CHAPTER-I
INTRODUCTION

1.1 CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour signifies more than just the approach of consumer towards buying a product. Marketing efforts therefore also emphasize on consumer’s consumption of services, ideas and activities. The manner in which consumer buys a product is extremely important to marketers. It involves understanding a set of decisions (what, why, when, how much and how often) that the consumer makes over the time. This research scrutinizes consumer behaviour in a wider perspective and highlights its dependency on the most popular jewellery segments. It proceeds in two directions where the consumers and jewellers move parallel and also highlights traditional as well as branded jewellers and jewellery market of Jaipur.

In general terms “Consumer is a person who consumes”, especially an individual belonging to a particular gender, age, sex, religion etc. and who acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing. In other words, it can be said that the Consumer is an individual who buys products or services for personal use and not for resale or reproduce. A consumer is an important person who can make the decision to purchase an item from a particular store, and can be swayed by marketing and advertisements.

People usually consume things of daily use and also consume and buy these products according to their personal needs, priorities and buying power. These can be consumable goods, durable goods, Special goods or industrial goods.

Consumer buying behaviour means more than just how an individual buys products. Marketing efforts therefore also focus on consumer’s consumption of services, his activities and ideas. It explains the set of decisions that a consumer makes while buying (Hoyer, 2004)\(^1\). It is important to know consumer reaction towards different products, their features, price, and advertisement pattern, in order to ensure strong competitive advantage.
Consumer buying behaviour is the process involved when individuals or
groups select, use, or dispose products, services, ideas or experiences (exchange) to
satisfy needs and desires. Consumer behaviour is the scientific learning of how people
buy, what they prefer to buy, when they need to buy and why they buy i.e. the reason
to buy. It mingles elements from psychology, anthropology, sociology, and
economics. It makes an effort to understand the buyer decision processes or the buyer
decision making process, both individually and in groups. It examines special
characteristics of individual consumers such as demographics, psychographics, and
behavioural variables in an attempt to understand the needs of the people. It also tries
to assess influences on the consumer with the help of groups such as family, friends,
reference groups, and society as a whole.

The four P’s, Product, Price, Place and Promotion are all part of consumer
incentives. Other important factors in the consumer environment are changes in the
economy, technology, politics, and culture which affect their buying incentives. All of
these different stimuli are put together in “the buyers black box” (Kotler, 2001) and
will probably observable results in buyer responses, as choice of product, amount
and purchase timing. Consumer Behaviour is also explained as the process and
activities people carry on while selecting, searching for, buying, using, evaluating and
disposing of products or services which results in satisfying their needs and desires.

Consumer behaviour allows a number of things-

• It opens up opportunities for estimating demand,
• Measures behaviour in society, brings a clear understanding about how brands
  behave,
• Forecasts how the company can serve their expected customers in the most
efficient manner,
• It is the base for the individual to come into terms of one’s own expenditure.

In fact, the study of consumer behaviour is relatively a rich science that
includes elements from psychology, marketing, economic, consumer politics and
many other fields of scientific research. (Antonides and Raaij, 1998)
Consumer buying behaviour includes two important types of elements i.e. tangible elements such as the concrete product or service, but also intangible elements as mental processes and systems of beliefs, values and self-realization (Ibid, 2002). Therefore, to understand the consumer behaviour in a broad context as much as possible, it is best to build a systematic and representative illustration on the matter as shown in Figure 1 below.

**Figure 1: Elements of Consumer Behaviour**

- **Buyer – A Riddle**
It is important for any producer or seller firm to understand the buyer and accordingly evolve their marketing strategy, but still the buyer or consumer continues to be a riddle, sometimes responding according to dealers’ expectations and on other occasions just refusing to buy the product from the same dealer. For this reason, the buyer’s mind is most often termed as a black box. The marketer provides stimuli but his soul is doubtful of the buyer’s response. This stimulus is a combination of product, brand name, colour, style, packaging, intangible services, merchandising, shelf display, advertising, distribution, publicity and many more.

Today the various forms of media, especially electronic have great influence on the consumer’s buying process. Technological developments in the field of information, biotechnology, genetics and intensive competitions in all products and services are also impacting as a huge factor in consumer choices.

1.1.1 Factors Influencing Consumer Buying Behaviour

The factors influencing consumer behaviour are classified into two types as follows:

- **Internal Factors**
- **External or Environmental Factors.**

The external factors do not have any effect on the decision process of consumers, but percolate or filter through the personal determinants, to influence the decision process.

The factors that influence consumer buying behaviour in general are:

- Motivation and participation of consumers in purchasing a specific product.
- Consumer’s attitude.
- Personality and self concept of any individual consumer.
- Ability to remember i.e. learning and memorizing power of the consumer.
- The channel or way through which Information processing takes place.

The most common external influences or factors are:
• Cultural influences - Influences of culture of the individual buyer

• Sub-cultural influences

• Social class influences – Influences related to the individual buyers specific society, religion etc.

• Social group influences – The social group in which individual buyer resides influences the buying behaviour.

• Family influences – It is also an important influences usually observed in various consumers.

• Personal influences

• Other influences

Some Important Factors Which Influence Consumer’s Behaviour Are Explained Below

• Cultural Factors

Culture is developed out of values, ideas, attitudes and other meaningful symbols that allows any human being to communicate, interpret and evaluate as a member of society (Blackwell et al., 2001)\(^5\). It is the main reason behind a person’s wants, desires and behaviour. Although, different social groups have their own culture that usually affects consumers buying behaviour, but the extent to which this factor influences the behaviour varies from country to country, region to region. Each cultural group can be divided into small groups consisting of people with common life experiences and similar situations, also known as subcultures (Kotler et al., 2005)\(^6\), such as nationality, racial groups, religion, and exact geographic regions. The cultural factor is social class, it contains the variables like education, occupation, income, and wealth (Blackwell et al., 2001)\(^7\).

Every culture has smaller groups who share the same values and beliefs due to common life experience and situations. These groups play a vital role for marketers since many of these subcultures make up an important segment of the market. (Kotler, 2001)\(^8\)
There is some specific form of social class and structure in every society. This class system is different with respect to each country in point of distribution and ratio. Income divides every society into three sub-classes namely rich, poor and middle. Every sub-class has its own values, interests and behaviour.

- Social Factors

The second important factor affecting consumer behaviour is social groups, which are made up of small groups, social roles and same social status. Some of these groups have a direct influence on an individual buyer, i.e. membership of an individual in particular groups, groups that a person can belong to (Kotler, 2005)\(^6\), and reference groups which serve as direct or indirect points of comparison or reference in forming a person’s attitudes or beliefs (Armstrong, 2005)\(^9\).

However, some people are affected by groups in which they are not a part of these reference groups include inspirational groups, groups that a person desires to be a part of and a fan’s admiration for an idol, etc.. Wife, husband or a child has strong influences on a consumer and thus the family of any individual is the most vital consumer buying organization in the society.

- Personal Factors

Various personal characteristics such as buyers age, occupation, financial situation, lifestyle, personality and self concept also influences a lot on the buyer’s decision (Kotler 2001)\(^8\). Shifting in person’s demand for products mainly depends on the occupation and financial situation, as well as the particular stage in the life. An individual’s lifestyle affects his or her activities, interests, and opinions and also affects the choice of products (Armstrong et al. 2005)\(^9\). Moreover, all people are individuals; hence have a unique personality of different characteristics, which is often depicted with traits, such as sociability, self-confidence, autonomy, defensiveness, adaptability, dominance and aggressiveness etc. (Blackwell, 2001)\(^7\).
Goods and services that consumers buy frequently change their lifespan. The product such as food, clothes (Dress) and furniture are age related and consumer’s choice varies over the period of time. The Person who lives in a particular society and works in a particular class, hence prefers the product as per his/her surroundings. Even a person’s economic situation has a considerable impact on his/her buying behaviour.

The discussion covers personal factors and it is significant to discuss about personal values, as each and every consumer possesses life goals and they purchase products to achieve value related to their goals. Values are believed that describe preference and suggest a choice between appropriate and inappropriate behaviour has developed a list of values (LOV) which consists of total nine internal and external values usually possessed by consumers (Gutman et al., 1982)\(^\text{10}\).

- **External values**: It includes a sense of belonging, being well respected and security.

- **Internal values**: It deals with self fulfilment, excitement, sense of accomplishment, self respect, fun and enjoyment and warm relationships.

- **Psychological Factors:**

  This group is constituted of four major factors, perception, specifically motivation, attitudes, learning and beliefs. When a person is motivated, he or she acts accordingly and the actions taken over are affected by the person’s perception of the particular situation. Perception is an individual ability of selection, interpretation of the information and organization which flows through the person’s senses, and consequently a meaningful picture of the world is formed. The experience of new things, brings changes to a person’s behaviour. As a result, new beliefs and attitudes are acquired and hence affects the normal buying behaviour (Armstrong, 2005)\(^\text{9}\).

- **Consumer Motivation, Ability and Opportunity**
Consumer behaviour is largely influenced by the amount of effort consumers put into their own consumption behaviour and decisions. Efforts which a consumer generally puts in search of any information is greatly affected by following three important factors:

(a) **Motivation:**

The first step in consumer purchasing process is to find and recognition of need or motivation, where consumer realizes that he or she has need for something or else It reflects an inner psychological state of awakening that directs the motive of the consumer to engage in goal relevant behaviour and detailed decision making, for example If one likes a jacket in a shop then one would look at the product attributes as well as relate with the information or style which they have in their own mind. Motivation is enhanced, when consumers regard something as-

- Personally suitable
- Consistent with their values, goals and needs,
- Risky and
- Moderately inconsistent with their prior attitude (Hoyer 2004)\(^{11}\).

Higher motivation usually makes consumers to do things willingly which are closely related to their set goals, e.g. if one has a vision or aim to buy clothes which are fashionable as well as gives confidence at work place as soon as such a style comes in front of their eyes, they immediately go for that type of clothes. Motivated people pay more attention and think about their goals, they examine the information critically relevant to the same and they try to remember the information for further use.

Personally relevant information or things also motivate consumers. Health product or ladies cosmetics are the best example of product to get a broad view on motivation in relevance to personally relevant products.

Consumers have different various specific kinds of needs behind the purchase. Maslow grouped these different consumers’ needs into five broad categories; (Hoyer, 2004)\(^{11}\)
• Physiological (Such as the need for water, food, and sleep),
• Safety (This includes the need for protection, shelter, and security),
• Social (It has the need for friendship, acceptance, and affection),
• Egoistic (These are the need for self-esteem, prestige, success, and accomplishment) and
• Self actualization (This mainly deals with the need for enriching experiences and self-fulfillment).

(b) Consumer Ability

Motivation of consumer is highly and significantly relevant to their ability of process information. Ability is defined as the extent to which consumers have the necessary resources to make the desired outcome happen. Consumers’ knowledge, experience, cognitive style, intelligence, education, age, and money majorly affect the consumer’s ability to process information about a product or buying of certain products.

(c) Consumer opportunity

One of the most important factors in buying process is time. Even though consumers have high motivation and the ability to process information, still they could not get time to make a decision or purchase. Sometime consumers take decisions under occasion pressure (shopping for festivals like Diwali, engagement) where they get limited time and less opportunity to go through the information. Other than time, presenting the information is another main factor in reducing consumer opportunity to deal with the information. Complex and inappropriate information usually decreases the opportunity to process it.

(d) Perception

Perception is defined as “How a person sees the world around him”. Two individuals may subject to the similar situation under the same conditions, but the way they recognize, organize and interpret stimuli is entirely different. Perception is an individual’s own process based on their cognition, needs and requirements,
values, expectations and likes/dislikes (Schiffman, 1987). A motivated person is ready to act in one or other way. The action of a person is influenced by his or her perception towards the situation. Perception occurs when information is processed by one of our five major senses: vision, hearing, taste, smell and touch. Intensity and music are other important aspects of aural stimuli. Taste perceptions are critical for some products and can vary across various cultures. (Hoyer, 2004). In Iran, people prefer to use maximum black colour or at least a small piece of black fabric on their body while in Saudi Arabia, people prefer to use maximum time white clothing.

Individuals try to act and react mostly on the basis of their perceptions and less on the basis of the objective reality. Thus, for marketers, the perceptions of consumers are more important than their knowledge of objective reality. Individual’s decisions and actions are based on what they perceive to be a reality. Thus, marketers should understand the whole concept of perception and its related motions so that they can readily determine various factors which influence consumers to buy goods or services (Kelley, 1950). Consumer’s selection of stimuli from the environment is based on the interaction of their expectations and motives. People usually perceive things they need or want, and block the perception of unwanted or unfavourable stimuli (Hornik, 1980). The interpretation of stimuli is mostly subjective and is depended on what the consumer expects to see in light of its earlier experience, its motives and interests at the time of perception. The clarity and originality of the stimuli itself plays an important role in that interpretation. The distortion of an objective interpretation is mainly due to the physical appearance, the first impression and stereotypes (Kelley, 1950).

1.1.2 Consumer Decision Making

Decision Making can be simply described as the act of choosing between two or more courses of action. However, it must always be remembered that there may not always be a correct decision amongst the available choices. There may have been a better choice that had not been considered, or the right of information may not have been available at that moment of time. Because of this, it is important to keep a track of all important decisions and the reasons of the decision taken, for improvements in future. This also provides justification for any decision taken when something does
not go in favour. Hindsight might not be able to correct past mistakes, but it will help or aid improved decision making in the future.

- **Consumer Decision Process**

  Normally decisions can be made using either intuition or the reasoning, a combination of both approaches is often used. The consumer undergoes several steps in the process of decision making. For very first step, the decision is made to solve any kind of problem. For this, search for the information about the product is carried out, e.g. to find how the cooling can be provided, through an air-conditioner or a cooler. This leads to the evaluation of alternatives and a cost benefit-analysis which are largely made to judge which product and brand image will be suitable, and can take care of the problem suitably and adequately. Thereafter, the purchase is finally made and the product is used by the consumer. The constant use of the product leads to the satisfaction or dissatisfaction of the consumer, which leads to repeat purchases, or else the rejection of the product.

The Process of Marketing Segmentation:

- **Segmenting Consumers by Demographic Dimensions:**

  Demographics are statistics that measure observable aspects of a population such as:

  ![Figure 2: Consumers by Demographic Dimensions](image)

  Consumption typology explores the different ways that product and experiences can provide meaning to people. There are 4 distinct types of consumption activities:
Figure 3: Consumption Typology

- Decision making (information search, consider brand alternatives)
- Habit (little or no information search, considers only one brand)
- Consumer behaviour includes post purchase satisfaction or dissatisfaction behaviour
- Two types of customers: personal and organizational consumer

Factors Influencing Purchase Decision

![Figure 4: Factors Affecting Purchase Decision](image)

- Outlet Selection and Purchase

As the number of product and brands are increasing day by day in the market, so are the retail outlets and it becomes very confusing for the customers to choose the any one type of retail stores. The selecting of a retail store also involves
almost the same process as selecting a specific brand. The retail trade occurs from the stores as well as from catalogues, direct mail via print media, television and radio and many novel internet technologies. Retailing is also done in weekly markets which are put up in different areas of a city on different days. It is also made from consumer, by means of various media. It has become very challenging and exciting, both for consumers and marketers. The consumer may give first preference to the store or the product or, he may give equal importance to both. Sometimes one prefers a store first, where he can get friendly and logical advice to buy the product or brand of second priority, if he is assured of proper service and proper guidance, rather than buying a product of his choice on first priority and missing out on other important aspects of the purchase.

• **Purchase Behaviour**

Decision-making is a very lengthy process, and usually takes a very long time in many products. First the problem is recognized and then a lot of information is evolved. After this step is done, the last two important stages of decision-making, that is, the purchase and post purchase come into action. Purchase is very important as it generates revenue, and post purchase gives the marketer an idea of the likes and dislikes of the consumer. Post purchase behaviour also establishes a link between the marketer and the target market segment.

Purchase is also important to the marketer as the product was planned, produced, priced, promoted and distributed after a lot of effort. If there is no purchase it proves that the marketer has entirely failed in his marketing effort. He or she then needs to explore some other marketing mix. He or she is required to change the entire strategy, as the ultimate aim of the marketer is to sell a product which will generate funds and revenue and bring satisfaction to the customers. Purchase is necessary for marketer’s success, for achieving their objectives and for formulating competitive strategies against the competitors. It marks the end of his search, end of his efforts and chooses the brand of his choice for expected benefits.

• **Post Purchase Behaviour**
It is important for the marketer to know whether his product is liked by the consumer or rejected. He needs the proper and unbiased feedback about his product so that appropriate action, if necessary, can be taken, and the marketing can be modified as desired and needs of customers. Post purchase behaviour refers to the reaction of the consumers, it gives an idea of his likes and dislikes, preferences and attitudes and satisfaction towards the product. It can be said that the purchase is the means and post purchase is the end. Post purchase behaviour indicates whether the repeat purchase will be made or the consumer will select another store or brand next time. Post purchase is the last phase in the decision-making process.

1.1.3 Marketing Strategy

Successful marketing strategy is the one through which consumer can predict a need which a company’s product can resolve and, offers the best solution to the existing problem.

For a successful strategy, the marketer must emphasize on the product and brand image in the consumer’s mind. The marketers must try to make the product according to the customers’ needs and his or her likes and dislikes. The brand which fulfils the desired image of a target customer usually sells well. Sales are important and sales are likely to occur if the initial consumer analysis was correct and correlates with the consumer decision process. Next part is the post sales satisfaction of the consumer, which encourage repeat purchase.

The figure 5 given below gives an idea of the discussion that retaining existing customer’s i.e. making them satisfying time to time, so that they try to first purchase the product from the same place which is more beneficial and profitable, rather than looking for new ones.
The Marketing Strategies have strong influence on buying decisions and build a bond with Consumers and give them various reasons to maintain a relationship with the company over a long time so marketers conduct studies to determine which strategy would be most effective. Small businesses need to be aware of the selected members of their target audience, their needs, where they are located and how they will react to the product and its promotions. They gather this information through surveys and also by studying data regarding the past behaviour of customers. Data is also obtained from different sources such as marketing databases, sales history and the Internet.

**Figure 5: Factors Affecting Consumer and Marketing Strategy**
Figure 6: Marketing Impact on Consumers

- **The Competition**

  For analysing the market, it is important to examine about the strengths and weaknesses of the competitors, their strategies, their expected, anticipated moves and their reaction to the companies’ moves and thereafter plans are to be made. This is a very difficult but important process and it is easier said than done. To have correct information about the competitors and to anticipate their further moves is the job of the researcher.

- **The Conditions**

  The operating conditions of the firms are also to be seriously considered. The common factors to be studied are majorly the economy, the physical environment, the government regulations, the technological developments, etc. These effect the consumer needs, i.e. the deterioration of the environment and its pollution may lead to the use and innovation of safer products. People are more health conscious and are concerned largely about their safety. Hence safer products would have a better chance with the consumer. The flow of money is constrained to a great extent during the recession. This leads to the formulation of different marketing strategies.

- **Market Segmentation**
The market is divided into various segments which are a portion of a larger market whose needs are homogeneous. Identification of such segments is done with similar kind of needs.

### 1.1.4 Indian Consumers

Presently India has the youngest and second largest population profile among the numerically significant countries - there are a lot of young people, from different income segments and locations, who influence their parents’ for spending their money, or spend their own money. On the other hand, many farmers have unquestionably grown beyond “rural” in the broadly understood sense. They even comprehend, let alone capitalising, on the power of the consumer of tomorrow as well as some consumers of today, who remains an afterthought for many marketers.

These days’ Indian consumption patterns are slightly and slowly converging with the impact of globalization. The Indian consumer is now spending extra on consumer durables, apparel, entertainment, vacations and lifestyle and other related activities. Clothing, entertainment and restaurant dining categories are witnessing a maximum rise in consumer spending since 2010. The rate of growth of spending on discretionary items (unlike basic necessities like food) has been growing at an average of 9 per cent per year over the past five years.

- **Characteristic Features of Indian Consumer.**

Various important characteristics on which the decision of Indian consumer is depended is on geography, population, urban-rural, gender, age factor, literacy level, incentive level, linguistic diversity, religion, dress, food habits and fashion.
1.2 JEWELLERY
The word jewellery itself is derived from the word jewel, which was anglicised from the Old French "Jouel" and beyond that, to the Latin word "jocale", meaning plaything.

Jewellery is used for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets. The wide range of materials is used to make these jewellery, but gemstones, precious metals like gold, beads, and shells have been most often used. Depending on the culture and times jewellery may be appreciated as a status symbol, for its material properties, its patterns, or for meaningful symbols. Jewellery has been made to adorn nearly every body part, from hairpins to toe rings (Becker, 2003).

Factors Promoting the Purchase of Jewellery:

- Currency, wealth display, and storage
- Functional use (pins, clasps, and buckles)
- Symbolism (to show membership or status or religious affiliation)
- Protection (in the form of amulets and magical wards)
- Artistic display

Most cultures at some point practiced to keep large amounts of wealth stored in the form of jewellery. Most of the cultures move wedding dowries in the form of jewellery or create jewellery as a means to store or display coins. Alternatively, jewellery has been used as a currency or trade good; an example being the use of slave beads.

Many items of jewellery, such as brooches and buckles, originated as purely functional items, but turned to be decorative items as their functional requirement decreased.
Jewellery is as a symbol of group membership, as in the case of the Christian crucifix or Jewish Star of David, or of status, as in the case of chains of office, or the Western practice of married people wearing a wedding ring.
India has a long term relationship with jewellery. Many kings, emperors and dynasties featuring countless wars, conquests and political upheavals have ruled the Indian sub-continent. Different parts of India were ruled by different dynasties by various monetary systems. Jewellery functioned as a common form of exchange or shop of value across the monetary systems of different kingdoms across the India especially silver and gold. Gold also helped preserve wealth through the large number of natural calamities and disasters and for centuries was the only means of financial saving in rural India, land being the other main asset of economic importance. This has largely helped to formulate, or evolve, the Indian sentiment and fanatical passion for gold, which holds true even for today. India is estimated to hold more than eleven thousand tons of gold. Apart from its historical religious significance, jewellery values as an important savings and investment measure in India. Even in present time, jewellery is the Indian bride’s 'Streedhan', the wealth bride takes along with her when she gets married, which remains with her. Gold jewellery is the preferred jewellery worn by women in India irrespective of so many religious beliefs. In marriages, many near and dears prefer gold jewellery as a gift for the bride and the groom. Jewellery is very demanding among farmers, with an upsurge in gold sales after a good agricultural season. Buying gold is an important part of every stage of an Indian citizen’s whether it be occasion of birth, marriage, anniversary, etc.

- **Applications**

  Pure (24k) gold being soft, it is usually alloyed with base metals for use in jewellery, which alters its hardness and ductility, melting point, colour and other properties. Alloys with lower cartage, typically 22k, 18k, 14k or 10k, contain more percentages of copper, or other base metals or silver or palladium in the alloy. Copper is the very commonly used base metal, and in a redder colour. 18k gold
containing 25% copper occurs in antique and Russian jewellery and has a distinct, though not dominant, copper cast, which creates rose gold. 14 karat gold-copper alloy is identical in form to certain bronze alloys, and both are used to produce police and other badges. Blue gold is formed by alloying with iron whereas purple gold is formed by alloying with aluminium, although it is rarely done except in some specialize jewellery. Blue gold is more brittle and therefore it is more difficult to work with when making jewellery. Fourteen and eighteen karat gold alloys with silver alone appear greenish-yellow and are known as green gold. White gold alloys can be formed with palladium or nickel. White 18 karat gold containing 17.3% nickel, 5.5% zinc and 2.2% copper is usually silver in appearance.

The average People of India used to buy jewellery as an investment rather than for adornment till the early 1990s, jewellery made of 18-karat gold was not much favoured as it was considered to be a poor investment.

Women consumers prefer fashionable and lightweight jewellery instead of traditional heavy jewellery. There was a rise in demand for lightweight jewellery, especially from consumers of the age 16 to 25 years, who regarded jewellery as a fashion accessory and not an investment.

Branded jewellery also gained its acceptance which forced traditional jewellers 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, D’Dmas, Oyzterbay, Gili and Carbon opened outlets in various parts of the nation- India. Traditional jewellers also changed to bring out lightweight delicate jewellery, they have launched their in-house brands of jewellery. However, the share of branded jewellery in the total jewellery market was still small, though they grew at a pace of 20 to 30 % annually. The branded jewellery portion occupied only a small share of the total jewellery market mainly because of the mind frame of the average Indian buyer who still regarded jewellery for investment. Moreover, family jewellers were trusted more by the consumers when they are buying jewellery.

However branded jewellery players have to face a lot of competition from traditional jewellers. In order to gain market share, they will have to come up with
more unique designs that customers want and win the trust and confidence of consumers by hallmarking and prove and also the purity of the gold used by them.

To compete with local players, branded players must also find ways to differentiate their products. The success of a particular brand depends on differentiation, affordability and moreover quality. It is a key element in sustaining a brand for a long time. In addition, branded players require much focused advertising, smart and intelligent salesmanship to compete with local jewellers.

Figure 9: Some Common Jewellery Products

1.2.1 Indian Gems and Jewellery Industry

The Indian gems and jewellery industry is a rising star of the economy, and one of the major foundations of the country’s export and growth. It is a leading foreign revenue generator and one of the fastest rising sectors, which accounted for 14% of India’s total merchandise exports during FY 2012-13. The industry has achieved a tremendous growth over the last four decades, with the exports growing from US$ 28 million in 1966-67 (when the Gem and Jewellery Export Promotion Council GJEPC) was established, to US$ 42.84 billion in FY 2011-12. Diamonds account for 54% of the total export of the industry, with gold jewellery contributing 38% and coloured gemstones and others contributing 1% of each, whereas rough diamond also contributes 4% of the total share. Eleven out of any 12 diamonds set in jewellery over the world, is processed in India, mainly around Mumbai, Surat and Jaipur. This had
been possible due to various factors. At the forefront is the jewellers’ skill of the Indian artisan. (Alok, 2013)\textsuperscript{13}

The two major segments of the sector in India are gold jewellery and diamonds. Gold jewellery forming around 80% of the Indian jewellery market and the balance comprising fabricated studded jewellery which includes jewellery framed with diamond and gemstone. Besides, India is among world's largest cutting and polishing Industry for diamonds, having well support of Indian Government policies and the banking sector where around 50 banks providing nearly $3 billion of credit to the Indian diamond industry.

A predominant section of the gold jewellery manufactured in India is consumed by the domestic market. However, a major portion of the rough and uncut diamonds are processed in the form of polished diamonds or finished diamond sets or jewellery and it is exported. India who is the largest consumer of gold is also known worldwide as a leading diamond cutting nation.

Today, after creating a space for itself in the diamond world with small diamonds, India is developing technological skills for cutting and polishing larger stones and fancy diamond cuts.

- **Structure of Jewellery Industry In India**

India’s gem and jewellery industry is much unorganized and having many fragments with 96 % of the total players being family owned jewellery businesses. The gold processing industry has around 16,000 players, with only 80 having revenues over USD 5 million. India is a residence of around 450,000 goldsmiths, 100,000 gold jewellers along with 6,000 diamond processing players and 8,000 diamond jewellers.

The value chain of the jewellery Industry starts from sourcing and mining of the precious metals and extends to jewellery retail. Consequently India is not a major miner of precious metals and stones, the country have low-cost and well skilled workforce makes India a world leader in processing of diamonds. The country’s jewellery retail sector is also supposed to evolve with a shift among consumers towards branded jewellery, driven by greater quality consciousness.
The mass production of jewellery is still rooted in the old tradition. Jewellery designs vary in different states of India, making the style unique to each state. Southeast India is famous for Temple jewellery. The designs are inspired mainly by nature, rice grains, paisley, mango, cucumber melon and seeds, etc. In Western and Northern part of India, An influence of Mughal styles reflects in the meenakari (enameling) and kundan work. Jewellery is crafted not only for humans being but also for the Gods/Goddesses, ceremonial elephants, and horses. Hence the variety of gold jewellery in India is genuinely mind-boggling and bears confirmation to the dynamic skills of Indian jewellers of present time. The jewellery is bought primarily as a financial investment, and investing in a low purity gold product does not attract to the Indian consumers. However for the studded gold-diamond jewellery, 18 karat is also acceptable.

The development of the branded jewellery segment is still in its primary stage, mainly because the traditional jewellery has been dominated by the home grown retail enterprises or the concept of the family jewellers. The Hallmarking of jewellery introduced by the Bureau of Indian Standards (BIS) to institutionalize global benchmarking in quality assurance and to prevent against frauds. It goes a long way in building a reliable Brand in India. A few Indian jewellery brands are marking their global name and brands, established themselves firmly in the Indian local market.

- **Certification of Gems and Jewellery**

The Gems and Jewellery Promotion Council is India's certification authority. The Indian Government's Central Board of Excise and Customs has already banned the import or export of rough diamond shipments, which are not accompanied by a Kimberley Process certificate launched in Switzerland. Certification for quality diamonds and jewellery had boosted exports and has resulted in greater acceptance of Indian products in the worldwide scenario.

**The Gem and Jewellery Export Promotion Council**

GJEPC was set up by the Ministry of Commerce and Industry in 1966, and had played a major role in the development of the industry to its present stature in mainly moulding the dispersed efforts of individual exporters into a powerful engine driving the country’s export-led growth. Presently, the Council has 5,300 members.
who are spread all over the country. The Council undertakes direct promotional activities which include organizing joint participation in international jewellery shows, sending and hosting trade delegations, and also sustained image building exercise through advertisements abroad, publications, audiovisuals, corporate literature, members’ directory, and many more.

The Indian Government, being aware the inherent strengths of the jewellery sector in terms of its employment potential has taken major steps to strengthen institutional linkages. Raising the skill levels of the workers commensurate with the requirement of the industry tops the agenda and two of these centres are being set up in Domjur in West Bengal and Khambat in Gujarat. The Government is also trying to encourage global partnerships and collaborative ventures for adopting a diversified approach in the jewellery sector. Collaboration with the all World Diamond Centre has also been sought to increase skills in diamond and gemstones grading, certification, research and development, cutting and polishing and setting up art training forums in India.

**The Gem and Jewellery Trade Council of India (GJTCI)**

The council was established with the main motto of boosting the gem and jewellery trade of a nation - India. This plays an important role in displaying the Indian gem and jewellery to the world market. It is a council formed to enhance and strengthen the jewellery trade of India by resolving various issues regarding trade and by introducing various factors influencing trade to the relevant high authorities. It also indulges itself in spreading latest technologies and information to its jeweller-members through a monthly newsletter, various educative and trade motivational events such as seminars, workshops, exhibitions, festivals etc.

**Trends**

An important feature on the cap in the history of Indian fashion jewellery is the expansion of the domain of raw materials used in its jewellery making. Indian fashion jewellery is not only made up of precious gold and other metal jewellery but it also uses jute, beads, stones, conch shells, wood, etc. These are also setting a new form in the modern fashion scenario, befitting jewellery with any kind of attire. Indian fashion jewellery is much more than just a tool of aesthetic appeal; it is a symbol of
divine abundance and material blessings, tinged with fashion, updated with each of
the passing days. A trend which was started at the beginning of the civilization, may
be at a more remote past, has been going strong till date and is going create new
ripples in the near future with some more fusions, bifurcations, improvisations and
new imaginations, which will create a new history of Indian fashion jewellery on the
making.

This is a rising industry from an Indian scenario, since it involves imported
raw materials, domestic value added and global markets and provides skilled
employment. Indian gems firms are tightly integrated into global production retail
chains.

1.2.2 Overview of Jewellery Industry in India

- Presently India is the second largest consumer of gold in the world followed
  by China and Japan.
- India is also emerging on the world map as largest trading centre of gold with
  a target of US$16 on site for 2013.
- India leads the world’s cut and polished diamonds (CPD) market. In financial
terms, the country accounts for approximately 55% of global polished
diamond market and nearly 9% of the jewellery market.
- Out of the total 90% of India’s total diamond exports is contributed only by
  Surat.
- India’s local branded jewellery market is estimated at Rs 600-700 crores.
- There are around 13 billion importing bank in India.
- India’s Gem and Jewellery Exports Promotion Council (GJEPC) is presently
  aimed to turn India into an international diamond trading centre.
- Since India is already enjoying 80-85% of the world CPD market, scope for
  future growth in diamond exports is less. Hence, if India’s gems and jewellery
  sector is to substantially increase exports, the best lies in the jewellers sub
  sector only.
- India imports at an average of 18000 bars of gold a day of which about 70% of
  the total demand and the balance is being sourced to indigenous output and
  metal recycled from old jewellery.
The main reason why India has not made a dent in jeweller exports market is the presence of government restrictions in their domestic jewellery industry in the pre-economic liberalization era of the country. If the gold jewellery exports are to be encouraged, this would require allowing bulk imports of gold which would have to be converted into fine fashionable and designer jewellery and then exported.

• Organized Jewellery Retailing In India

In a short time of journey, organized retailers have successfully forced a change in the buying pattern of the Indian jewellery consumer. In addition, branded players had focused advertising and astute salesmanship to compete with traditional jewellers. Besides this, the major brands- Tanishq, Carbon,Oyzterbay, Gili and Trendsmith and several local players have opened branches to gain the trust and reputation that they have built up through generations.

• Consumer Buying Behaviour While Buying Jewellery

While buying any of the useful or futile products, consumer exhibit different kinds of behaviour towards different kinds of products from a hairpin to a new motorcycle. More complex decisions usually involve more buying participants and more buyer’s vision and their deliberation. While buying an expensive product for jewellery, which usually satisfies consumers’ self-esteem needs. A consumer displays complex buying behaviour while they’re highly involved in a purchase and perceive significant differences among brands. When the product to be bought is expensive, has more risk, purchased rarely and is highly self expressive, then the consumer predicts more involvement. Here the buyer passes through a learning process, which develops belief about the product on an initial level, then develop attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information gathering and evaluation behaviour high involvement consumer; they need to help buyers learn about the product and class attributes with their relative importance.

1.3 BRANDED JEWELLERY

Branding is known for centuries which act as a way to differentiate the goods of one producer from those of the others. In fact the word brand is obtained from the
Old Norse word brand, which means “to burn”, as the brands were and still are the means by which owners of livestock mark their animal to identify those of others, (Keller, 2008)\textsuperscript{15}. History of brand can be found back to brick makers in ancient ages of Egypt who used to put symbols on their bricks to identify their own bricks. The earliest signs of branding in Europe were the medieval guilds which take effort to require craftsmen and craftswomen to put their hallmark or trademarks of their products to protect themselves and the consumer against imitation and inferior standards. Where else the United States, cattle ranchers would brand their livestock to more easily find them. As time passed, manufacturers began to burn their identities onto the barrels which carry their products using a branding press. The Guinness harps and the Bass red triangle are among the world’s oldest registered trademarks, being the first registered in the year 1876. (Batey, 2004)\textsuperscript{16}

According to the American Marketing Association (AMA), the brand is a “name term, sign, symbol or design or a combination of all of above, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition. However, to many, a brand functions to enhance and create awareness, reputation, and prominence in the marketplace (Keller et al., 2008)\textsuperscript{15}. However, the definition of brand as offered in the Journal of Marketing Management by Professor Peter Doyle of Warwick University: “Brand is a name, symbol, design, or some combination which identifies the product of a particular organization as having a substantial, differentiated advantage over others” (Malley, 1991)\textsuperscript{17}.

Another definition by Kapferer (2004)\textsuperscript{18} says that the brand is a set of mental associations, held by the customer, which add to the perceived value of a product or style or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). Out of many, a brand suggests the best choice, while others see a brand as something that the customer knows and will react to them. The brand is known as trademark or a reputation. The brand is complex and intangible whose character is a property which emerges from a blend of attributes, some of them seemingly insignificant. It is the sum of all the information about a product, or a service or a firm that is communicated by its own name (Abrahams, 2008)\textsuperscript{19} and to better understand people need to evaluate how the brand performs.
• **Brand Functions**

From the time a potential customer meets a dealer, views his business card, visits his website, or walks into his office, the building of brand starts. Without a good brand, customers are confused, resources are wasted and customers won’t even have the confidence or reasons to believe on the dealer. Getting branding right can make all the difference, and help to grow a company, assets and finally a company’s image (Chevalier, 2004)²².

Brand equity research in marketing is based in cognitive psychology and majorly focuses on consumer cognitive processes. Thus, this view of brand equity proposes that:

- The brand frames value for both the consumer and also for the dealer,
- The brand gives value to the firm by obtaining value for the consumers,
- Consumers brand associations are the major key player in brand equity formation and management (Belen, et.al, 2001)²¹

• **Brand Associations**

Brand associations range from the concrete to the abstract, from the conscious to the unconscious, the direct to indirect. Direct associations are those who occur directly between two elements without the need or the presence of a third, intermediary element. Whereas indirect associations are those who lead to associative chains, where elements are linked together through one or more intermediary element. Brand associations are segmented into three significant segments: attributes (product-related or non-product-related), benefits (assist in the consumer decision making process) and attitudes (consumers affective responses to a brand) (Batey, 2008)¹⁴.

Brands have a many types of associations and must be accounted for all in marketing decisions. Not only are there many different types of associations to link to the brand, there are also many different means of creating these associations. By creating perceived differences between products through branding and developing a loyal consumer franchise, marketers create value that can translate into financial profits for a business. Therefore, brand is a product that adds other dimensions which differentiates it in some way from other products designed to satisfy the similar need.
These differences may be rational and tangible or more emotional and intangible. Thus, THE brand can generate consumer interest, patronage and loyalty as consumers learn to expect certain brands and products that help create an image and establish positioning such as luxury brand goods (Keller et al., 2008)\textsuperscript{8}.

- **Branded Jewellery Segment**

  Branded jewellery has found a niche for itself in the present Indian market, and its increasing growth rates focus that will soon corner a significant share of the jewellery market.

  With the retail industry in India burgeoning, several companies have made inroads into the traditional jewellery industry, selling the product that has never been really "marketed" in "brand" new ways. So much so that branded jewellery has been evolving as the new mantra in the market, having rapidly acquired a niche over the past few years.

  Some of the Jewellers have even cleverly played on Indian customs and tradition to advertise and establish their own brands. Jewellery is now marketed for each and every occasion; even Valentine's Day calls for "a special something for a special someone".

  In spite of pessimism about the marketability of branded jewellery in a country rooted in buying ornaments from the traditional goldsmith, 30 brands were launched in the year 2004. However, this does not take away from the fact that India is a tough market. According to Mehul Choksi director of the Gitanjali Group, branded jewellery has witnessed more than 50 % growth in the last three years. The diamond branded jewellery, according to him, was especially impressive with the segment witnessing a 20 % rise annually as against 10% a decade ago.

  Although branded jewellery accounts for less than 10 % of the Rs.40, 000 crore jewellery market, a study has concluded that it is growing in popularity at a tremendous pace of 20-30 % annually. Such is the potential of this industry that the consulting firm World Gold Council estimates the branded jewellery segment in India to grow at the rate of 40 % per annum to touch Rs.10, 000 crores by 2014.
The shift was visible in 2004 when more than 30 jewellery players entered the Indian market. Today there are more than 50 main jewellery brands, endorsed by models, film actors, sports celebrities and other well-known who’s who. Some designs of these jewellery brands are so popular that local jewellers have started to copy them.

Brands are an essential component in the transformation of the market for diamonds. As in any industry, multiple competing brands create a category of excitement and bring new consumers to the market. This is especially true for luxury goods. Extremely value-conscious consumers are willing to pay a high premium for brands significantly if the brand appeal is high.

Some of the constraints the industry faces are, tough competition from the luxury segment of goods, educating consumers on this type of jewellery, and divagation of the market. Branded diamond jewellery, was in its nascent stage in India, had recently shown encouraging signs but it still competes with other luxury goods.

Companies that brand their products place a lot of emphasis on educating and therefore providing the customer make his purchase. Buying jewellery is a very personal motto and one must need to understand what he or she is buying. A sales executive in a jewellery store at a mall said that there is an average of around 50 people on a weekday and at least 100 i.e. around double on a weekend who walk in and look around the shop. Therefore, it is necessary to make the product look special, for instance, appeal to a young gentleman to buy it for a loved one.

The branded jewellery industry is still in its primary stage, but increasing growth rates show that in a short time it will cover a significant chunk of the market. Perhaps the best compliment to the branded segment is that old jewellery showrooms which has also begun to design jewellery lines under a brand name.

They are starting their marketing strategy as of their high quality and many expensive products. They do not do their marketing for the mass people; they do only for a target group of people who has the ability to buy their product. Since the
standard of living of people in India is going up, everybody is aware about a brand of a product and wants to buy a qualitative branded product for a longer period of time. Thus, consumer perception and brand awareness for jewellery had recently become a vital aspect when purchasing jewellery.

To stay and increase the pace in the business track, the perception and brand awareness is highly desired. Brand awareness stands for the number of consumers or potential consumers who have knowledge of identification of a particular brand.

- **Branding - A Bond of Faith**

In country like India where there is absolutely no concept of separate law to protect, new designs that are meticulously created after months of intensive labour, are easily copied as soon as they are released in the market by unscrupulous jewellers those who neither have the inclination nor the resources to form a good design team. So some policies and legislations are required to protect it. Some Group has assisted brands with their development, growth and strategy.

Branding gives customers positive confidence in their buying decision for new and unique designs. Customers can easily identify with the brand and therefore feel they’ve made the best purchase which they can show to their friends and family.

- **Brands Are Provoking Forces**

Brands are logically provoking forces that can evoke empathy or hatred. While marketers have worked to ensure brand reliability around the whole world, the new information pathway and individual points of view say that brand does not mean the same thing all across the world. Brand depends on who you are and where you are looking for and this is personal and local brand perception. Whatever is associated with it or outside of it helps to determine the brand and its aura.

- **Branded Jewellery – Life Time Guarantee**

Branded jewellery is a comparatively new segment in the market and its path is growing every year according to jewellery news and press release.
Branded companies are solid and creditable as generally gives value for money. When you buy a piece of jewellery from a jeweller it comes with a framed or written lifetime guarantee. This guarantee though comes at a premium but would you rather strike a deal somewhere and feel cheated later or then pay a premium for a lifetime guarantee. Today the sensible choice while buying jewellery is that the jewellers should be well-known and reputed because guarantee has become more important. Companies like Tanishq, Gili, D’dams, have introduced to the Indian consumer the concept of branded jewellery in a broad way and maintain a lifetime guarantee.

Every coin has two parts similarly branded jewellery has its two major parts the advantage of the branded jewellery is that it removes all doubts with the guarantee and the disadvantage is that the branded jewellery usually comes in higher prices.

International jewellery brands such as Cattier, Boucheron, Tiffany, Calvin Kline etc. are all picked up without any apprehension with class and quality. Each has its unique niche for itself. Indian companies also need to create large brands that highlight their niche areas in order to be seen and perceived clearly against the competition, identification and total recall is the most important part of branding. Co-existence is comparatively easy in a market so large but it is also easy to burn out therefore the need for brand awareness.

- **Consumer and Brand Awareness**

  Branded jewellery usually becomes constrictive where designs are more concerned since bottom lines have to be looked after and what they have to understand is that allotting a segment of the resources in the development of novel designs. It will probably help in increasing a unique identity and signature style.

  In a market where there is such severe competition, for the consumer’s attention, a creative design team could be more advantageous. The branded jewellers have to adapt separate strategies to win the trust of their customers and attract another group of customers. The Indian consumers are generally price sensitive and hence the branded jewellers don’t charge exuberant prices for the same. Thus, not surprisingly, the Indian jewellery industry has finally seen the branding light and started to harness its power to sell jewellery.
Branding is most important part of success in today’s jewellery industry. For consumer in India, branded jewellery is a relatively new entry and consumer retailer relationship is still under process. Competition means more brands, a variety of designer things couldn’t become good for consumers. So brand awareness is needed at large.

• Branding Success

It is quite difficult for jewellery retailers to market non branded jewellery as the only thing they can really sell on is cost of jewellery. For example, when people talk to them about gold jewellery all they talk about is the price per gram but when you have a piece of branded jewellery the price per gram is not as important as it is largely sold on the brand and what that attracts to the consumer. People purchase jewellery and top jewellery brands not because of their value, but because the spirit of the brand is to provide mental satisfaction and this satisfaction is immeasurable.

• Reward of Branding

Retailers are now very aware of brands and they offer advantages to those jewellers who are selling jewellery brands and have much reward over jewellers selling nonspecific or traditional jewellery. Comparatively it is easy to sell a brand because a brand is perceived as more trustworthy, reliable and glamorous. With branded jewellery, the retail consumer of India is buying into the whole ethos of the brand. The customers have seen the jewellery in fantastic and fabulous advertisements and usually know what they exactly require.

• The Power of Branding

Branding is the only key component to the success. A good brand is a reflection of a company with high goodwill in the market. Most of the jewellers understand the importance of brands but if one looks around the rest of their shops there is no specific branded jewellery being observed. In addition they automatically get all the support and recognition that usually comes with a brand

Tata’s Tanishq is a perfect example to represent, “Power of Branding”, as it opened their first outlet in 1994 and now has 117 showrooms across the country,
including Jaipur and is confident that branding will further serve as the key to the success of the future collection.

- **Brand Image**

  The brand image can make or destroy any company’s goodwill that is going to enter into the competitive world. Brand image was created only by endorsing and aligning with an already successful brand or then creating a niche and waiting for your efforts to be generalized. A brand can capture the market share if it launched at a reasonable and affordable prices with fashionable and attractive designer branded jewellery. It is the whole communication package that makes a brand successful. The main product, its design, its quality and finishing, packaging, sales force, sales policies and post purchases services, etc. all these have to be implemented in term to create apex mind brand awareness.

  Brands are creating distinct recognition in people’s mind. People are going into stores and asking for branded products. People are loyal to their brand and are waiting eagerly for the new product designs of such brands. Strong brands eliminate the need to compete with regular or local discounter and internet sales and further help to build the store’s particular brand image. With the right level of brand support and commitment and focus from the retailer, offering the right brand to shoppers calls even more footfall into stores translating directly into higher sales overall.

  The company promotes its brands in a various ways including advertising and public relations in magazines, newspapers, newsletters, television and radio as well as in-store merchandising displays, and many more.

  Today is the era where almost everything is branded (clothing, sunglasses, shoes, toys, mobile phones) as this is the way that people, particularly the younger generation, like to shop. Brands bring people into shops – including jewellery shop. In these fast growing times, there is no place for a question that whether a person should go for a brand or not. Simply the matter arising today is about choosing the “best” brand.

### 1.3.1 Branded Jewellery Market in India
The Indian jewellery market witnessed a change in consumer perceptions of jewellery. Instead of being known only for investment option, jewellery is being prized for its aesthetic appeal. In other words, the focus seemed to become shifted from content to design. Trendy, affordable and lightweight jewellery soon gained more familiarity. Acceptance of branded jewellery also increased forcing traditional jewellers also to form their branding.

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 for investment. Moreover, consumers trusted only their periodic family jewellers 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.

The number of foreign jewellery brands coming into India is simply amazing. Brands that were only heard of a few years ago are today very much within anyone’s reach here. So far people who had only seen traditional offerings have started making intelligent international comparisons with Indian products and this has brought about real opportunities for retail to grow a number of times.

1.3.4 Gold Jewellery Market in India

Earlier before the liberalization of the Indian economy in 1991, only the Minerals and Metals Trading Corporation of India (MMTC) and the State Bank of India (SBI) were permitted to import gold. The abolition of the Gold Control Act in 1992, then permitted large export houses to import gold freely.

Exporters in export processing zones were allowed to sell 10% of their produce in the domestic market. Gold and diamond mining were free up for private investors in 1993, and foreign investors were allowed to own half the equity in mining ventures. In 1997, overseas banks and bullion suppliers were also allowed to import gold into our nation. These measures escort to the entry of foreign players like DeBeers, Tiffany and Cartier into the Indian domestic market.
A number of branded jewellery players who entered the Indian market in 1990 like, Titan sold gold jewellery under the brand name Tanishq, while Gitanjali Jewels, a Mumbai-based jewellery exporter, sold 18-Karat gold jewellery under the brand name Gili. Gitanjali Jewels also started selling 24-karat gold jewellery in association with a Thai based company, Pranda. SuRaj (India) Ltd. introduced its collection of diamond and 22-karat gold jewellery in 1997.

1.4 TRADITIONAL JEWELLERY

Traditional word usually stands for existing in or as part of a tradition, which is long-established. Jewellery is one among the many important constituents of the Indian culture. Traditionally in India, the demand for gold and diamond jewellery is driven particularly at festivals and weddings and there is remarkable historical and religious significance also. India is known as the largest consumer of gold in the world. In marriages, gold jewellery is the gift preferred by the near relatives of the bride and the groom. Gold jewellery is very popular among farmers, with an upsurge in gold sales after a good agricultural season. Buying gold is an important part of every stage of an Indian citizen’s life. Given the Indian culture, this stream of demand is thus continuous and is only expected to rise ahead.

Traditional jewellery industry is constantly rising in India. Earlier there was the grasp of traditional family jewellers and trust was gained over many generations, the emergence of jewellery designers, independent and those designing for jewellery houses, has presently egged people to experiment and accessories as never been done earlier. Featuring independent one of the leading designer Hanut Singh, whose jewellery reflects grace, quiet grandeur and a traditional Indian spirit. He seems to design to flatter rather than overwhelm the wearer and his own creations are versatile enough to be worn over almost anything, at any moment, for any occasion. There are some shops of a family jewellers in Jaipur like Surana’s, JKJ jewellers, Motisons jewellers, Rambhajo Jewels; Kothari Jewels etc. are more trustworthy. There are some small shops also like Khandaaka’s jewellery, Laxmi abhushan bhandar, Gori ka Ghana etc. are less reliable but middle class families often purchase from them.
As India reacts to a retail revolution, the hitherto sober gems and jewellery industry seems to have thrown on the bandwagon with a clear plan of performance. The industry has already made a mark by capturing 3% of the organized retail space and they thanks to the leadership shown by a handful of companies prepared to change the world. While organized retail under this segment impressively grows at over 50% annually, deliberations are about to arrive at.

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

- **Important Savings and Investment Vehicle**

Apart from Gold’s religious and social significance, it is valued as an important savings and investment part of Indian people, and is the second preferred investment behind bank deposits. This can also be attributed to the fact that gold is highly portable, holds its value well in times of uncertainty and can be easily converted to cash either through sale or use as guaranty while taking loans.
It had been observed that over 90% of the total jewellery sold in India, is mainly sold by traditional ‘family jewellers’ and the unorganized sector contributes to about 96% of the total jewellery sales in the country. Thus, currently the Indian market remains highly fragmented.

- **Hallmarking and Certification**

  Increasing consumer awareness and traditional jewellers need for certification by BIS. Hallmarking have served as a means for firms to differentiate themselves in the overwhelming market.

- **Transformation from Family Owned Business to Branded Business:**

  Earlier in India, the majority part of India’s diamond workforce is employed by small units that process diamonds on a job-lot basis. The low-end, family units processes diamonds and make jewellery. Even at the retail end of the value chain, people in India generally buy jewellery from their family jewellers. This shape of the structure makes it less possible to bring in professionalism in the industry, which will be key going ahead given the threats from other diamond processing and jewellery making countries. Thus for firms in the Indian gems and jewellery sector to prosper, a transformation from family owned businesses to professionally managed businesses is critical.

### 1.4.1 Key Factors Associated With Traditional Unbranded Jewellery

- **Limited Standardization**

  In India, jewellery consumption is majority of gold. The bulk of the Indian jewellery buying is still rooted in tradition, and jewellery is sold in traditional designs. Gold jewellery is also bought for investment. In the present system of selling gold jewellery in India, the purity may or may not be standard and the buyer can lose trust. Cheating on Karat and purity is widespread.

- **Possible Long-Term Threat from China**

  Although India currently enjoys dominance in the world’s cut and polished diamonds market, China may emerge as an equal rival, if not in the near term, it can
be predicted in the longer term. An increasing number of diamond processors from Israel and Belgium, and even India, are setting up facilities in China, for reasons like the cheap and disciplined labour force, significant increase in potential consumers in the high income people within the country and the steadily improving quality of Chinese.

The Indian gems and jewellery industry boasts a strength of over three million jewellery retailers across the length and breadth of this country. The huge number indicates strength in itself but it also indicates a difficult diversity to grapple with when exploring common grounds to formulate a united approach to tackle common concerns.

- **Innovation**

  The gems and jewellery business had traditionally involved a large content of manual labour. Though this still remains the case, a greater use of novel technology is seen in this industry. For example, industries have started using more machine-made designs, nowadays laser soldering is replacing manual soldering, investments in modern manufacturing and quality systems is rising.

- **Flexibility in Design**

  Customers have the option to alter the jewellery according to their preferences and choice. They are preferred because of their reasonable prices, and strong personal relations with consumers.

### 1.4.2 Branded Vs. Non Branded Jewellery- A Comparison:

Comparisons have always been drawn between organized retail and traditional retail. Attempts have always been made to define them. Right now organized retail seems 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. When considering India’s statistic of having the highest percentage of youth in the world, this observation cannot be taken lightly. The young generation today has more disposable income and they are willing to spend it on luxuries of choice.
There is no doubt that things are a lot more organized in stores in malls, they also showcase and present products very attractively. Traditional jewellery stores are upgrading themselves in various ways including the overall ambience in the last five to ten years. They are also changing themselves in the matters of presentation and the customer approach. It has recently been observed that for promotions and creating awareness, traditional retailers have realized its importance and thereof have started allocating sizeable budgets for them. Consequently this section has already started reaping the benefits of quality promotions by creating awareness about their products and services.

One of the jewellery exporters opines that the sales that take place in the malls are of a very different kind. It can be called as window shopping. The younger generation often resorts to some impulse buying. The serious buyers who are looking for high value purchases for occasions such as weddings prefer to plan their jewellery shopping and eventually purchase from known reputed jewellers.

1.4.3 Revolution in Jewellery Retail

Branded retailers are ahead when it comes to taking care of the different aspects in the marketing and sales value chain, those in traditional retail are also changing or adapting to the needs of the modern customer in the areas of service and customer care. They too are improving their style of presenting and dealing with customers.

It is seen that times have changed and somewhere along the way, the whole approach to marketing has also undergone transformation. In branded diamond jewellery, there is much planning involved. The meticulous strategy is charted out, and there is a systematic presentation of the product. All this goes on even as a product portfolio is made and promotions are carried out. The objective of creating brand awareness in the minds of the consumers is all about adopting a few strategic steps. One might say the difference between traditional and branded jewellery is just doing and doing by planning.

Recent developments have been both a boon as well as a bane. Actually, this has encouraged jewellers to become innovative with various offerings to suit the
market. The jewellers have actually managed to reduce costs by adopting the strategy of reducing the volume of gold in some of their products to make it affordable.

Well known brands have always insisted that when they talk about a particular grade, they are certified. Moreover the quality standard of the product is confirmed, gets authorized and remains the same in any laboratory in the world. The quality a brand expresses and the certification given to the product makes it easy for a customer to confidently buy the product.

1.4.4 The Value Proposition

Today everyone is looking for value for money, a new design, a new concept, something very creative and that is the concept of retail today. It is not like yesterday where the shopkeeper or the manufacturer used to dominate. Today, the customer is going for customized designs; the whole concept has changed. The consumer is looking for value for money, when they buy diamonds. They like to buy from reputed players like for example, Tanishq, Gitanjali, Goenka, Nakshatra, Kiah and Nirvana. All of whom have achieved very organized presence in the market today. Every one of them has a standard quality certification internationally and this is going in the minds of the customer when consumers talk about buying from the organized sector.

1.5 JAIPUR JEWELLERY MARKET

1.5.1 Jaipur

In 1727 Jaipur was founded by Maharaja Sawai Jai Singh, Maharaja Sawai Jai Singh belongs to a Kachwaha Rajput sect, he ruled from 1699-1744. Initially his capital was Amber city, which is located at a distance of 11 km from Jaipur. He felt the need of shifting his capital city with the increase in population and growing scarcity of water. Jaipur was the first properly planned city of India. The King consulted several books on architecture and architects before making the final layout of Jaipur. Jaipur city designed by renowned architect Vidyadhar Bhattacharya as per Vastu Shastra “Hindu architecture”. Jaipur is fabulously full of famous forts, enchanting palaces and lovely temples.
The construction of this pink city was started in 1727. It took around 4 calendar years to finish the major palaces, roads and square. Jaipur was built following the principles of Shilpa Shastra, the Indian Architecture. The whole city was divided into 9 separate blocks, of which two blocks consist of the state buildings and palaces, and the remaining seven blocks were allotted to the public. Large fortification walls were framed along with seven strong gates.

At that moment of time, architecture of the city was very advanced and claimed to be the best in Indian subcontinent. In year 1853, Prince of Wales visited Jaipur; and the whole city was painted pink in his welcome. This aroused the synonym of the city as Pink City.

During the early 19th century the city started growing rapidly. Jaipur is one among the remarkable name among the whole world as the largest exporter of Gold, Diamond and Stone jewellery in Asia. The Jaipur based jewellery markets are one of the largest jewellery markets in India. Jaipur is known as the central hub of India for jewellery of precious and semi-precious stones as well as for remarkable gold and silver ornaments. Nowadays Jaipur city is renowned globally for cutting, finishing, carving and polishing various precious and semi-precious stones used in huge variety of Jaipuri jewellery (Alok, 2006)\textsuperscript{23}.

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{Jaipur_location_map.png}
\caption{Geographical Location of Jaipur in India Map}
\end{figure}
1.5.2 Jaipur Jewellery Industry

In olden days Jaipur was known only for the cutting and polishing of various precious and semiprecious gemstones, but gradually, the Pink City has earned high reputation in the field of jewellery of all types whether it is gold, silver or coloured stones.

The last decade has been proved to be good for the industry because during this time, the industry witnessed a sea of change in aspect of modernization, growth and exposure. The industry, over the past decade, has grown at an annual growth rate of nearly 10%.
Rajiv (2006) stated that there was a time when Pink City was known only for sourcing of the most fine-cut precious and semi-precious gemstones. Nowadays silver jewellery has also become equally popular, which is followed by gold, diamond and various coloured stone jewellery.

The share of gold jewellery is only rupees 400 crore, silver is nearby to rupees 600 crore while the rest of the revenue is generated largely by gems along with diamond and coloured stones. It can be stated that around 1.5 lakh people are directly or indirectly associated with this jewellery industry.

In fact, even till the early 2000s, the gems and jewellery industry in the city was largely limited to the Walled City that is the famous market known as Johari Bazaar for retail and the small rooms in the houses on the by-lanes which are the workshops for artisans, for cutting and polishing rough gems. As most of the work of cutting gemstones is done manually, it was difficult to get similar sized and designed gems for bulk orders, which is desired as a prerequisite for several export orders.

Therefore, the special zone for gems and jewellery at the Export Promotion Industrial Park (EPIP) was established at Sitapura on Tonk Road in Jaipur. Besides gems and jewellery SEZ, developed by RIICO, worked wonders for promoting the industry. It started with a handful of small units a decade ago but presently houses nearly 150 small and large units and the figure is ever rising. Thorough transformation and modernization has constantly been witnessed by the industry after the EPIP was set up. Today, our techniques, after the import of latest machines from Israel and China are as good and modern as it can be at any place else in the world. Jaipur is in a good position even to compete at the international level.

Starting from tradition-bound manual processing of coloured gems and manufacturing of specialized jewellery such as Minakari, to exporters of studded gold, silver and to some extent it can be claimed platinum jewellery; Jaipur had made its own space. Though, the large investment in the industry has helped in setting up a few state of the art cutting and polishing units in Pink city, the traditional, conventionally imperfect and hand-made jewellery is also equal in demand.
Jaipur jewellery is marked as the perfect blend of contemporary and ethnic designs, which are modified to suit the demands in domestic as well as international markets. The industry is expecting further growth in this sector, especially in the area of diamonds and coloured stones, which has opened a vista of novel opportunities for city based jewellers.

During the last few years Jaipur gems and jewellery industry has attained significant growth which is increasing at a yearly rate of 7-8 %, the globally recognized and integrated market of both gems and jewellery in Jaipur had crossed over Rs. 1,400 crore of turnovers in the financial year 2006 -2007. It is estimated that the city is expected to have sold over two tons of gold in the previous year.

The year 2005 has been one among best year for the gold market in the city. Over 2 tons of gold is reported to have been sold from the city accounting for the business of more than Rs 1,400 crore in the city. Consequently the last quarter of the previous year had also been good as the gold industry attained a growth rate of 15 %.

It is estimated that the overall expansion of the jewellery sector to the current composite tax scheme applicable in the state, has not only benefited the Jaipur based traders but had also increased the revenue of state government.

Composite scheme can also be known as the life support system to the jewellery trade in the state. Under the composite tax scheme an average rate of 0.1-0.2 percent is only payable in gold.

It was only due to the composite scheme that several jewellers from other states started to visit Rajasthan to purchase gold. However, there were also other facts which are equally contributing to the jewellery sector of the state.

Besides other technical reasons, the second major factor is professionalism in the trade, which has witnessed Jaipur as one of the largest gold made in the entire country. The younger generation in the trade is well educated and well aware of all the managerial and corporate techniques which helps to fight out in the international market, which was earlier missing in the older generation.
Vimal Ranka (2006) stated that various new ventures like the Gold Souk, expected around 200 jewellery factories in Special Economic Zone and 50 jewellery plants coming up at Export Promotion Industrial Park which have consolidated trade in a more organized manner. He also stated that the jewellery market in Sitapura area alone accounts for a turnover of more than Rs. 450 crore, which includes Rs. 300 crore of the exports.

Shopping in colourful and old age heritage markets of Jaipur is certainly a memorable experience for any tourist. A lot of people from other countries visit Jaipur only for shopping. Whether anyone is looking to buy for bride or groom's wedding or for a normal occasion, Jaipur had proved to be one of the place where one can easily get a lot of stuff to buy.

Other products which are on the shopping list of travellers in Jaipur includes blue pottery, embroidered leather jooties, wood items, inlay work, block prints, tie and dye fabric, Brassware, miniature paintings, quilts, gemstones, handmade paper products, Lac bangles and many more terms, the list seems to be never ending.

Therefore, Jaipur Shopping Markets have something for each person yet it has few special goodies, those things which make it so more popular.

1.5.3 Types of Jaipur Jewellery

- Jaipur Gems Stone Jewellery

Technically gemstone is a piece of attractive mineral, technologically cut and polished to make jewellery and other ornaments. There are various other rocks and organic materials that are not minerals, but are still consumed for jewellery, and they are therefore considered as one of the parts of the gemstone’s family.

Jaipur has its distinct place across the world for its gemstone jewellery which deals with precious and semi-precious stones like diamond, topaz, ruby, emerald, amethyst, garnet, topaz, jade and lapis Lazuli and many more.
Basically today’s gem stone jewellery of Jaipur represents an ethics of Indian traditional jewellery which is slightly related to modern flair and style. The artisans of Jaipur are extremely skilled to provide carving in jewellery, each portion of Crafted jewellery defines the beauty of Gem Stone. The gems are carved by the expert craftsman and turned into marvellous figures. They can even carve different animal forms including birds and elephants out of topaz and jade. Other popular designs like scent containers from crystals and intaglio beads from amethysts increase the royalty and sophistication of the city.

• **Gemstones Available in Jaipur**

The most prevailing gemstones of Pinkcity are emerald, ruby, sapphire and pearl. These gemstones have their own values because of their aesthetic appeal and glorious history, compared with other coloured gemstones. The rising star gemstones are such who have gained popularity in the last few years. This list contains gemstones like Tanzanite, aquamarine, Tsavorite and tourmaline. These types of gemstones are easily available in standardized sizes but consumers must look for fine larger single stone mainly to experience the lustrous colour.
During the Mughal times, the passion and art of Kundan work reached to Jaipur from Delhi. Later on, artesian from the different parts of the country migrated here and made Jaipur a centre place of Kundankari.

Rulers and feudal lords provided patronage to the art and it developed into perfection. Nowadays, Jaipur’s Kundankari is world famous. Kundankari is mostly crafted in gold and silver jewellery. The entity and uniqueness of Kundan work lie in the precise setting of stones into Kundan which gives an appealing aesthetic look to the ornament.

In Kundan jewellery process, gold collets are made for the gems, engraving is carried out and the small pieces are enameled. Usually the core of the jewellery is
made out of Lac, which is a type of natural resin. Then, Lac is poured into the colts and then gemstones are studded on that lake. Highly refined gold foil or Kundan is used to cover the Lac and gems are then pushed into the collets. Kundankari is very specific work that it is generally carried by a group of craftsmen, each carrying out a separate task. The Chiterias are responsible for the basic design, Meenakari or enameling is preferred to be done by the Enameller and the goldsmith looks after the Kundan or gold. The stones are set by skilled workers in the form of diamond polkies or flat form of other coloured gemstones.

![Image of Kundan Jewellery](image)

**Figure 14- Kundan Jewellery**

- **Meenakari Jewellery of Jaipur**

   Meenakari jewellery is another famous form of jewellery in Jaipur. It is preferred by numerous Royal families as traditional jewellery, Meenakari is entirely different from other types of jewellery.

   It is basically an art of colouring and embellishing the surface of metals by fusing over its gleaming colours of intricate types. Traditionally Glass colours are used in Minakari in gold or silver. The craftsmen draw the desired design. Which is then outlined by the engraver to prepare the enamel adhere firmly to the metal. Enameller then tries to brush the ornament on the engraved design with glass colours mine in red, green, black, yellow, blue etc.

   Usually one single piece of Meena is passed through many bands before it reaches to its completion. Meenakari Art can be said to nature captivated in silver.
• **Lac Jewellery - Rajasthani Bangles**

   Lac jewellery, commonly known as lacquer jewellery, was initially originated in Jaipur. It soon attained considerable popularity in India. Lac jewellery is available in various designs, which increases its beauty. Among several items in lac jewellery, the bangles are very special.

• **Thewa Jewellery of Jaipur**

   Thewa is known as a common traditional art of fusing 23K Gold on multicoloured glass. The glass is usually treated by a special process to have glittering effects, which results in highlighting the intricate gold work.

   The complete Thewa piece is hand crafted over a period of around one month by skilled artisans. Thewa art pulsates with life; it shows the heritage, culture and tales of romance and valour of Jaipur with nature and happiness depicting over the art of the finest craftsmanship.

   Initially Thewa art was started by a single family of Marwar, who disclosed the secret of its making amongst them, generation to generation, virtually unchanged.
1.5.4 JAIPUR JEWELLERY MARKET SCENARIO

Jaipur is specifically a big retail market and also a big manufacturing centre too. The city is entirely famous for manufacturing light weight gold and silver jewellery. It is supplied to any region of India and even exported to the whole world. There are around 50,000 thousand people involved in the field directly or indirectly in this field who manufacture ornaments.

The jewellery manufacturers here are supplied throughout India through wholesalers who are around 1000 to 1100 in the market. These wholesalers get the work done from the goldsmith and market it throughout the globe.

There are around 400 to 450 retail jewellery stores in Jaipur and these jewellers mainly sell the traditional jewellery only, but a few big shops like Gem plaza and Paliwal jewellers also sell branded jewellery in their places. The quantity of branded jewellery in these showrooms is negligible as compared to traditional jewellery.

Few branded jewellery manufacturers are also in Jaipur for example Tanishq has 20 to 30% of its production in Jaipur and many branded jewellery is presently framed in Jaipur. The foremost exclusive branded showroom came to Jaipur by the name of Tanishq in 1999.
Domestic Jewellery Dealers:

Surana Jewellers:

Surana Jewellers is the name that evokes history, quality and commitment. The store evokes exquisite fires that gold and diamond inspires the heart. The Surana Jewellers have been providing gold and diamond jewels for more than 5 decades. It was originated by Late Shri Raj Mal Surana in Jaipur from the year the city was founded in 1954. The showroom was first and the oldest. Their fame for quality and being on the leading edge of fashion in 22 karat gold and diamonds from all over India have been built on dedication to their clients’ expectations. Their commitment and dedication towards their customers have made them one of the leading jewellers in northern region.

The Surana Group of companies were founded in 1953 by Late Shri Bhuramal Raj Mal Surana and his three sons. Their first showroom started at Johari Bazaar, Jaipur. Presently the Surana Jewellers has 5 operating branches in the city. Surana Jewellers India has been adding the magical sparkle of diamond, gold and platinum jewellery to the lives of the jewellery connoisseur for more than a decade.

Motisons Jewellers:

The origin of Motisons is from 1998. It is known as a pure rare sublime. The company is known for its magnificent at the craftsmanship, enticing forms, vouched purity and unrivalled quality which makes is remarkable.

Other than them, there are many other local dealers for jewellery such as Sunil Jewellers, Jewels Emporium, Kothari Jewels, Rambhajo Jewels, Mahaveer jewellers, Chawla jewellers etc. who are earning a good name in the jewellery market. These family jewellers sell their own manufactured jewellery yet they have many consumers who prefer buying jewellery only from them. They are preferred because of their reasonable prices, and strong personal relations with consumers.
1.5.5 Jaipur Jewellery Brands

- **Gili**

  In 1994, Gili jewellery was established as a distinct brand by Gitanjali Jewels ltd. Gili offered a wide range of Kundan Jewellery, 18-karat plain gold and diamond-studded jewellery, designed for the contemporary Indian female consumers. The unique designs are made which are a combination of both the Indian and western styles and motifs. With sales of Rs.0.14 billion for the year 2011-12, Gili had a 0.03 percent share of the 400 billion jewellery market in India and a 1.4% share of the branded jewellery market.

- **Tanishq**

  In 1984, Questar Investments Limited (a Tata group company) and the Tamil Nadu Industrial Development Corporation Limited (TIDCO) jointly started to promote Titan Watches Limited (Titan). Initially involved in the watches and clock business, Titan later got indulged into jewellery businesses. In 1995, Titan changed its name from 'Titan Watches Ltd.' to 'Titan Industries Ltd.' in order to change its image from that of a watch manufacturer to that of fashion accessories such as jewellery manufacturer. In the same year, it also started its jewellery division under the brand name of Tanishq.

  Among the branded jewellery players in the Indian market, Tanishq is considered to be a trendsetter. When it was launched in 1995, Tanishq began in 18-carat jewellery. Realizing that such jewellery did not sell well in the domestic market, the 18-carat jewellery range was expanded to include 22 and 24-carat ornaments as well. When Tanishq was launched, it sold most of its products through multibrand stores. In 1998, Tanishq decided to set up its own chain of retail showrooms to create a distinctive brand image.

  By 2002, Tanishq retailed its jewellery through 53 exclusive stores across 41 cities. To meet the increasing demand, Tanishq planned to open 70 stores by the 2003 and offered a range of 'wearable' products with prices starting at Rs. 400. With sales of Rs. 2.66 billion in 2000-01, Tanishq had a 0.66 % share of the total jewellery market and a 27 % share of the branded jewellery market.
• **Carbon**

In the year 1991, the Bangalore based Peakok Jewellery Pvt. Ltd., (Peakok) was incorporated and Mahesh Rao (Rao) was appointed as Director. Peacock realized that the Indian consumer's relationship with gold jewellery would grow beyond an investment need towards a lifestyle and also to enhance the personality. In 1996, within the Peacock fold a new brand of 18-karat gold-based jewellery called Carbon was released.

In 2000-01, with sales of Rs. 0.14 billion, carbon had a 0.03 % share of the jewellery market and a 1.4 % share of the branded jewellery market. The company expected Carbon sales to touch Rs. 1.5 billion by 2005-06 and exports to start by 2008. The brand was available at 40 outlets in 16 cities in 2002 and would be made available in 23 cities by 2005.

• **Oyzterbay**

The person beneath the foundation of Oyzterbay was Vasant Nangia and his team in July 2000. It began operations in March 2001. By November 2002, the organization had 41 outlets across the country. Oyzterbay seeks to build a national brand in the jewellery industry in India and aspires to be the largest branded jewellery company in the country with a chain of 100 stores and several hundred-distribution points by 2014. With sales of Rs. 0.17 billion in 2000-01, Oyzterbay had a 0.04 % of the Rupees 400 billion jewellery market and a 1.7% share of the branded jewellery market.

• **Trendsmith**

Mumbai-originated Tribhovandas Bhimji Zaveri (TBZ), which had been in the jewellery business since 1864, saw tremendous scope in the branded segment and formulated its new concept store 'Trendsmith' in Mumbai in December 2001. They were optimized by the response towards its first store, the Zaveris planned to take Trendsmith (India) Pvt. Ltd. all over the India by opening as many as 50 stores by 2006. Trendsmith offered eight lines of exclusive designer jewellery from well-known export jewellery manufacturers and designers from Mumbai and also Delhi.
• **Amrapali**

   It is basically Rajasthani Brand which is a Jaipur based jewellery brand with retail outlets in Jaipur, Jodhpur, Mumbai and New Delhi. Amrapali also has over the globe in London and New York.

• **D'Dmas**

   D'damas is among the popular jewellery brand in the country today with a presence in over 159 towns and cities. A joint venture between Gitanjali Gems and the Dubai based Damas Group; D'Dmas is a sub-brand that combines international high standards of quality with Indian traditional values.

   D'damas is committed to the peak levels of customer satisfaction, and every piece of jewellery comes with a special certificate of authenticity assuring of both the diamond and gold content of the piece. D'damas jewellery is significantly accompanied with an IGI certificate and Hallmarking, which is a world renowned, further certifies the diamonds, which is headquartered in Antwerp.

   Each sub-brand under D'damas offers stylized and contemporary and unique designs, conceptualized and designed by the team of fabulous skilled designers. Their strength in design has been recognized repeatedly with D'damas designers having won a number of design awards.
• **Jaipur Jewellery Exports**

Found in 1966, the GJEPC has over the years effectively moulded the scattered efforts of individual exporters to make the gem and jewellery sector a powerful engine driving India’s export-led growth. GJEPC is continuously working towards developing a pool of artisans and designers trained to international standards so as to consolidate the Indian jewellery industry and found it as a prominent global player in the jewellery segment.

Jaipur jewellery exporters provide of all kinds of Indian manufacturer and exporter of Indian Traditional Jewellery, Diamond Jewellery, Gold Jewellery, Victorian Jewellery, Kundan Meena Jewellery, Wedding Jewellery, Designer Jewellery, Uncut Diamond Jewellery, Precious and Semi precious gemstone studded jewellery, Beads Jewellery, Silver Jewellery and Thewa Jewellery.

• **Jewellery Shows and Exhibitions**

Jaipur Jewellery Show (JJS) is a not-for-profit-Organization. It was incorporated under Rajasthan Non Trading Companies Act. 1960 and is presently registered under section 12AA of the Income Tax Act 1961.

Jaipur Jewellery Show is in its 12th year in 2012. This is known as the Second Largest Jewellery Show in India. Popularly this show is also known as JJS or the DECEMBER show. It had been observed that every year around 30 thousand visitors visit this jewellery exhibition.

The Jewellers Association Show is amongst the India’s most prominent colour stone and jewellery Show. Jewellers Association Show (JAS-13) has completed 7 successful journeys in 2013.

With the standard level of promotion JAS has acquired popularity across the world. The number of booths increased to 300 and more than 26500 visitors were noted in the year 2013 including about 3500 were NRI’s, foreigners and outstation jewellery traders. JAS-13 had also proved to be an ultimate platform for Gemstone manufacturers, Retailers, Artisans, Wholesalers and exporters to interact and explore ample business opportunities.
• **Advantages of These Shows**

  - To provide a platform to the manufacturers of gem and jewellery to market these products.
  - To provide a platform for jewellery marketing on National and International level whether it is branded or traditional jewellery.
  - To create awareness about the potential of the jewellery industry.
  - To setup research and training facilities.
  - To create job opportunities at rural and urban level.
  - To initiate social projects.
  - To undertake projects for the enhancement of gemstones and upgrading automation.

  Thus over the years Jaipur has witnessed a significant change in the jewellery designs chosen by women. Till a few decades back they preferred traditional and heavy gold jewellery. There was a shift from elaborate and heavy weight jewellery to light jewellery that was trendier which offered, more aesthetic appeal. This shift in taste of the consumers gave new direction to numerous jewellery brands that took the consumers by storm. Since ancient Jaipur Jewellery has been considered as one of the best forms of investment but today gold and diamond jewellery are a style statement.

  The top jewellery brands in Jaipur are Tanishq, Nakshatra, Gili, Trendsmith, Oyzterbey, Sangani, Daksh and Nirvana. Spread across the entire Indian subcontinent these top jewellery brands in Jaipur are responsible for changing the face of Jaipur’s jewellery. The products offered by these major players are designed by some of the best jewellery designers who are professional degree holders from reputed institutes. It is not that with the introduction of the new light weight jewellery has ousted the traditional jewellers rather the entire concept has been redefined.
REFERENCES


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