



A STUDY ON CONSUMER PREFERENCE TOWARDS BRANDED AND NON-BRANDED JEWELLERY IN TIRUPUR CITY

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ABSTRACT Jewellery occupies a pivotal role in the social and economic life of poor and rich. Acquisition of jewellery is considered suspicious and necessary for making family ornaments to get a sense of well-being in our county. Branded jewellery products have created a sort of revolution in the jewellery retailer market. Women are passionate towards jewellery as it represents a symbol of feminist and even social status. Structured Questionnaires was prepared for the purpose of collection of primary data from the respondents. The tools used for data analysis is percentage method, Chi -square and rank analysis. The study finds the perception of consumer is continuously shifted from non-branded to branded jewellery products. This study focuses on consumer's preference towards branded and non-branded jewellery in Tirupur city.

KEYWORDS : Branded jewellery, Gold, Consumer preference, Social status.

INTRODUCTION

Jewellery business is one amongst the fast emerging business in the Indian economy. Jewellery has been preferred by the Indian for its aesthetic and also as an investment functions. Currently there are over 15000 players across the country within the business. There are almost 450000 goldsmith spreads throughout the country. The jewellery business in Asian nation is extremely unorganized having solely fourth or fifth share as organized, so it offers chance to foreign players to enter into the Indian market. McKinsey & Company recently published a report on jewellery business in 2020. The report commonly predicts a "glittering future" for the business, with yearly worldwide sales expected to grow at five to six % per annum up to 2020. The recent studies alerts the current player to update the trends to sustain in the market.

REVIEW OF LITERATURE

Zillah Rahman (2010), in the research study stated that the Consumers' willingness to pay for branded jewellery. A sample of 150 customers was taken for the study in India. It is identified that they evaluate product quality with the price they pay. It also consists of tools for customer promotion. It includes samples, special discount offer, special prize incentives, cash awards, special price concessions, warranties etc. It was concluded that producers and marketers must concentrate on the durability means the amount of use the consumer gets from the product before it physically deteriorates or until a replacement is preferable.

SCOPE OF THE STUDY

The study is conducted to understand the various aspects of consumer buying preference towards branded jewellery and non-branded jewellery. This study will be helpful to gain an insight into customer preferences and satisfaction in buying branded and non-branded jewellery.

STATEMENT OF THE PROBLEM

Gold could be a valuable that has been valued by individuals since history. People use gold for coins, jewellery, ornaments and also for investment purposes. Women are passionate towards jewellery as it represents a symbol of feminist and even social status. Consumers are buying gold jewellery mainly for wedding. Gifting gold is deeply ingrained part of marriage rituals in Indian society. Weddings in nation generate or so 50% of annual gold demand. Today consumers become more conscious about purity of gold, hallmark symbol, correct weight, correct colour, the correct percentage of wastage, and making charges. Even in jewellery, branding exists. Many factors may be influencing the consumers towards branded jewellery. Hence an attempt was made to study the consumer's preference towards branded and non-branded jewellery.

OBJECTIVES OF THE STUDY

- To study the source of awareness of branded and non-branded jewellery.

- To study the factors influencing the purchase of branded and non-branded jewellery.

HYPOTHESIS OF THE STUDY

There is no significant difference between Occupation status and brand of awareness.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem; it is how research is done scientifically, it consists of different steps that are generally adopted by a researcher to review the analysis problem together with logic behind them.

Primary data

Structured Questionnaires was prepared for the purpose of collection of primary data from the respondents.

Secondary data

Secondary data were collected through magazines, newspaper, journals and websites.

Area of the study

The study was conducted in Tirupur city.

Sample size

The sample size is 100 questionnaire collected from the different respondents. Convenient sampling method is used for the study.

Statistical tools

The following statistical tools were used in the study for the purpose of analysis

- Simple Percentage Analysis
- Rank analysis
- Chi-square analysis

LIMITATIONS OF THE STUDY

- Sample size is limited to 100 respondents.
- Due to respondents busy schedules, the interests shown by the respondents have resulted in assembling inaccurate information.

ANALYSIS AND INTERPERTATION

Source of awareness

Table -1: Source of Awareness about branded and Non-branded jewellery

S.No	Source	Branded jewellery	Non-Branded jewellery
a.	Family members	48%	52%
b.	Friends and relatives	37%	63%
c.	Advertisement	56%	44%
d.	Shop Display	63%	37%
e.	Word of mouth	30%	70%

FINDINGS

From the above table it is clear that, 63% respondents aware about branded jewellery through the shop display, 56% respondents aware through advertisement mode, 48% respondents aware through family members, 37% respondents aware through their friends and relatives and remaining 30% respondents aware through word of mouth.

From the above table it is clear that, 70% respondents aware about non-branded jewellery through the word of mouth, 63% respondents aware through their friends and relatives, 52% respondents aware through family members, 44% respondents aware through advertisement mode and 63% respondents aware through the shop display.

Majority of the respondents are aware about branded jewellery through shop display and non-branded jewellery through word of mouth.

Table-2.1: Factors influencing the purchase of branded jewellery

S. No	Factors	Rank											Mean	Rank
		1	2	3	4	5	6	7	8	9	10	11		
1	Brand name	12	4	7	15	8	20	10	13	5	6	0	6.30	V
2	Transparent	13	15	20	4	6	0	5	12	17	3	5	6.82	III
3	Comfort of wearing	21	5	0	11	9	10	4	6	8	14	12	6.00	IX
4	Branches	5	9	10	3	6	7	11	12	13	14	10	5.23	XI
5	Easy availability	17	4	6	7	12	13	15	8	10	3	5	6.29	VI
6	Designs	12	13	16	7	9	4	3	2	5	10	19	6.26	VII
7	Warranty period	8	5	21	11	1	7	10	9	15	13	0	5.81	X
8	Antique value	6	12	20	7	9	11	5	10	1	4	15	6.99	II
9	Trust worthy products	12	11	7	8	9	0	10	20	2	17	4	6.06	VIII
10	Nearness to residence	12	11	20	8	9	1	0	15	17	4	3	6.67	IV
11	Long term relationship	12	11	10	9	20	4	6	13	10	3	2	7.04	I

Source: Primary data

FINDINGS

From the above table it is clear that, factors influencing the purchase of branded jewellery rank I (7.04) is given to long term relationship with the seller, rank II (6.99) is given to antique value, rank III (6.82) is given to transparent, rank IV (6.67) is given to nearness to residence, rank V (6.30) is given to brand name, rank VI (6.29) is given to easy availability, rank VII (6.26) is given to designs, rank VIII (6.06) is given to trust worthy products, rank IX (6.00) is given to comfort of wearing, rank X (5.81) is given to warranty period, and rank XI(5.23) is given to branches for branded jewellery.

Majority of the respondents are given top rank to long term relationship with the seller, followed by antique value and transparent.

Table-2.2: Factors influencing the purchase of non-branded jewellery

S. No	Factors	Rank											Mean	Rank
		1	2	3	4	5	6	7	8	9	10	11		
1	Brand name	11	8	6	5	20	15	1	17	10	4	3	6.39	IV
2	Transparent	6	8	9	5	15	17	10	4	13	7	6	5.99	X
3	Comfort of wearing	12	11	0	6	7	20	13	15	8	3	5	6.19	VII
4	Branches	5	11	12	6	8	9	15	0	19	8	7	5.86	XI
5	Easy availability	10	5	8	9	20	11	15	4	3	6	9	7.91	I
6	Designs	10	5	17	4	9	2	12	22	13	0	6	6.13	VIII
7	Warranty period	8	13	4	15	20	0	10	11	12	6	1	6.57	II
8	Antique value	12	3	16	10	20	4	6	7	8	5	9	6.31	V
9	Trust worthy products	4	5	1	21	13	15	17	10	11	3	0	6.06	IX
10	Nearness to residence	12	20	4	2	7	11	9	14	10	5	6	6.46	III
11	Long term relationship	5	13	10	7	9	11	19	12	0	6	8	6.23	VI

Source: Primary data

FINDINGS

From the above table it is clear that, factors influencing the purchase of branded jewellery rank I (7.04) is given to long term relationship with the seller, rank II (6.99) is given to antique value, rank III (6.82) is given to transparent, rank IV (6.67) is given to nearness to residence, rank V (6.30) is given to brand name, rank VI (6.29) is given to easy availability, rank VII (6.26) is given to designs, rank VIII (6.06) is given to trust worthy products, rank IX (6.00) is given to comfort of wearing, rank X (5.81) is given to warranty period, and rank XI(5.23) is given to branches for branded jewellery.

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Source: Primary data

FINDINGS

From the above table it is clear that, factors influencing the purchase of non-branded jewellery rank I (7.91) is given to easy availability, rank II (6.57) is given to warranty period, rank III (6.46) is given to nearness to residence, rank IV (6.39) is given to brand name, rank V (6.31) is given to antique value, rank VI (6.23) is given to long term relationship with the seller, rank VII (6.19) is given to comfort of wearing, rank VIII (6.13) is given to designs, rank IX (6.06) is given to trust worthy products, rank X (5.99) is given to transparent, and rank XI is given to (5.86) branches for non-branded jewellery.

Majority of the respondents are given top rank to easy availability followed by warranty period and nearness to residence.

Chi-square table-3

Null Hypothesis Ho: There is no significant difference between Occupation status and brand of awareness.

Chi-Square Tests	Value	Df	Asymp.Sig. (2-sided)	Significant/not significant	Hypothesis
Pearson Chi-Square	51.360	24	.001	Highly significant	Null hypothesis rejected

FINDINGS

The above table shows that significant value is less than the table value, so the null hypothesis is rejected. Hence it is found that there is no significant relationship between occupation status and brand awareness.

SUGGESTIONS

Increase in the usage of fashion jewellery was due to increasing purchasing power, media communication, advertisement and fashion have shifted consumers to branded jewellery. Though nowadays light weight weighted gold jewellery comes in eye-catching styles, still additional new varieties are expected by the consumers.

CONCLUSION

The study was conducted on the perception of consumers towards branded and non-branded jewellery products in Tirupur city. The fashionable market is consumer oriented and therefore the consumer

has a way of freedom and selection. The perception of consumer is continuously shifted from non-branded to branded jewellery. Therefore the branded jewellery is facing an uptrend on nowadays, that the firms ought to take these aspects into thought and maintain its values of trust, credibility, believability, sound judgement of the respondents and serve them the simplest of potential.

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