branded sellers and buyers:

- Especially for branded jewellery retailers should introduce membership cards to make female customers who are keen to buy jewellery of their brand loyal to the brand.
- Major Branded jewellery showroom should put in efforts to make people feel its presence.
- In the competitive world it is recommended to prepare some strategy by some branded showroom to give some gift schemes on higher purchase of jewellery.
- Jewellery consumers should be aware of various parameters of jewellery and for consumer awareness there should be more emphasis on advertisements through different media.
- Branded jewellers charged higher prices because of higher margin, only higher class people can afford it. Therefore they should work on price factor to available branded jewellery on reasonable prices for all classes.

There are some recommendations proposed for traditional jewellers of Jaipur who have been studied as respondents:

- Traditional or family jewellers should maintain the high standard of loyalty and trust which was built by their forefather among customers.
- Traditional jewellers should increase the variety and availability of modern jewellery.
- Antique as well as new designs of jewellery should be made available at all traditional jewellery stores. They should work on designer jewellery as well as traditional jewellery.
• Traditional jewellers should not employ any unethical practices among other jewellers for their sales.

• Traditional jewellers should also develop some marketing strategies and use technology or media for advertisements.

• This Consumer group is keen to pay for jewellery suited for special occasions and it is advisable to develop jewellery style with respect to particular occasion where margins are higher.

• The youth was looking for delicate, contemporary and unique designer jewellery and clearly avoiding heavy, traditional gold jewellery. So they should manufacture light weight jewellery too.

• The consumer wanted a wider selection at a single convenient location and expected an international shopping experience.

4.3 LIMITATIONS OF THE STUDY

The scope of study is limited due to the following reasons:

• Awareness

  The sample taken and the conclusion drawn can both lead the study to only one side if there is a lack of awareness among people about branded or traditional Jewellery.

• Consumer’s Biasness

  People think that if the price of a product is higher, than it is of a high quality. In this way Consumers are often biased in their decision-making. Many types of bias exist and all people have biases to varying, Consumers who prefer new experiences (novelty seekers) may tend to be biased in favour of products and services that are presented more vividly and uniquely than competing products.

• Time and age factor

  Buying preference varies according to season, festivals and other occasions and the age of the individual also play an important role to decide buying preferences.
• Short life span of product

From the consumer’s perspective, fashion designs and trends are always changeable in search of new innovation that can be reflected in the changed demand and buying preference.

The study is limited to the selected demographic range of consumers and jewellers. It can be further extended to a huge population of Consumers and Jewellers.

4.4 SCOPE FOR FUTURE RESEARCH

The current research is by no means a complete and final study of the Consumer Buying Behaviour with Regard to Traditional and Branded Jewellery. The research affirmed some of the points highlighted in earlier studies and the study of the topic should be continued. The author proposes a few possible topics for future investigation. Proceeding from the current study it would be worth conducting an in-depth research into the entire jewellery industry players and large demographic consumers.

• Further study can be conducted with a specific brand of jewellery to study Consumer behaviour and this could be compared with current outcome.

• Similar studies could focus on subjective norms impact on consumer buying behaviour which was found to be quite low in this research project. This might be of value in the Jewellery industry.

• Future studies should consider conducting additional studies similar to the present study with more young and old, male and female consumers rather than only selected consumers.

• Further study can be conducted with traditional and branded jewellery and comparison studies can be done for market analysis and study consumer behaviour and this could be compared with the current outcome.

• Further study can be conducted on a wide geographical area which can be on state or national level.

CONCLUSION
The Jewellery related fashion and accessories businesses in Indian specifically Jaipur are witnessing growth at an exponential rate and are increasingly captivating the attention of the entire world. Branded Jewellery is fast evolving into a global fashion metropolis akin to, Jaipur and other metro cities of India.

The diverse and competitive complexion of the Branded versus Traditional jewellery has a major impact on consumer buying behaviour, and with the continuous development in jewellery designs there is not only increased competition for domestic firms but an enhanced array of possibilities from a consumer point of view. The increasing sphere of internet commerce and the advent of the common Jewellery market has further enhanced and enabled consumers to shop across countries.

Furthermore, the jewellers engaged in this sector have their own take on what is trendy and fashionable at any given moment; according to designs, style, fads, popular culture, design theme, emerging trends, seasonable, etc. This provides consumers with unparalleled opportunities to pick and choose across different brands and to combine them in order to satisfy their increasing need for expressing their individuality and to create their own style.

There was a time in not too distant a past when consumer buying behaviour was mostly limited by budgetary constraints and when buying seemed to have a small impact on the daily life and one’s lifestyle. The consumers had a smaller level of influence on the availability of products and for the most part had to contend with what was on offer. The increased disposable income, access to information, and competition has empowered consumers to demand more and to have higher expectations. They are no longer driven by their needs for a product but are instead driven by their wants which is quite characteristic of the Jewellery market.

Modern consumption patterns for jewellery have changed and evolved where consumers are keenly aware of novel jewellery brands and trends and information is easily accessible to consumers for all segments through different information channels. This has altered consumer motivation behind their jewellery consumption as well, some use jewellery as a means of presenting themselves to the society at large, what they wear is viewed as an amalgamation of the image of what they wish the world to see. While some feel comfortable with the particular traditional jewellery and style, individuals have their own perception about branded jewellery.
Precious metals like gold, silver and others is being worn as ornaments by many people all over the world & especially in India culture heritage & custom has influenced to a very great extent to the practice of wearing ornaments made of precious metals & stones.

Gold jewellery as a business & trade is growing at a very rapid rate. The nature of this trade is made up of both organized & unorganized manufacturers & traders. Looking the prospect of the growth of this business more & more people have entered this area. A big market evolution is being witnessed in the form of organized manufacturing & trading and added to this in recent times branding has a value addition exercise in the business of jewellery is taking shape in a big way.

Jaipur which has witnessed the rapid expansion in the field of handmade jewellery in the past many decades is now having a new type of competition & challenge in the form of branded jewellery. This is further enhanced by a few local manufacturers & traders introducing the concept of retail branding. Thus the need has arisen to make a perception study of a consumer on branded jewellery to assess the future of this line of business & to study the future of direction and change being adopted by the existing manufacturers & traders in the light of the growth of branded jewellery.

Therefore the current Research is framed on the objective to conduct the research on the study of Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market)

The overall purpose of this thesis is to gain deeper understanding of different factors which are significantly related to the Jewellery buying behaviour of Consumers in Jaipur and also to access the jewellers’ views on Branded and Traditional jewellery. The study also deals with the information, which can benefit Jewellery companies and traditional stores to understand consumers and their lifestyle to gain success in the jewellery market.

The current study had analysed the following conclusions:
• The result shows that, different outlooks on design, price, information medium is main factors that influence the purchase of Jewellery by Consumers.

• The study had helped to understand various aspects of the Branded and Non-Branded Jewellery.

• The consumer is well versed today so the study helps them to get aware about branded and non branded jewellery,

• Consumers now have better buying capacity due to increased income and they are interested in secure investments and that is the reason that when given a preference between branded and non-branded jewellery they may prefer branded jewellery.

• The study had also helped to understand the Consumer Buying behaviour toward a product- mainly jewellery.

• Price, comfort, jewellery design and good quality are four of the most important factors among the purchasing criteria. The brand name is not the most important factor when buying jewellery.

Marketing is a very important aspect in business since it contributes greatly to the success of the organization. In present scenario female consumer buying perception towards branded jewellery in Jaipur city is increasing day by day.

The study also tries to extrapolate the major important factors to be taken into consideration in between the Traditional and Branded jewellers especially of Jaipur city.

Gems and Jewellery sales and marketing received a facelift with the advent of the supermarket culture. As organized retail in India progresses to the next lap, Sadanand Subramanian checks for Diamond World with some precious Industry players about their preparedness and strategy to achieve maximum mileage.

As India reacts to a retail revolution, the hitherto sober gems and jewellery industry seems to have jumped on the bandwagon with a clear plan of action. The industry has already made a mark by capturing 3 percent of the organized retail space
thanks to the leadership shown by a handful of companies prepared to dazzle the world. While organized retail under this segment impressively grows at over 50 percent annually, deliberations are about to arrive at what the industry in general must do to keep the customer perennially delighted. The gems and jewellery market in India is estimated to be about Rs.80,000 crores and the topmost agenda is to adopt the right strategy to accelerate its growth, keeping in mind current global dynamics. For now the industry faces keen competition from other luxury goods such as electronic innovations and other personal accessories. How far is it necessary for the gems and jewellery sector to seriously consider it?

There is no doubt that things are a lot more organized in stores in malls. They also showcase and present products very attractively, but real sales take place through traditional jewellery stores as jewellery is mainly sold on trust.

The urgency in the industry indicates rapid changes in the way goods are produced and marketed. The evolution of new formats for sale and the massive technology and to some extent, sizeable infrastructural developments taking place all foretell a prospect of growth way beyond the current overall 10 per cent.

The growth of Branded jewellery is increasing. Consumers now become more brand familiar, they are attracted towards offers, promotion, certification, hallmarking technological advancement. Consumers Variables - design, quality of material, comfort of wearing, price, variety, certification, durability resale value. Brand specific variable - service provided, brand familiarity, offer, promotion celebrity endorsement, brand consciousness. Women consumer aware about branded jewellery preference shifted non-branded to branded one.

Consumer possesses a strong positive attitude towards branded jewellery. Consumer specific Variable & brand specific variable both having a positive relation with consumer preference towards branded jewellery. Brand awareness towards Tanishq, Nakshatra, Asmi, Sangini, Gili its more & and Carbon brand takes time for awareness.

As a whole the study concludes that there is no significant difference between the consumer buying behaviour from branded jewellery store than the
traditional family jewellers (Non-Branded). Being the hub of jewellery, still Jaipur Market is getting recognition (growing day by day); this study will help to open new perspectives for Jaipur jewellery market and further it will be able to provide a guideline for future research work.