PREFACE

The diverse and competitive complexion of the Branded versus Traditional jewellery has a major impact on consumers buying behaviour, and with the continuous development in jewellery designs, it has not only increased competition for domestic firms but has also enhanced array of possibilities from a consumer point of view. The increasing sphere of e-commerce has 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, seasonality, etc. This provides consumers with unparalleled opportunities to pick and choose amongst different brands and combine them in order to satisfy their increasing need for expressing their individuality and to create their own style.

There was a time, in the not too distant past when consumer buying behaviour was mostly limited by budgetary constraints and also 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 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.

So, 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 view of jewellers on Branded and Traditional jewellery. The study is also aimed at providing information, which can benefit jewellery companies and traditional stores to understand consumers and their lifestyle to gain success in the jewellery market.

The aim 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) is to explore the traditional and branded jewellery of Jaipur city and to study the brand awareness amongst consumers.

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 rising day by day.

Branded jewellery is growing constantly. Consumers are becoming more brand familiar. They are attracted towards offers, promotions, certification, hallmarking technological advancement, etc. by branded jewellers. The consumer variables like - design, quality of material, comfort of wearing, price, variety, certification, durability resale value, etc., and brand specific variable - service provided, brand familiarity, offer, promotion celebrity endorsement, brand consciousness, etc., play an equivalent role in promoting branded jewellery. Women consumer’s understanding about branded jewellery is shifting due to their preference for non branded to branded jewellery.

Consumer possess a strong positive attitude towards branded jewellery. Consumer specific variable and brand specific variable both having a positive relation with consumer preference towards branded jewellery. Brand awareness towards Tanishq, Nakshatra, Asmi, Sangini, Gili is more and other brand like Carbon 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 not much recognized, this study will help to opine a new perspective for Jaipur jewellery market.

The research had applied a framed research methodology to study the above objectives and presented the whole work in this research study which is being divided into various segments as follows:
In Chapter first, an introductory portion is included, which deals with the conceptual and theoretical perspective of the study. It highlights that the ‘Introduction of Consumer Behaviour’ means more than just how a person buys products. Marketing efforts therefore also focus on consumer’s consumption of services, activities and ideas. The manner in which consumer buys is extremely important to marketers. It involves understanding the set of decisions (what, why, when, how much and how often) that the consumer makes over the time. The chapter will also highlight jewellers of Jaipur and Jaipur jewellery market (i.e. traditional as well as branded jewellers). The other part of this chapter briefly describes the current research study and its background.

In Chapter second, the Methodology followed for study is mentioned in details. It deals with the main objectives, the formulation of hypothesis, research design and data interpretation and statistical analysis which is applied in the study. The chapter also elaborates literature review in order to have a convenient study and better understanding of the facts. Here, literature review has been classified under the following heads: review related to brand, consumer buying behaviour and branded and traditional jewellery.

The data analysis and Interpretation included in chapter third, It deals with the responses and opinions of consumers as well as jewellers as respondents. This chapter also incorporates the statistical analysis to prove the hypothesis.

The major findings, recommendations, scope for further research and the conclusion of the current research are mentioned in chapter fourth. The major recommendations proposed by the present research are for branded sellers and buyers. Especially for branded jewellery, retailers should introduce membership cards to make their brand loyal customers who are keen to buy jewellery from their showrooms. Major Branded jewellery showroom should put in efforts to make people feel its presence. In the competitive world it is recommended to prepare some strategies to give discount schemes on higher purchase of jewellery.
Some recommendations are proposed for traditional jewellers of Jaipur who were studied as respondents. All traditional and family jewellers should maintain high standards of loyalty and trust which was built by their forefathers among customers. Antique as well as modern designs of jewellery should be made available at all traditional jewellery stores. They should also develop some marketing strategies and use technology or media for advertisements.

The thesis is concluded with the bibliography of various secondary sources.

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