CHAPTER-II

METHODOLOGY

The design of any research study requires considerable attention to the research methods and the proposed data analysis. This research presents a broad vision of the methodology adopted for the present investigation undertaken to identify the awareness of consumers about branded and traditional jewellery. The researcher attempted to provide some information about research design for the current study. The study elaborates the basic overview of the research methods portion of the research proposal and then some data analysis templates for different types of designs. This section also elaborates the literature cited in current research which acts as a navigator to reach the aim of the study. Some main limitations of the current study are also elaborated in this section of the study.

2.1 RESEARCH PROBLEM– AN OVERVIEW

In general term research is known as search for knowledge; the main aim of any research is to generate measurable and testable data, gradually adding to the accumulation of human knowledge for the welfare of human mankind in one or other way.

   Research Methodology is a way to systematically solve the research problem. It may be understood as the science of studying how the research is done scientifically. Therefore the present research on Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market) is based on systematic research methodology:

   A fairly judgment on the performance of consumer buying behaviour is based on available literature. The data suggest that the branded jewellers in Jaipur are suffering from various problems like declining customer satisfaction, low relationship base, turning down unit sales turnover and declining profitability. Hence, the present study is based on the following research method:
The present research problem is to study the Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market)

- **Background of The Topic**

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

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

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

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

Modern consumption patterns for jewellery have changed and evolved where consumers are keenly aware of novel jewellery brands and trends and information is easily accessible to consumers for all segments through different information channels. This has altered consumer motivation behind their jewellery consumption as well, some use jewellery as a means of presenting themselves to the society at large, what they wear is viewed as an amalgamation of the image of what they wish the world to see. While some feel comfortable with the particular traditional jewellery and style, individuals have their own perception about branded jewellery.

Several Jewellers had been engaging in production and marketing of jewellery. Hence, the consumers had larger options to choose from. In this perspective, a study on consumer buying behaviour was deemed to be important to understand their preferences towards jewellery.

Understanding the consumer behaviour would help the jewellery industry in formulating strategies to accomplish the need of the consumers thereby increasing
their market share. Keeping in view the importance of consumer behaviour and consumption pattern, the present study was undertaken with the following needs.

**Need of Study**

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

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

**2.3 REVIEW OF LITERATURE**

The literature review of any field forms the foundation upon which all future research work will be constructed. “A literature review is a description of the literature relevant to a particular topic or field. This is often written as part of a thesis proposal, or at the commencement of a thesis. A significant literature review is a critical assessment of the relevant literature”. (Aggarwal, 1975)\(^1\)

Literature covers everything relevant studied and written on a particular topic: articles, Journals, books, newspaper and historical records, government reports, theses and dissertations, etc. The important word is 'relevant'. A literature review gives an overview about the thoughts of the key writers. It also gives an idea about the prevailing theories and hypotheses. The review also specifies that what questions should be asked, and what methodologies will be appropriate and useful for study. A significant literature review shows how prevailing ideas fit into the thesis and how the thesis agrees or differs from them.
Human beings are always full of curiosity and this draws them towards finding the facts. Knowing the facts requires the researcher to understand and get in-depth knowledge of the topic. The selection of the topic was on the basis of the current scenario in the society. After selecting the topic the researcher tried to conduct a complete study of the available literature to know the past, present scenario and also to understand the future trend. Literature review also helped the researcher to know of the deviations in the present study and if possible to give certain remedial measures. The researcher in order to have a convenient study and better understanding of the facts has classified literature review under the following heads:

- Review Related to Brand
- Review Related to Consumer Behaviour
- Review Related to Branded and Traditional Jewellery

**Review Related to Brand**

Egyptians in beginning of 2700 BC as a theft restraint, to identify stolen animals around the tenth century, the merchant mark over the animal’s body, known as the ‘signa mecatorium’ in Roman-Dutch law. It was used to prove possession of that animal who was missing due to shipwrecks, trap illegally, or other disaster. They were also useful to recognize their animals by illiterate people.

Low and Fullerton (1994) stated that although the brand concept is ancient, it was around 1870 that American business leaders began to develop branded products and by 1915, brands were well established in American consumer’s life. The economic boom triggered the explosion of new products and brands after World War II. The word brand is derived from old English, meaning “burning stick” derived from the Indo-Europea word that meant “to be hot”. Livestock branding was used in the ancient times.

Jevons (2005) traced the origin of the word from the Oxford English Dictionary which states the development of the word “brand” from the Germanic word “brandr” which referred to the mark made by burning with a hot iron, a use of which was first noted as early as in 1552.
Johnson (2006)\(^4\) added that the use of markings to establish who owns or who made a certain product appears to be ancient. Bison paintings dated to be around 5,000 B.C. on the walls of the Lascaux Caves in southern France contain distinct marks that scholars say indicate ownership. Not only did the marks indicate quality, but they also let people know whom to blame if there was a problem with the product.

A brand according to Batra and Myers (1996)\(^5\) is not just a name or a symbol, but it is the reality which stands for images, thought, feelings and more. There is a set of intervening variables in branding, which include brand awareness, brand comprehension, brand image and personality, brand attitude, associating feelings with brands or user experiences and complex models.

According to Choudhury (2001)\(^6\) a brand is essentially the sum total of the particular satisfaction that it delivers to the customer who buys that specific brand, the sum total being its name, ingredients, price, packaging, distribution, reputation and ultimately to its performance.

Erdem (1998)\(^7\) stated that brands signify a certain level of quality so that satisfied buyers can easily choose the product again and it enhanced the value of a product beyond its functional purpose.

Maureen and Jacob, (2000)\(^8\) a brand offers the firm legal protection for unique features or aspects of the product.

Wiley (1992)\(^9\) points out that brand, for centuries were used to distinguish goods of one producer from those of another.

Suri and Monroe (2003)\(^10\) were of the opinion that brands identify the source or the maker of a product and allow consumers (either individuals or organizations) to assign responsibility for its performance to a manufacturer or distributor.

According to Ogilvy (2003)\(^11\), “brand is the intangible form of a product attribute, its name, price and packaging, culture, history, reputation and the way it is advertised”.

Kapferer (1992)\(^12\) has defined brand as a living memory, a genetic program which endows products with meaning. The products which are mute, has given
meaning and purpose by telling us how the product should be interpreted. A brand is both a magnifying glass and a prism through which products can be decoded.

Kotler (2000)\textsuperscript{13} observed that brands define their own standards. Legally, they guarantee nothing, but empirically they convey clusters of attributes and values. In the stock market strong brands result in better earnings and profit performance for the firm, this in turn, creates greater value for shareholders.

Webster (2000)\textsuperscript{14} defined brand as a guarantee of consistent attributes, features, performance and quality to the consumers and is also an undertaking of support to the middlemen. In the same vein Auken (2004) argued that a Brand is the source of a promise to the consumer of relevant differentiated benefits.

Zyman (2002)\textsuperscript{15} has given a simple definition which is that brands give buyers a way to tell one nearly generic product from another, and they give buyers a reason to buy.

Ries (2003) defines a brand as a singular idea or concept that is owned inside the mind of the prospect. It is the amalgam of the physical product and the notional images that make the brand. According to him, Brand = Product +Images.

Haigh (2004)\textsuperscript{16} provided a more comprehensive view of the brand. “The brand is considered as a large bundle of trademark and associated intellectual property rights, and the holistic company or organizational brand.”

According to Murphy (1990)\textsuperscript{17}, brand is a complex phenomenon. It is not only an actual product, but it’s developed over time so as to embrace a set of values and attributes i.e. both tangible and intangible, these appropriately and significantly differentiated products or very similar. As consumers have become more complicated, rushed and time starved, a brand has the ability to simplify their decision making and reduce risk which is invaluable.

- **Review Related to Consumer Behaviour**

The researchers discuss about the changes in the attitude of the customers with respect to various factors and many researchers have attempted to predict consumer behaviour intention. The theory of consistent action, planned behaviour and the
The Triandis model are discussed in detail in this section in order to predict the consumer behaviour:

This literature on consumer buying behaviour and decisions has mainly concentrated on identifying the factors which affect the willingness of consumers purchase jewellery from branded store or family jewellers.

The classic consumer purchasing decision-making theory can be characterized as a continuum extending from routine problem-solving behaviours, to limited problem-solving behaviours and then towards extensive problem-solving behaviours.

Fishbein (1963)\textsuperscript{18} came up with Value Expectancy Model that deals with the basic hypothesis indicated that an individual attitude towards an object indicates the perception of individuals regarding the entity. Sturdy significant philosophy with respect to entity paves the way for the sturdy attitude in relation to an entity. It is explained in the model below:

![Fishbein Consumer Value Expectancy Model](image)

**Figure 19 Fishbein Consumer Value Expectancy Model**

Thompson (1994)\textsuperscript{19} specified that these are all the behaviours that could be controlled by the individuals. Many researchers have criticized this assumption. Few researchers argued that most of the researchers have focused the situations wherein a consumer can’t completely control the target behaviour. In addition, it is also specified that consumer behaviour is an important aspect in fluctuating the performance of the consumer.

Bhatnagar (2004)\textsuperscript{20} stated that as the rural people are also getting high income they are able to buy luxurious stuffs. But the rural markets are not well developed in
terms of facilities when compared to metropolitan markets. Therefore the retailers are unconvinced in moving to rural markets. But in the 21st century with the government intervention the retailers are exploring the rural markets.

Schiffman and Kanuk (2004)\textsuperscript{21} in the study conducted by them on consumer attitudes, two important orientations have been emerging from the past. Often the initial orientation specifies three basic components of attitudes include cognition, affect and conation and hence it is referred to as the tripartite view of attitude. The cognitive component deals with perception and knowledge which can be obtained through a combination of related information from different sources and by getting direct experiences with the attitude object. The affective component deals with the feeling of an individual regarding object whereas the conation components encompass with the behaviour of an individual with reference to the object.

Irudaya Rajan (2006)\textsuperscript{22} explained that as per the population report, there are 192 million families in India. Around 6 million families have yearly earnings of more than INR 2, 15,000. He also added that seventy five million households have a range of annual income between INR 45,000 and INR 2, 15,000. As the Indians have started to receive high packages they could manage to pay for amusement, food and beverages and nightlife. He explained that the changes in the attitude of the shoppers have resulted in firms insisting to focus on maintaining balance between the rate and quality in addition to price competitiveness. If a company sells a product at cheap rate, it has to explain the reasons behind it. For a product to be well accepted by the middle class customers, the manufacturers should convince them in terms of both rate and quality.

Jiewen Hong (2007)\textsuperscript{23} examined consumer choice as a function of the perceptual similarity of the options in the deciding set. In the particular scenario in which a set of options is extended by adding alternatives that change its perceptual characteristics, increasing the noticeable elements of one of the options in the core set. On the contrary to this context, people document that, perceptual focus can increase the choice share of one of the core options, even when the added substitutes are dominated by both options in the core set. It further shows that the observed effect is a function of consumers’ mode of information processing and is more pronounced in the context of intuitive processing than analytic processing.
Gupta, Agarwal and Sinha (2008) explained that in India there have been almost forty two thousand sales units. The average number of sales unit per hectare is three hundred, standard trade per unit is INR 900 and the average number of shoppers entering the mall (foot fall) is approximately four thousand five hundred. As the potential of the rural markets is getting increased, it makes the retailers to shift their market from the cities to the rural areas. It is also said that the industries should concentrate on the purchasing ability of the customers instead of their residential location. In this article it is elaborated that companies should give a chance for the customers to experience their products/services before purchasing. It is expected that after experiencing the product the shoppers could assess the quality. This approach could act as a word of mouth advertisement.

Bijapurkar (2008) explained that the reduction indicates the increase in the number of middle class population who can manage to pay for food, beverage and entertainment in addition to their basic needs. In India a great increase in family income has been observed. As per NCAER data the number of families with the annual income less than INR 90,000 is found to be reduced to 1, 14,394 in 2013.

Reetesh et al., (2008) highlighted the issue about the stability of the products. They also observed that if a product becomes famous in the market, the customers may change their preference from the usefulness of the product to colour and design. Therefore it is very important for the Indian retailers to adapt to the business tactics according to the attitude of the Indian shoppers. As they now demand equilibrium between the rate and quality of the products. They expect that the rate of the brands should match their quality.

Ramanathan, V. et.al, (2008) found that in rural India there have been twenty million middle class families with the same shopping power as the families in the metropolitan area. In comparison to financial system of other Asian countries, the financial distribution related to revenue is extremely uneven in India. It is observed that there are affluent and poor income groups in both metropolitan and rural areas of India. In this scenario, it is necessary to recognize the progress of the organized retailing in rural areas. They explained that in the future the number of large-sized international chain shops will be high. The Indian market has various types of retailers at present among them small-sized retailers are high in number. Mass media and word
of mouth advertising are found to be the information sources of middle class families in India. As the Indian customers are experts in choosing their requirements from the given information, the companies should use the mass media to some extent. Merely with lots of commercial advertisements, they will not be able to sustain their market. Once their products become familiar with the market, the companies could increase the number of customers in a slow and steady way.

Kamaladevi (2010)\textsuperscript{28} stressed that, to compete successfully in this business era, the retailers must focus on the customer’s buying experience. To manage the customer’s experience, retailers should understand what the consumer’s experience management actually means. It is a strategy that focuses the operations and processes of a business around the needs of the individual customers. The goal of customer experience management is to move customers from satisfied to loyal and then loyal to advocate. Focused on the role of macro factors in the retail environment and how they can shape customer experiences and behaviours. Several ways (examples - brand, price, promotion, supply chain management, location, advertising, packaging and labeling, service mix and atmosphere) to deliver a superior customer experience are identified which should result in customer’s higher satisfaction, larger wallet shares, more frequent shopping visits and higher profits.

- **Review Related to Jewellery**

Becker, Vivienne (2003)\textsuperscript{29}, jewellery is a type of accessory that includes rings, bracelets, necklaces, earrings and watches etc.. Jewellery is designed for women, men, and kids and can be made from a variety of different categories. Jewellery started about 1,00,000 years ago, Began with materials made from bone, teeth, and shell,. The first known jewellery pieces were worn by the Cro-Magnons about 40,000 years ago. These pieces were made of bone and teeth and were worn as necklaces and earrings to show tribal membership. Later on incorporating beads, stone and gems. Egyptians were first to use gold and metals for creating jewellery, Jewellery was considered a symbol of power and wealth.

- Brands have driven many values with jewellery, not only fashion and glamour, but excitement and sexiness also. As the number of consumers who want to be associated with these values mount, it's clear that the only way is up for branded jewellery.
The book contains a complete study of the past to present (seventeenth century to the twentieth century). It has been helpful in understanding of various material, design, taste and brands of jewellery, as they changed through the years. It shows the kind of jewellery and most antique brands such as Cartier, Tiffany, Boucheron, Lalique, etc. These brands were recognized in the nineteenth century and still very famous.

**The Emergence of Branded Gold Jewellery**

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 buy jewellery as an investment purpose. Furthermore, they believe on their family jewellers while buying jewellery. Thus, the branded jewellery players tried to change the mindset of the people and encourage customers with attractive designs at affordable prices.

Craig Symons (2004)\textsuperscript{30}, a wholesaler of Gold jewellery, mentioned in his paper “Branding success” that “Branding gives customers more confidence in their purchasing decision as they can identify with the brand and therefore feel they’ve made a superior purchase which they can show their relatives and friends. “This brand recognition gets retailers half the way through making a sale before a customer even walks into their store.” Therefore, there is no surprise that the jewellery industry has finally seen the branding light and begun to harness its power to sell jewellery.

Mckinsey (2005)\textsuperscript{31} in his paper titled “Strategies for Wooing Customers” mentioned that The branded jewellery industry is still in its immaturity, but in a short time it will corner a significant chunk of the market, it can be seen by its increasing growth rates. The best compliment to the branded segment is that traditional jewellers have also begun to design jewellery lines under a brand name.

Although branded jewellery accounts for less than 10 percent of the Rupees 40,000 crore jewellery market, a study has concluded that it is growing in popularity at a tremendous pace of 20-30 percent annually. The potential of this industry is that the branded jewellery market in India to grow at the rate of 40 per cent per annum to touch Rupees10,000 crores by 2012 as per the McKinsey estimations.
Jain Rajeev (2009) observed that some of the companies have even cleverly played on Indian customs and tradition to advertise and establish their brands. Jewellery is now sold on every occasion, even on Valentine's Day, Anniversary, or Proposing someone etc., so buying jewellery is a very personal and sentimental craze. Consumers are aware now that what and for whom they are buying. But the biggest challenge perhaps is in educating the consumer. Consumers need to understand the four Cs – Colour, Cut, Carat, and Clarity. Jewellery companies who are branding their products place a lot of emphasis on educating and therefore helping the customer make his purchase.

Paul Noronha (2005) mentioned in her study entitled, “Brand appeal” that branded jewellery has carved a niche for itself in the tough Indian market and its increasing growth rates show that before long it will corner a significant share of the jewellery market. DTC's Supplier aims to grow consumer demand for diamond jewellery in the context of the growing competitive luxury goods sector.

Rncos (2009) reported in his article, “Indian Customers Showing Interest in Branded Jewellery”, that Indian Gems and Jewellery Market Future Prospects to 2013, gems and jewellery market in India possess tremendous potential for future growth. It has an added advantage of low production cost and highly skilled labour that separates it from its competitors. It is expected that the overall gems and jewellery market will grow at a CAGR (Compound Annual Growth Rate) of around 25% during 2013.

Shikha Saroj (2008) point out in her paper “Diamonds are forever” that jewellery has become an integral part of the Indian psyche, today more than even before the Indian consumer is lining up to buy branded jewellery that makes a fashion statement or expresses her individuality. Jewellery has become a passion. People very much yearn for the contemporary jewellery at great prices. The impression of branded jewellery has therefore taken a full swing in India.

The competition of innovating something new keeps on, flooding the marketplace with excellent and unique designs. Here, there are a few Premium lifestyle and jewellery brands that pledge to offer high quality at great prices.
Osjag’s (2009) concluded in his paper “Branding-success” that branding is “an irreversible trend”. It gives clients a certain degree of confidence that they’re buying a genuine product. Branded jewellery has arrived and earned its place on world jewellery retail shelves. Indeed the consumer must pay more attention, which brand they should buy, instead of thinking “branded or non branded”.

Baranwa Shashank (2009) told in his study that the industry of jewellery has boomed in the past few years due to the increased demand of fashionable jewellery. The export and import of jewellery have also improved. The players and their brand positioning, Gitanjali are a one of the largest Group, and fully integrated diamond and jewellery manufacturing and retailing companies in India that successfully manage four of the 10 best-known jewellery brands in India today. The four brands – Asmi, Nakshatra, D’Damas and Gili – are unique with structured positioning and branding that endows each with a unique brand persona and character.

Zaveri Samrat (2003) however, since the late 1990s, there was a shift in consumer demand and as a result women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. Demand is growing for exclusive and lightweight jewellery, especially for consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. The new millennium observed a definite change in consumer inclinations. According to Zaveri, "Research proves that the Indian jewellery sector is in the transition phase with consumers' desire for possession of jewellery for its aesthetic appeal and not as a form of investment." Trendsmith conducted a survey to explore the shifting needs, aspirations and motivations of consumers in the jewellery market, and to recognize opportunities and new trends. The research study accomplished the following outcomes:

- The Indian market was witnessing an accelerated shift from viewing jewellery as an investment to regarding it as aesthetically appealing ornaments. The consumer’s mindset had transferred from content to design.
- The younger generation was looking at exclusive, contemporary jewellery and clearly avoiding heavy, traditional gold jewellery.
- The consumer required a wider selection at a single suitable location and expected an international shopping experience.
• The Indian consumer was willing to conduct experiments with novel designs.

The late 1990s and early 2000s, with the increase in the number of designers from design schools such as the National Institute of Fashion Technology (NIFT), now a day a wide range of new designs is available. In addition, the growing number of manufacturers required a retailing platform with national and global reach. All these led to the proliferation of branded jewellery pliers.

Gidwani Devika (2002) in her paper titled “Branded Gold Jewellery Market in India” mentioned that there is definitely a market for branded jewellery especially if something is intended at the younger generation, who wants to buy funky and fashionable jewellery. This is the right time to get into the market, as it has just started to take off.

The Indian market was witnessing a rapid shift of screening jewellery from investment to artistic appealing ornaments. The Indian consumers are enthusiast to try new designs.

Muraleedharan, V. (2006) spoke in the Journal of Gems and Jewellery about organized retail, gems and jewellery professional and visiting faculty as well known management institutes in Mumbai. He states, “The number of foreign brands coming into India is merely amazing. So far people who had only seen traditional offerings have started making intelligent international comparisons with Indian products and this has brought about real room for retail to grow a number of times. In Muraleedharan’s opinion, the brand expresses quality and the certification makes it easy for a customer to confidently buy the product.

Kala Alok (2010) published in “Diamond world” about Gemstones and jewellery in Jaipur which indicated that Jaipur offers great potential in the gem and jewellery industry. These gems and jewellery are in great demand in India and worldwide. Jaipur exports a wide collection of gold, platinum and studded jewellery. It also has an Export Promotion Industrial Park (EPIP) at Sitapura. Johari Bazar, M. I. Road, chameliwala market etc. are the famous jewellery markets of Jaipur. He opines that various new ventures like the Gold Souk, 200 expected jewellery factories in Special Economic Zone and 50 jewellery plants coming up at Export Promotion Industrial Park have a consolidated trade in a more organized form. He said that the
jewellery market in Sitapura alone accounts for a turnover of Rupees. 450 crore, which includes Rupees 300 crore of the exports.

Indian Exporters were allowed to sell 10 percent of their produce in the domestic market. In 1993, gold and diamond mining was opened up for private investors and foreign investors were allowed to own half the equity in mining ventures. In 1997, bullion suppliers and overseas banks were also allowed to import gold into India. These events led to the entry of foreign players like Tiffany, Cartiers and DeBeers, into the Indian market.

Till the early 1990s, the average Indian bought jewellery for investment rather than for adornment. Jewellery made of 18-karat gold was not favoured as it was considered a poor investment. Confidence in the local jeweller was the hallmark of the gold jewellery trade in India. A family jeweller or goldsmith had a permanent and loyal clientele. The consumer had implicit trust in his jeweller. Additionally, the local jeweller catered traditional jewellery with limited designs.

Gill Brinda (1998) highlighted that branded jewellery has found a niche for itself in the tough Indian market, it will corner a significant share of the jewellery market because of increasing growth. The retail industry in India is rapidly increasing, several jewellers have made inroads into the traditional jewellery industry, selling the product that has been never really "marketed" in "brand" new ways. Branded jewellery has the new mantra in the market, having rapidly acquired a niche shortly.

Shah Vipul (2012), stated that as the branded jewellery market came into trend, the number of gold retailers in the country increased stridently. Branded players such as Gili Tanishq, D’Damas, Oyzterbay and Carbon opened outlets in various regions of the country. Traditional jewellers also initiated to bring out designer lightweight jewellery, and some of them even launched their in-house brands.

However, the share of branded jewellery in the total jewellery market was still small (about Rupees 10 billion of the Rupees 400 billion per annum jewellery market in 2002), though increasing at a pace of 20 to 30 percent annually.
Table 2.1 Branded Gold Jewellery Market (Major Players)

<table>
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<tr>
<th>Brand</th>
<th>Market share (2010-11) in %</th>
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<tbody>
<tr>
<td>Tanishq</td>
<td>27.0</td>
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<tr>
<td>Oyzterbay</td>
<td>1.7</td>
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<tr>
<td>Gili</td>
<td>1.4</td>
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<tr>
<td>Carbon</td>
<td>1.4</td>
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Shah Ashwin (2008)\(^4\), who is the head of Retail at C. Mahendra Exports hold a similar view with regard to jewellery sales at modern shopping malls. Shah elucidates his point, “The young generation often resorts to some impulse buying.” He emphasises that acute 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.

Study released by the Bullion Association of India (2007) stated that due to the changing dynamics, traditional jewellers are looking to jump on the "Brand wagon" by investing in publicity and trying to build a presence in the minds of consumers. Traditional jewellers have signed up Bollywood heroines as brand ambassadors to promote their products.

The Indian gems and jewellery industry is competitive in the world market due to its low cost of production and the availability of expert labour. The industry has set up a worldwide supply network, of more than 3,000 stores for the promotion and marketing of Indian diamonds.

Bhandari Vandana (2005)\(^4\), 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 as an investment. Furthermore, consumers trusted only their family jewellers when buying jewellery. Thus, the branded jewellery players tried to change the mindset of the people and woo customers with attractive designs at affordable prices.
• **Analysis of Literature Review**

The Indian jewellery market witnessed a shift in consumer perceptions of jewellery. Instead of being regarded as the only investment preference, jewellery was being prized for its creative appeal. In other words, the focus seemed to have shifted from material to design. Trendy, innovative, affordable and lightweight branded jewellery has gained familiarity. It is being widely accepted because it forced traditional jewellers to go for branding.

**To draw a conclusion from the above literature review one can observe that there is immense scope for the growth of branded jewellery.**

- In spite of the economic slowdown experts believe that it will grow at a CAGR of 25%. There are also statements like the industry does not cover the entire population making a scope for further growth.

- It also brings light to the fact that the consumers are price sensitive and hence the branded jewellers cannot charge exuberant prices for the same.

- The branded jewellery players doing their best to change the mindset of the people and entice customers with attractive designs at affordable prices.

- The jewellers have to offer designs that are more Indian in their culture rather than aping the west which can be proved by the e.g. of Gilli, Tanishq and Nakshatra should also be affordable.

- Since the thesis focuses on a study of the popularity of branded v/s non branded jewellery the review helps understand the growth of the retail industry which have leased branded jewellery stores and also the popularity of traditional goldsmith

- The number of foreign entrants has also posed a challenge to the traditional jewellers and hence it is observed that these jewellers also come up with strategies to retain their customers. These practices were not prevalent in the market previously.

- The branded jewellers on the contrary have to adapt strategies to win the trust of their customers and attract new customers.
• A few research reports also help us gauge the changing trends in the jewellery market and the popularity of diamonds.

The branded jewellery industry is still in its immaturity but increasing growth rates show that in a shortly it will place a significant chunk of the market. The best compliment to the branded segment is that old jewellery showrooms have also begun to design jewellery lines under a brand name. Even as branded jewellers are ahead when it comes to taking care of the different aspects in the sales and marketing. Traditional jewellers 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 designing and style of presenting and dealing with customers.

2.4 SIGNIFICANCE OF THE STUDY

The study is related to the understanding of consumer buying behaviour towards branded and traditional jewellery and also focuses on the various strategies followed by the jewellers in order to uplift the economy of the jewellery market.

Relevance to Jewellers:

• This research will prove fruitful in understanding the impact of brand awareness on consumer buying decisions for jewellery.

• The study would also help the Jewellers to find out the consumer preference and their buying behaviour towards branded and non branded jewellery.

• This would help both the retailers to know what are the consumer preference and what strategies should they adapt to grab the market.

Relevance to Consumers:

• The study is facilitated to understand various aspects of the branded and traditional jewellery.

• Consumers are knowledgeable today so the research would help in making them aware of the various attributes of branded and traditional jewellery.
• Due to the reliability of the branded jewellery in terms of purity and manufacturing, it becomes a better option for the consumers with good source of income to make a secure investment.

Relevance to Academics, Students and Others:

• The study would help to understand the consumer buying behaviour towards a product.

• Owing to the dearth of the database regarding the consumer preference for branded and non branded jewellery, there was a need felt to procure a baseline data to analysis aforesaid research.

• It would explore the consumer perception towards jewellery and to identify the major players of the jewellery industry and to identify the various parameters which consumer consider while buying jewellery.

• It would help to branded jewellers to explore the marketing strategies used by various jewellery brands.

• The present research aimed at identifying the consumer’s perception towards the jewellery market and also assisted in identifying the various parameters considered in purchasing.

• it would help to jewellers to identify various marks, standard or certification followed by the different brands.

• Being the hub of jewellery, still Jaipur Market is not much recognized, this study would help to opine a new perspective for Jaipur jewellery market and further it would be able to provide a guideline for future research work.

2.5 OBJECTIVES OF STUDY

The objectives to conduct the research on the study of Consumer Buying Behaviour with Regard to Branded and Traditional Jewellery (With Special Reference to Jaipur Jewellery Market) are:

• To analyse the consumer buying behaviour towards the traditional and the branded jewellery market of Jaipur city.
To explore consumers’ perception towards branded jewellery in comparison with the traditional jewellery.

To study the brand awareness amongst the consumers of the Jaipur jewellery market.

To know the consumer’s buying decision of jewellery that whether it is based on convenience or brand preference.

To compare between branded and non-branded jewellery in term of quality, price, and reliability.

To study the brand awareness amongst jewellers in Jaipur.

To explore the various marketing strategies used by various jewellery brands.

To study the extent of brand awareness towards Jaipur jewellery market.

2.6 HYPOTHESIS

Central hypothesis

H₀: There is no significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

Alternative hypothesis

H₁: There is a significant difference between the consumer buying behaviour for the branded and the traditional jewellery (Non-Branded).

Sub hypotheses:

- H₁: The consumer prefers buying jewellery through branded store than from the traditional family jewellers.
- H₂: The consumers are more informed about the branded jewellery rather than the traditional jewellery.
- H₃: The consumers have an influence of the marketing strategies adopted by branded jewellery.
• **H₄**: The branded jewellery is more reliable rather than the non branded jewellery.

• **H₅**: The consumers have an impact of the price factors adopted by the non branded jewellers.

• **H₆**: There is no significance difference between appealing elements of buying branded jewellery.

### 2.7 SCOPE OF THE STUDY

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

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

The overall purpose of this thesis is to gain deeper understanding of different factors which are significantly related to the branded and traditional, jewellery buying behaviour of consumers in Jaipur, and also to access the views of the jewellers on branded and traditional jewellery. Furthermore, this study is also aimed at gaining the information, which can benefit jewellery companies and traditional stores to understand consumers and their lifestyle in order to gain success in the jewellery market.

### 2.8 UNIVERSE OF THE STUDY
The research was conducted in Jaipur the capital city of Rajasthan as Jaipur is a hub of gems and jewellery market in terms of manufacturing and sale.

The present study is exclusively based on the Primary data which was collected from various consumers of jewellery and jewellers as respondents from Jaipur. The study was also supported with the help of secondary data obtained from reliable indexed sources. (Such as Journals, Books, E-Books and Reviews published by various sources). The study focused on the consumer buying behaviour with regard to branded and traditional jewellery.

2.9 SAMPLE DESIGN

Descriptive research is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group by describing the state of affairs as it exists at present. In this research study researcher has tried to describe the factors or situations which made consumer to respond at the time of making purchases of private label brands. As researcher has collected data only once it comes under cross sectional study and in order to go more in depth of the research problem researcher has tried to study jewellers along with consumer which makes the research multiple cross sectional descriptive research. In order to evaluate the objectives of the study and procure the information regarding the consumer buying behaviour from the Jaipur jewellery market, 200 respondents were selected using random sampling techniques. Data were collected from primary as well as secondary sources.

Sampling Design

- Sample type– Purposive and Convenient sampling. (Non- Probability)
- Sample Unit– Sample of the study broadly comprised of 2 segments:
  - Consumers of Jewellery
  - Jewellers (Traditional and Branded both)

Table 2.2 Sampling design
<table>
<thead>
<tr>
<th>Description of Respondents</th>
<th>No. of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers of Jewellery</td>
<td>100</td>
</tr>
<tr>
<td>(Both buying Traditional and Branded Jewellery of all age groups and different Demographic profiles)</td>
<td></td>
</tr>
<tr>
<td>Jewellers (Traditional and Branded both)</td>
<td>100</td>
</tr>
<tr>
<td>Total Respondents</td>
<td>200</td>
</tr>
</tbody>
</table>

The data were gathered using well structured interview schedule that included both open and closed ended questions. The main techniques used in this study were to collect first hand data that is primary data, using the questionnaire containing focused and constrained questioned. Two specific types of questionnaire were formed for different categories of respondents (Consumers and Jewellers). The questionnaire was divided into several parts

a) First part Section A consisted of Socio Demographic Information i.e. primary information regarding the consumer’s name, age, Class, sex etc.

b) The second part of the questionnaire i.e. Section B deals with the interest of consumer in buying jewellery.

c) Section C constitutes the questions related to buying behaviour with respect to branded jewellery.

d) Next part consists of Section D which deals with influencing factors for buying jewellery.

The section framed in each questionnaire is of same segment but the views and questions are specific and related to a specific category of consumers i.e. consumers and jewellers.

2.10 SOURCES OF DATA

The study was based on consumers and branded and traditional jewellers of Jaipur city in order to understand the consumers buying behaviour towards branded and traditional Jewellery.
The present study was descriptive and exploratory. The research was accomplished through primary and secondary sources. The primary data was collected by the extensive use of the well structured questionnaire, personal interview and observational techniques. The techniques mentioned above were administered to consumers and branded and traditional Jewellers, who were selected randomly in the Jaipur city.

The secondary data was collected from various literatures and references which has already published in books, articles, newspaper, magazine, journal, other relevant publications to find out the theoretical framework and also to be familiar with what early research mentioned regarding selected topic.

On the basis of the objectives of the study, hypotheses as well as the methodology specified above, an attempt was made to collect the data by using an appropriate instrument. An attempt was also made to validate the hypothesis in accordance with the objective of the study.

2.11 TOOLS FOR DATA ANALYSIS

The collected data has been edited to avoid unwanted information and has been arranged in proper sequence. It also classified for suitable tabulation, graphs, charts, diagrams wherever necessary. A suitable statistical technique has been used for analyzing data such as chi-square test, t test, etc. by using statistical tools like SPSS and MS-EXCEL. This will further help to draw meaningful conclusion.

- **Surveys**

  Surveys are the most commonly employed technique used in studying consumer behaviour. It involves the use of formulating questionnaires. Different scaling techniques like Likert and Thurstone are generally used to measure consumer attitudes. The major drawback or problem with survey methodology is that it gives the only conscious response of the customer to the researcher.

- **Focus Group Discussions**
It is a commonly used technique which is used to assess how customers perceive the product and use situations. It also clarifies the researcher with valuable information on the target market.

The different tools used for data analysis are:

- Tabular analysis
- Scaling technique
- Coding
- Charts
- Pie chart & Bar Diagram and
- Pictorial representation

The demographic distinctiveness of the consumers like age, educational status, family type and occupation and consumer awareness towards branded and traditional jewellery were analysed using tabulation and percentage.

The buying behaviour of consumers for jewellery, place of purchase, purchase decision, regularity of purchase was also analysed using percentage analysis.

Scaling technique was used to measure the appealing factors of branded and traditional jewellery. Brand loyalty and satisfaction level of consumers towards branded and traditional jewellery was also analysed.

A type of psychometric response scale called Likert was used for studying various aspects influencing brand. This Likert scale is widely used in survey research where consumers specify their level of agreement to a statement. The scale is used with Strongly Agree, Strongly Disagree, Agree and Disagree responses to indicate the level of conformity of the consumer to a particular statement. The statements considered for studying the brand preferences of consumers asked best quality of the product, brand name influence, good brand image, reasonable price, availability, good packaging, advertisements and attractive packaging. The scores of 4, 3, 2, and 1 were given to the above scales. Later, the scores obtained were added and the mean
score was calculated. Based on the mean scores an inference was drawn for factors influencing brand preferences and the reasons of the consumer for not liking traditional jewellery.

- To throw the consumer his or her conscious level and to know the sub-conscious-level responses, projective techniques like pie, bar and line diagram pictorial representation, word association, picture association and thematic appreciation tests are being largely used.

### 2.12 TOOLS FOR HYPOTHESIS TESTING

The researcher has to classify the raw data into some purposeful and usable categories. The tabulation is a part of the technical procedure wherein the classified data is put in the form of tables. Analysis work after tabulation is generally based on the computation of various percentages, ratios and coefficient, etc. by applying various well defined formulae. In the process of analysis, relationships or differences and supporting or conflicting results with original hypothesis were subjected to testing for significance and also to determine that on the basis of what validity the data can be said to indicate conclusion.

- **Statistical Analysis of Data**

  The data collected from the questionnaire was used to check the hypothesis. The following statistical techniques have been used on the tabulated data for hypothesis testing (Agarwal, 2009)

- **t-test**

  It is among the most commonly used statistical significance tests applied to small data sets (population’s samples) is the series of tests conducted by Students. One of these tests is used for the comparison of two means, which is commonly applied to many cases.

  Comparison of analytical results obtained with the same method on samples A and B, in order to confirm whether both samples contain the same percentage of the measured analysis or not.
• **General Aspects of Significance Tests** (Ahuja Ram, 2001)²

The outcome of these tests is the acceptance or rejection of the null hypothesis (H₀). The null hypothesis generally states that: "Any differences, discrepancies, or suspiciously outlying results are purely due to randomness and not systematic errors". The alternative hypothesis (Hₐ) states exactly the opposite.

The null hypothesis for the aforementioned examples is:

The means are the same, i.e. in example one H₀: There is no significant difference between the consumer buying behaviour for the branded and the traditional jewellery: both samples contain the percentage (branded 46% and traditional 54%) of the analysis is about similar, the same analytical results and differences observed (if any) are purely due to random errors.

In order to decrease or increase the confidence level of a significance test, one has to consider the following pitfalls:

(a) By decreasing CL say to 90% (making thus the chances of rejection of H₀ easier) the probability of Type 1 error obviously increases.

(b) By increasing CL say to 99% (making thus the chances of rejection of H₀ harder) the probability of Type 2 error increases. A CL to 95% is generally considered as a fair compromise between these two different risks.

• **Student's t-test for the Comparison of Two Means** (Ahuja Ram, 2006)³

This test (as described below) assumes:

(a) A normal (Gaussian) distribution of the populations of the random errors,

(b) There is no significant difference between the standard deviations of both population samples.

The two menus and the corresponding standard deviations are calculated by using the following equations (Noah and NB are the number of measurements in a data set A and data set B, respectively): The pooled estimate of standard deviation Sₐₜ is calculated: Finally, the statistic texp (experimental t value) is calculated.
t_{\text{exp}}\text{ value is compared with the critical (theoretical) } t_{\text{th}}\text{ value corresponding to the given degree of freedom } N \text{ (in the present case } N = n_A + n_B - 2)\text{ and the confidence level chosen. Tables of critical } t \text{ values can be found in any book of statistical analysis, as well as in many analysis textbooks. If } t_{\text{exp}} > t_{\text{th}} \text{ then } H_0 \text{ is rejected else } H_0 \text{ is retained.}

In the current research study students t-test has been used as various tables to test the hypothesis.

- **ANOVA (Analysis of Variance)**

  **ANOVA**, sometimes called an F test, is closely related to the t test. The major difference is that, where the t test measures the difference between the means of two groups, an ANOVA test the difference between the means of two or more groups.

  A one-way ANOVA or a single factor ANOVA tests the differences between the groups that are only classified on one independent variable. The researcher can also use multiple independent variables and test for interactions using factorial ANOVA (see below). The advantage of using ANOVA rather than multiple t-tests is that it reduces the probability of a type-I error. Making multiple comparisons increases the likelihood of finding something by chance—making a type-I error. (Allen Mike, 2008)

  One potential drawback to an ANOVA is that researcher loses specificity: all an F tells that there is a significant difference between groups, not which groups are significantly different from each other. To test for this, researcher use a post-hoc comparison to find out where the differences are and which groups are significantly different from each other and which are not?

  ANOVA is available for both parameters (score data) and non-parametric (ranking/ordering) data.

- **Types of ANOVA**

  - **One-way Between Groups**
There is only one grouping (final grade) which one can use to define the groups. This is the simplest version of ANOVA. This type of ANOVA can also be used to compare variables between different groups - tutorial performance from different intakes. (Ambastha, C.K., 2001)⁵

• **One-way Repeated Measures**

A one way repeated measures ANOVA was used when the researcher has a single group on which he has to measure something a few times. He must use one-way repeated measures ANOVA to see if student performance on the test changed over time.

• **Two-way Between Groups**

A two-way between groups ANOVA is used to look at complex groupings. Each of the main effects is one-way tests. The interaction effect is simply asking "is there any significant difference in performance when one takes final grade and overseas/local acting together".

• **Two-way Repeated Measures**

This version of ANOVA simply uses the repeated measure structure and includes an interaction effect.

• **Non-Parametric and Parametric**

ANOVA is available for score or interval data as parametric ANOVA. This is the type of ANOVA is from the standard menu options in a statistical package. The non-parametric version is usually found under the heading "Nonparametric test". It is used in rank or ordered data.

• **Available Software** *(Essa, E. L, 1987)*⁶
(a) **SPSS**: - The ANOVA routines in SPSS are OK for simple one-way analyses. Anything more complicated gets difficult. All statistical packages (SAS, Minitab etc.) provide for ANOVA.

(b) **Excel**: -Excel allows ANOVA for the Data Analysis Add-on. The instructions are not good.

In the current research design in two way ANOVA is being applied and values are interpreted with the help of the F test table as well as SPSS software.

- **Chi-Square Test** (A Goodness of Fit)

Hypothesis tests may be performed on contingency tables in order to decide whether or not the effects are present. Effects in a contingency table are defined as relationships between the row and column variables; that is, if the levels of the row variable are differentially distributed over the levels of the column variables. Significance in this hypothesis test means that the interpretation of the cell frequencies is warranted. Non-significance means that any differences in cell frequencies could be explained by chance. (Creswell 2002)\(^7\).

Hypothesis tests on contingency tables are based on a statistic called **Chi-square**. The sampling distribution of the Chi-squared statistic has presented, preceded by a discussion of the hypothesis test.

The chi-squared distribution is used in the common chi-squared test to test the goodness of fit of an observed distribution to a theoretical one, the independence of two criteria of classification of qualitative data and in confidence interval estimation for a population standard deviation of a normal distribution from a sample standard deviation. Many other statistical tests also use this distribution, like Friedman's analysis of variance by ranks.

The chi-square test of significance is useful as a tool to determine whether or not it is worth the researcher’s effort to interpret a contingency table. A significant result of this test means that the cells of a contingency table should be interpreted. A non-significant test means that no effects were discovered and chance could
explain the observed differences in the cells. In this case, an interpretation of the cell frequencies is not useful. (Kothari C.R.; 2004)\textsuperscript{8}

In the current research design Chi Square is being applied and values are interpreted with the help of the table as well as SPSS software.
REFERENCES


