CHAPTER - I
INTRODUCTION

Consumer behaviour is perceived as the cornerstone of a successful marketing strategy. Consumer behaviour is ‘the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product and service’ (Batra and Kazmi, 2004).

Similarly, Engel et al. (1990) refers consumer behaviour as the action and decision process of people who purchase goods and services for personal consumption based on various factors like economical, demographical, socio-psychological also known as psychographic, etc. Among these, psychographic factors influence the consumers, more particularly the women, in a powerful manner.

Changes in the social structure like movement from joint to nuclear family and increasing number of women in the workforce have significantly contributed to the rise in the power of women consumers in India in the last decade. Thus, as the women market expands and their spending power and influence increases, marketers must be cognizant of the importance of this vital consumer segment, which mostly depends upon women’s psychographic behaviour.

**Psychographic behaviour of consumers**

The term ‘demographics’ refers to certain physical and social characteristics of people and the term psychographics refers to people’s lifestyle characteristics. Psychographics was never intended to replace demographics as a means of predicting and explaining consumer behaviour. Instead, psychographics supplement demographics by
adding the richness of the social and behavioural sciences. By incorporating psychographics information with demographics, the marketer will better understand the consumers and hence communicate and serve them more effectively (Kaynak and Kara, 1996). This way marketers could not only describe the types of people who buy their products, they could also consider more systematically the reasons why those people buy them. The term psychographics was coined by Emanuel Demby, a marketing researcher. According to him, psychographics is the “use of psychological, sociological and anthropological factors, self concept and lifestyle to determine how the market is segmented by the propensity of groups within the market and their reasons to make a particular decision about a product, person or ideology.”

Psychographic segmentation divides the market into groups based on social class, lifestyle and personality characteristics. In addition to personality traits and lifestyles, attitudes, beliefs, motivation, trends and values are used in psychographic studies to obtain meaningful marketing information. It is based on the assumption that the types of products and brands an individual purchases will reflect that person’s characteristics and patterns of living.

There are many psychographic factors used in market segmentation:

Social class is the single most used variable for research purposes and divides the population into groups based on a socio-economic scale. Lifestyle involves classifying people according to their values, beliefs, opinions, and interests.

Personality is the innate characteristics in an individual that make him or her unique. It is a picture of how a person is looked upon by others around him.

Understanding the psychographics of the target market can be very revealing.
Information about their likes and dislikes goes a long way in making determinations about whether or not they are likely to purchase the product or service. With information about their preferences and lifestyles, the marketer successfully targets the segments most interested in their product or service and effectively reaches them with a message that speaks directly to them. So, the lifestyle plays an important role in taking decisions to buy products like cosmetics, textiles, jewellery and so on.

Hence, psychographics has to do with mental profiles of consumers; it allows the marketer to define consumers’ lifestyles in measurable terms. By incorporating lifestyle characteristics, in addition to demographics, marketer can obtain a better, more true-to-life portrait of target consumers.

Lifestyle

Lifestyle refers to an individual’s unique pattern of living, which influences and is reflected by his or her consumption behaviour. Lifestyle is important because one can develop deeper insights into consumer behaviour by looking at how consumers spend their time and what they think of various elements of their environment. It was recognized that people like to associate themselves with others who live in the same or similar ways across a whole range of activities. The cornerstone of lifestyle construction is consumption behavior, which offers the possibility to create and further individualize the self with different products or services that signal different ways of life (Ropke.I). One can also get a closer idea of consumer motives, feelings and beliefs because lifestyles are reflections of self-concept.

The self-concepts and lifestyles of consumers set up their identities. These two components show not only how consumers see themselves but also how they portray themselves to others. They also affect consumer behaviour and consumption patterns. When
consumers identify a product as relating to their self-concepts and lifestyle, they often form an emotional identification with that product. This make them feel as if the product was created just for them.

**Lifestyle Variables**

Lifestyle is “the patterns in which people live and spend time and money”. To make lifestyle useful to marketing strategy, marketers have focused on a three dimensional conceptualization of lifestyle. The three sets of variables that operationalize lifestyle are activities, interests, and opinions. More specifically it focuses on what people like to do, what are their areas of interests, and what are the opinions people hold on various matters (Lazer 1963; Plummer, 1974; Guttman and Mills 1982). Among marketing professionals, activities interests, and opinions are frequently referred to as the “AIO variables”.

**Activities - Activities represent the behavioral portion of lifestyle**

Because the range of human activities seems virtually limitless, the variable may seem too broad to be of real value to marketers. However, to the extent that engaging in many human activities requires some kind of purchased good or service, then studying activities represents a valuable means of understanding consumers.

**Interests -** Consumer psychologists define interests as the degree of excitement and arousal that comes from anticipated or continuing participation in some endeavor. Market research can use interests to gauge potential participation in certain activities by measuring interest in the activity, especially among consumers who have not yet participated in it.

**Opinions -** Opinions are formed when people evaluate the importance
of things they believe to be factually correct. We all hold views of what is true and not true about a particular subject, and whether or not that subject is important to our lives. The intersection of factual beliefs and importance of evaluations comprise opinions or attitudes about a particular subject. Opinions constitute one of the lifestyle variables because they form the basis of our interests and our activities. In other words, before an activity can be pursued, an individual must develop a favorable opinion or at least try it. Obviously, people respond favorably to those things about which they hold positive opinions and negatively to those things about which they hold negative opinions. The positive or negative responses translate into interests and ultimately activities. Importantly, not all opinions produce activities but all activities were preceded by opinions.

Self concept is a consumer’s perception of herself. Self-concept denotes the totality of the individual’s thoughts and feelings having reference to herself as an object (Rosenberg, 1979). It is a collaboration of subjective thoughts and perceptions that she holds. In other words, it is not an objective evaluation. A self-concept is composed of multi-dimensional characteristics (Burns, 1979; Rosenberg, 1979). It includes not only physical attributes, but psychological ones as well. Some attributes that are included are: personality attributes; knowledge of skills, abilities and talents; and occupation. A consumer’s perception is also intertwined with the various roles that she takes on, including family roles, personal roles and professional roles.

Actual self refers to how a person perceives herself, ideal self refers to how a person would like to perceive herself; and social self refers to how a person presents herself to others. Global self-attitude (e.g., self-esteem or self-satisfaction) has been treated as
conscious judgement regarding the relationship of one’s actual self to the ideal or social self (Burns, 1979; Rogers, 1951).

Self-concept refers to how consumers see and feel about themselves; it is the image of themselves that they have shaped and created. In order to reflect the image they have of themselves, consumers buy and use products that support that image.

At times, lifestyle is reflective of self-concepts. Lifestyle refers to the way a consumer lives. It represents the external characteristics that pertain to how a consumer lives, the activities she engages in, her habits and possession and the interests she expresses. In other words, lifestyle represents what she sees as value in her life. This value is reflected in the way that she spends her time and money. Lifestyle is the result of a consumer’s motivations, education, attitudes, behaviours, beliefs and opinions, demographic factors and personality. At the same time, lifestyle also represents a consumer’s income level, marital status, culture, social class and buying power. These different roles all combine to reflect the consumer’s lifestyle. Self-concept is an important determinant of consumer behaviour because it describes how consumers see themselves and how they think other people see them. Consumers define their sense of self at least partially from the products and services they consume. They attempt to support their selfconcepts by using those products that communicate particular personal characteristics to themselves and those around them. For example, selfconcept is the basis for why a consumer wears a certain fashion, purchases particular products and drive specific cars.

Like self-concept, lifestyle determines what products consumers buy, how they use them, and how they feel about them. Consumers purchase products and services to support their lifestyles. In essence, self-concept and lifestyle determine her identity.
But a person’s self-concept can change over a period of time. This change most often happens during an identity crisis or traumatic experience. During this time an individual will often go through a reassessment and develop a new self-concept. When a person’s self-concept changes her lifestyle may also change. That is because a consumer’s lifestyle is reflective of her self-concept; the corresponding consumption pattern change as well.

Women and Jewellery

Jewellery (also spelled as Jewelry or Jewelery) has been used by people as decorative accessories since the dawn of time. The value and uniqueness of a jewel are usually determined according to the raw material it is made from, its rareness and the level of craftsmanship put into it. In ancient times, man created jewelry out of wood, ivory, clams and bones. In later times, the materials used for making jewelry became costlier metals, such as gold, silver and platinum, and also precious stones, like diamonds, and others.

Gold, although not specifically mentioned as an artifact, is also a valued possession according to its significant role in Indian culture (Dempster, 2006). Gold is an artifact because the status it holds in the Indian culture designates membership to that culture (Craig and Douglas, 2006). In that light, the fact that jewelry carries a considerable ceremonial significance in different cultures is not surprising at all.

In India, the demand for gold jewelry is 22% of the global market according to research conducted by the World Gold Council (Dempster, 2006). Additionally, India represents 35% of the net retail investment, including gold coins and gold bars. ‘India is the world’s largest consumer of gold in tonnage terms’. Gold is a formidable part of showcasing the Indian customs and traditions. The culture celebrates many religious festivals and occasions such as weddings when gold is worn as part of the colourful and lavish outfits.
Giving gold as gifts is also very common. Gold creates a personal and durable sense of identity’ (Price et al., 2000).

Above all, quality and value are paramount to women. But keep in mind that value means more than just the cost of the product. A big part of the value equation for a woman also lies in whether the product does what she wants it to or makes her feel the way she wants to feel. Undoubtedly, fine jewelry offers much to inspire both a look good and feel good purchase.

A very important aspect of India in the recent past is the emergence of the New Age woman. Though women in India are predominantly homemakers, this perspective is changing in many places, especially in metros and other cities. The increase in the cost of living has also contributed to the rise in this aspect. This shows the increase of women’s level of education and work participation has lead to their importance in terms of consumption is undeniable and facts suggest they will continue to be more and more important as consumers and buyers. Hence, the researcher has made an attempt to conduct the study about purchase behaviour of women and women are taken as the respondents of the study.

Consumer behaviour is said to be an applied discipline as their decisions are significantly affected by their behaviour or expected actions. An attempt is made by the researcher to segment market by looking at consumer characteristics based on geographic, demographic and psychographic factors.

Demographics of the Jewellery Market deal with the kinds of households that buy jewellery and how do different demographic characteristics impact and influence jewellery buying behaviour and the different demographic segments within the jewelry market.
The primary characteristics of the consumers' buying behavior related to jewelry and why they buy, either for self or for gift, where do they shop for jewelry; their decision of purchase related to their budget for jewellery and the brand influence in the buying behavior; how much do they purchase and how much do they spend on key categories of jewellery.
The psychographic profile of jewellery consumers will reveal their different drives and motivations in purchasing jewelry; it deals with factors which are more or less important in driving jewelry purchasing decisions; It helps jewelry marketers and retailers better understand the hearts and minds of their consumers. Thus psychographic profile and segmentation of the jeweler market will discover "why people buy jewellery”.

**STATEMENT OF THE PROBLEM**

The modern consumer behaviour has developed as a complex system involving interactions of various social and economic factors. Although consumer behaviour was a part of the subject matter of human beings, studies got it’s identity as a separate area of the research study in recent past only. Almost marketing of every product is considered as consumer oriented. The present day marketing is mostly influenced by consumers’ life styles.

Lifestyles vary according to the status of consumers. The rate of social change has a great deal to do with variations in lifestyle. The increase in number of double income families have resulted in completely different lifestyles since 1980 in India which increased the standard of living. It resulted in a large portion of the population’s income spent on wants and desires like cosmetics, textiles and jewellery in addition to basic needs.

Among these products, jewellery plays a major role in the Indian consumers’ lifestyle marketing.

In the past, jewellery was used as a means of payment for goods and services. In our age, jewellery is a luxury product and its significance goes beyond its primary decorative purpose. Jewellery can serve as a symbol of status and social attribution, a means for accumulating possessions, an expression of art-work, etc. The purchase and consumption of
gold by Indians have increased manifold.

Possessing gold is firmly embedded in Indian customs and traditions although little academic attention has been paid to its significance within the consumer culture. Initial interest in this study developed from observing gold-buying activities. It pertains to questions whether Indians have distinctive consumer attitude when buying gold. The study narrowed to the propositions

(1) when women purchase gold, (2) why they buy and (3) how - described by actions and behaviours - they buy.

In India, the main users of gold are women. So, the marketers have to mainly focus on the purchasing behaviour of women which changes from time to time depending on their income and lifestyles. There must be constant and continuous studies on this topic to make gold jewellery marketing successful. Though some researchers have already attempted to study about women and jewellery, still there is a gap in the academic phenomenon. Hence, the present study is conducted on the woman purchasing behaviour relating to jewellery to bridge the gaps in the research and also provide information to the consumers, marketers, academicians and policy makers to evolve effective strategies.
Objectives of the Study

The study is undertaken with the following objectives:

1. To study the consumers’ awareness and need for buying the jewellery.
2. To identify the different sources of information and their effect in motivating the jewellery consumers.
3. To analyse the factors influencing the buying decision of the consumers.
4. To examine the relationship between consumer preference and attributes of jewellery products.
5. To identify the association between demographic variable of consumers and their preference and purchase decision.

Study Area

The survey is conducted among women jewellery consumers in Chennai. Chennai hosts a number of mega jewellers. Chennai, being a metropolitan city, truly represents women jewellery consumers belonging to various strata of the society.

Scope and Limitations of the Study

- The study concentrates on the psychographic factors which influence the purchasing behaviour of women relating to jewellery. The study is conducted in Chennai city because of its heterogeneity characteristic features of people. The study covers gold jewellery only..
- The variables and factors involved in the study are made compact to give more elegance to the research. So, any generalisation of the results obtained in the study may not hold good other than the study area.

RESEARCH METHODOLOGY

This study employs both analytical and descriptive type of methodology. The study is conducted in two stages format, with a preliminary pilot study followed by the main study.
Questionnaire Design

The pre-test enabled the selection of jewellery consumers and their responses are obtained through a well-framed questionnaire. The questionnaire is based on the initial research model and propositions. Primary data are collected through questionnaire survey. The respondents are asked to give their opinion relating to the five major consumer behavioural aspects.

The first part of the questionnaire comprises demographic factors with optional questions. The second part deals with various purchase behaviour of women by rating the questions. The third part consists of statements relating to the buyer behaviour with Likert’s 5 point scale. The statements are named with alphanumeric characters. The fourth part contains statements about situational involvement, opinion leadership and shopping guilt with yes/no questions.

All relevant statements are included to derive responses. The researcher circulated the framed questionnaire among the women jewellery consumers in the purchase outlets and other places. Respondents were selected on the basis of willingness and availability. The filled up questionnaire is collected in the subsequent meeting. Some of the women jewellery consumers preferred the questionnaire to be read out by the enumerator and they indicated their answers. The women were informed that the study was being carried out as a part of the research work, in order to know their views about purchase behaviour.

Pilot Study

A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. The personal interaction with women jewellery consumers in Chennai gave the
output of 5 consumer behavioural factors namely, preference, information search, fashion consciousness, purchase decision, and post purchase behaviour.

These five predominant factors are extracted through ranking process of mean values. The numerical values of the total scores of each factor are arranged in the descending order and five indispensable factors are established. The filled up questionnaires are collected from 60 respondents and Cronbach’s Alpha Criterion is applied to test the reliability. The value determined is 0.897 proving the reliability of the instrument. This also explains that the statements in the questionnaire are understood by the women jewellery consumers at 89.7% level. The quality of the questionnaire is ascertained and the test showed high reliability. The variables considered for the analysis are satisfying the normal probability distribution. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

Non-Response Bias Checks

The non-response bias is checked by both a field and data (Churchill Jr., 1983). As in any survey method, there will be non-response. The initial non-response, from the survey carried out by the researcher was deemed as acceptable as the calculated final response rate was high (94%). The main reason given for non-response was refusal to answer the survey and the lack of time for enumerators to obtain responses. It is worth noting that there is no statistical basis for accepting a response rate. What is important is that the sample is appropriate to the study. This is assessed by the similarity of the respondent’s demographics to the published government statistics regarding women jewellery consumers which indicates that the sample is skewed towards women in the
During pilot survey a total of 11 questionnaires are found to contain item omissions. This is initially coded in as ‘0’ in the first coding in SPSS. There are three methods to deal with item omission. The first is to treat the missing data as a separate category, the second is to conduct a multiple regression to determine the missing values, and the third is to calculate a figure based on the average for that item (Churchill Jr., 1987). The third option is chosen and carried out on all the missing items.

**Reliability Evaluation**

Reliability refers to the similarity of results provided by independent but comparable measures of the same object, trait, or construct (Churchill Jr., 1987). A similar definition, noting the amount of agreement between independent attempts to measure the same theoretical concept, was proposed by Bagozzi (1994). In essence, it is a method that describes the degree to which observations or measures are consistent or stable (Rosenthal and Rosnow, 1991) or accurate and precise (Thorndike, Cunningham, and Hagan 1991). Reliability was assessed based on Cronbach Alpha as presented in Table below:

**Table No.1.1**

**Cronbach Alpha Table**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Items</th>
<th>Range</th>
<th>Factors</th>
<th>Variance</th>
<th>Mean</th>
<th>SD</th>
<th>Alph</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer preference Fashion</td>
<td>7</td>
<td>1-5</td>
<td>2</td>
<td>69.98</td>
<td>3.8</td>
<td>0.9</td>
<td>0.82</td>
</tr>
<tr>
<td>Consciousness</td>
<td>8</td>
<td>1-5</td>
<td>3</td>
<td>61.75</td>
<td>4.1</td>
<td>1.01</td>
<td>0.84</td>
</tr>
<tr>
<td>Information search</td>
<td>6</td>
<td>1-5</td>
<td>2</td>
<td>71.72</td>
<td>3.9</td>
<td>0.8</td>
<td>0.79</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>7</td>
<td>1-5</td>
<td>2</td>
<td>69.91</td>
<td>3.9</td>
<td>1.1</td>
<td>0.91</td>
</tr>
</tbody>
</table>
The Cronbach Alpha reflects both the number of items and their average correlations. Thus, when a Cronbach Alpha value is small, the test is either too short or the items have very little in common and vice versa (Nunnaly and Bernstein, 1991). This method has been recommended by (Churchill Jr., 1979, 1987) and (Nunnally and Bernstein, 1994), and used in numerous other studies (Crook and Booth, 1997).

Other factors that could not be assessed using alpha are determined. Through correlations it is determined that the higher the Cronbach Alpha value, the greater is the internal consistency, and therefore the greater is the reliability of the measure (Bagozzi, 1994).
Validity Evaluation

Validity is synonymous with the accuracy of the measuring instrument. It is defined as the degree to which what is observed or measured, is the same as what was purported to be measured (Rosenthal and Rosnow, 1991). External validity relates to the degree of generalizing ability, and internal validity which relates to the degree of validity of statements made about whether X causes Y (Rosenthal and Rosnow, 1991).

The method used in the thesis has its own inherent external validity issues related to the consumer behavioural aspects of women jewellery consumers and popularity of fashion. Its external validity is limited as it is unlikely that respondents will recommend (by word-of-mouth) or purchase a product of the shops that they have seen before. The highly usable products are more likely to be recommended. However, respondents differ in their perceptions of buyer behaviour mainly relating to the preference and the purchase decision of women jewellery consumers, which is the main issue being investigated.

Determining validity is considered the most important consideration in questionnaire evaluation and involves content-related validity, criterion-related validity and construct-related validity (American Psychological Association, 1985). Construct-related validity refers to the question of what the instrument is, in fact, measuring (Churchill Jr., 1983). It addresses the psychological qualities contributing to the relation between X and Y (Rosenthal and Rosnow, 1991). There is no direct measure of construct-validity, but it can be discovered via the emergence of meaningful factors through factor analysis. In the case of the scales used in this thesis, construct-validity is shown through exploratory or confirmatory factor analysis and the fact is that the scales have been validated in previous research contexts.

Constant-related validity focuses on the adequacy of the domain of the characteristics
captured by the measure and is also known as face validity (Churchill Jr., 1983). It refers to whether the test adequately samples the relevant material it purports to cover (Rosenthal and Rosnow, 1991). One of the best ways to determine face validity is by the researcher defining what the variable is and what is not and then to take a large sample to be measured and refined.

Criterion-related validity refers to the degree to which the test correlates with one or more outcome criteria (Rosenthal and Rosnow, 1991). Criterion-related validity is characterised by prediction of an outside criterion and checking the instrument against some outcome. In the case of this thesis, this can be seen by the expected changes in respondents’ reactions depending on the sensitive buyer behaviour they possess.

**Scale Development**

The thesis employs two different scales in its measurement of the perception of respondents about the buyer behaviour, preference and post purchase behaviour. Each scale has its own range and options. The variety and number of scales are Likert’s five point scale and Bipolar scale (e.g., Yes/ No type).

The questionnaire used comprises both optional type and statements in Likert’s five points scale. The responses of these sections are obtained from the women jewellery consumers in the five point scale, which ranges as follows: 5 - Strongly agree; 4 - Agree; 3 - Neutral; 2 - Disagree; 1 - Strongly disagree.

This is allowed for the standardization of results as well as making it easier for respondents to complete the questionnaire. The author and supervisor discussed the
Likert’s five point scale and decided to assign the numerical value 3 for undecided or neutral. By referring to several approaches in statistics, it is decided to assign 3 to neutral. Undecided had a connotation that, the statements in the questionnaire do not have proximity to the respondents. But neutral implies that they are well acquainted with the statements in the questionnaire but they want to remain equidistant from the two extremities of agreement and disagreement. This would not affect the high Cronbach value (Levin and Rubin, 2001, statistics for management).

**Data Collection**

A total of 600 questionnaires were circulated to the women jewellery consumers by adopting a simple random sampling technique. Out of 600 questionnaires circulated, only 517 questionnaires were returned by the respondents. The researcher contacted the remaining 83 respondents repeatedly but there were no encouraging responses. After scrutinizing the 517 responses, it was found that 17 questionnaires were not completed properly. So, only 500 responses were considered for the research. Hence the exact sample size of the study was 500.

**Secondary Data**

The secondary data were collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, websites, manuals, booklets, etc.

**Data Analysis**

Data analysis is conducted using SPSS V-15. Sample means, standard deviation and N are presented in the analysis chapter for all the variables of the study. The data are
screened in order to obtain the variance between various consumer behavioural aspects. Factor analysis, cluster analysis, one way analysis of variance, Karl Pearson’s co-efficient of correlation, t-test, ranking analysis are discussed here.

**Factor Analysis**

Both exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) are used in this thesis. Factor analysis is a branch of multivariate analysis that is concerned with the sharp internal relationship of a set of variables. The numerous variables used in a multi-item scale such as those utilized in the thesis, can be analyzed to note if those variables could be seen as approximately explaining a single factor (DeGroot et al., 1982). EFA refers to the determination of the number of common factors necessary and sufficient to account for the inter correlations of a given set of variables (De Groot et al., 1982). It is traditionally used to explore the possible underlying structure of a set of items without imposing any structure (Child, 1990).

CFA, on the other hand, is where the number of factors is assumed to be known and the main issue is to fit a postulated pattern of zero and non-zero loading to a given correlation matrix (De Groot et al., 1982). CFA is more of a theory testing, rather than a theory rating method, as it is based on strong theoretical and empirical foundations (Hair Jr. et al., 1998). Data obtained are investigated by an exploratory factor analysis to determine the number of latent constructs underlying the variables. This is then used in the CFA carried out by utilizing the first or second order CFA for the various scales used in the tests.

**Cluster Analysis**

This procedure attempts to identify relatively homogenous groups of cases based on
selected characteristics using an algorithm that can handle large number of cases (Cox, 1999). However, the algorithm requires specifying the number of clusters which allows the researcher to analyse the existence of different perceptions of the respondents. The number of clusters may be derived by trial and error method or by computing the large scale differences among co-efficient obtained from hierarchal clusters. This technique is considered appropriate, whenever the research is concerned with a comparison of mean scores, especially in the case of experimental study, involving manipulations such as in the case of this thesis (Bray and Maxwell, 1988; Jowncend, 2002). The basic assumptions of cluster analysis are, the variables should be quantitative at the interval or ratio level. The distances are computed using simple euclidean distance among the appropriate variables. In the case of this thesis, clusters are formed with respect to the factors obtained through factor analysis.
Analysis of variance (ANOVA)

ANOVA allows the study of a single factor or several factors, but will only measure one variable (Bray and Monwall, 1985; Jowncend, 2002). An ANOVA works by measuring the variance of the population in two different ways; the first is by noting the spread of values within the sample; the second is by the spread out of the sample means. If the samples are from identical populations, these methods will give identical results. The basic assumptions for ANOVA are random sampling independent measurements, normal distribution and equal variance (Jowncend, 2002).

Karl Pearson’s Co-Efficient of Correlation

The Karl Pearson’s co-efficient of correlation measures how variables or rank orders are related. This is useful in a linear relationship among variables. It also develops the linear parametric relationship among any of the factors.

Non-Parametric Chi-square Analysis

Chi-square association test is a non- parametric test useful to establish an association between two categorical variables. The frequency dumping in each cell of the cross tabs allows identification of the association between two types of heterogeneous groups and also the nature of cases in that particular cell. It also exhibits linear by linear relationship, and crammer’s phi-statistics to study the relationship.
t-test

T-tests are used in situations where the research wants to compare two statistics. The basic utility of a t-test is that it produces a straightforward easy to interpret results of significance. In this thesis, two tailed t-tests are used after all other analysis is completed only to note the differences of assumed mean and computed mean directly. The basic assumptions for t-tests are one random sampling, independent measurements, normal distribution and equal variance (Jowncend, 2002). The t-tests are further strengthened by the use of the Bonferroni correction test which uses t-tests to perform pair-wise comparison between group means. It controls overall error rate by setting the error rate for each test, to the experiment-wise error rate divided by the total number of tests. Hence, the observed significance level is adjusted and the multiple comparisons are being made (SPSS In. 2001).

Logistic Regression Analysis

Logistic Regression Analysis is a powerful statistical test to establish the independent variables and bipolar dependent variables. It is also able to predict the presence or absence of the characteristics of individual variables on dependent variables. The outcome of Logistic Regression is based on values of a set of independent predictor variables. It is linear in nature but it is suited to models where dependent variable is dichotomous. The coefficient of Logistic Regression can be used to estimate odds ratios for each of the independent variables in the constructed model. It is applicable to a broad range of research situations than discriminant analysis.

Multivariate General Linear Model

This procedure provides regression analysis coupled with analysis of
variance to handle the situations of multiple dependent variables by one or more factor variables are covariates. These factor variables in General Linear Model divide the population into different groups. It is useful in the context of testing the variance of these two population groups and also to investigate interactions between factors as well as the effects of individual dependent variables.

**Chapterisation**

This study is presented in six chapters. Chapter I deal with the brief introduction about psychographic factors relating to purchase behaviour, statement of the problem, objectives of the study, methodology, limitation of the study and chapter arrangement.

Chapter II reviews the previous literature in the area of study.

Chapter III deals with product profile.

Chapter IV presents the consumer awareness and preference a detailed analysis of primary data and its interpretation using t-test, factor analysis, correlation and logistic regression with respect to the factors determining the purchase of jewellery.
Chapter V elaborates the analytical notions using cluster analysis, ANOVA, Chi square and correspondence analysis regarding the influence of psychographic factors on buying behaviour.

Chapter VI summarises the findings of the research, concluding remarks and suggestions.
REFERENCES


4. Demby, Emanuel, handbook of market segmentation, Art Weinstein, P120


