

# Study of Buying Behavior of Women Respondents between Branded & Non-Branded Jewellery in Ganjam District, Odisha

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**Abstract** - Jewellery industry is one of the fastest emergent industries in the Indian economy. History of Indian jewellery is as old as the history of the country itself. Since then, Indian women and jewellery have gone in hand in hand. There cannot be women in India, who does not adore herself with minimum jewellery. In fact, jewellery is considered as security and prestige of women in the country. The attraction for jewellery has been great in India that it is no more a craft than an art.

In this study the research worker seeks to look into different factors that determine the behaviour of women respondents towards branded and non-branded jewellery products with special reference to Ganjam District, Odisha. An effective analysis is also conducted to understand the various factors that have an influence over consumer's behavior towards branded and non-branded jewellery. The objective of the study is to get response on various factors influencing towards jewellery purchase. The primary data was collected through questionnaire from around 350 women respondents mainly from the top jewellery retail stores available within different towns of Ganjam District. Various respondents were not serious in their responses consequently result cannot be generalised. The study helps jewellery retail stores to understand about the buying behaviour of customer towards jewellery.

**Keywords:** *Buying Behaviour, Branded Jewellery, Non Branded Jewellery, Brand awareness, Brand appeal, Branding success, Consumer Behaviour*

## I. INTRODUCTION

From time immemorial women have been embellishing themselves with jewellery. In the ancient jewellery was deemed as a status symbol. High profile people like the king and rulers used to adorn themselves with precious jewellery. The status accorded to jewellery in the ancient times has remained totally unchanged even in the modern time. Jewellery is considered as a must wear for women on special occasions like festivals and wedding ceremonies. Jewellery is famous all over the world. The gem and jewellery industry in India has seen an unprecedented growth during the last couples of years. Nowadays jewellery industry is one of the fastest emergent and foreign exchange earner industry in the Indian economy. Jewellery has been used by the Indian for both its aesthetic as well as investment purposes. Indian market is lavish with varied designs and offerings. Brand management holds the key in the contemporary markets, particularly in Indian markets because Indians are very traditional. Indian Jewellery market is undergoing a gradual change from Traditional to Branded formats.

Branded jewellery has found a position for itself in the tough Indian market. Since the branded jewellery is the new

black in the market, it has fixed its spot over the past few years especially in the hearts of the customers. One of the major reasons branded jewellery has made other kinds of jewellery to stand out is that presently anyone can walk into the stores, window shop and can decide on their own what they would like to prefer. The most important part of branded jewellery is that as branded is equated with quality; you are assured of a good product. The level of satisfaction that the population has for branded jewellery is higher than that for non branded jewellery making branded jewellery more popular.

Non-branded jewellery can be said as- Customer can tailor make jewellery according to their preferences. There is no written lifetime guarantee, and is totally based on consumers trust. There are Minimum efforts put in packaging, finishing, sales & low advertising .It is usually bulky & available only at traditional jewellery outlets. Non-branded jewellery is a traditional business run by family members and handed over to next generation

Consumer behavior in the world differs from the predicted by the economist in the world. The Indian gems & jewellery industry is one of the fastest growing sector in Indian economy. Jewellery consumption behaviour in India

also varies across geographical differences in terms of gold type, diamond quality, jewellery type and key decision makers. The difference in consumption behaviour leads to dominance of local and regional suppliers. While buying jewellery whether branded or non branded, consumer displays different kinds of behaviors towards different kinds of products from small rings to a big necklace. A huge variety in them makes it persuading for the customers resulting in increased buying. While buying an expensive product for jewellery, which satisfies a consumer's self esteem needs, a consumer displays complex buying behaviour. Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased in frequently, and highly self expressive. This buyer will pass through a learning process, first developing belief about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information gathering and evaluation behaviour of high involvement consumer; they need to help buyers learn about the product-class attributes and their relative importance.

At the present day it is more important for branded & non-branded Jewellers to know their consumers buying behavior. By studying consumer buying behavior they provide best of best product, variety, services & knowledge to their customers. To understand market well we have to understand. The study of consumer helps the jewellery companies to improve their marketing strategies by understanding issues such as the psychology of how consumers think about product. Consumers are looking for the best deal on the things that they want to buy and are expecting companies to market products to show why their product should be bought and where that product can be found. In this research paper we discuss the comparison of the consumer buying behavior between the branded & non-branded Jewellery.

## II. LITERATURE REVIEW

The consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Factors influencing purchase behaviour are mainly due to certain internal and external stimuli (Solomon, 2004). It can either be because people want to escape from routine job, enhance quality of life, reward hard work (Danziger, 2004), gain extra feeling of confidence, get memorable experiences, to be more special and unique (Danziger, 2004), to express their personality, as a status symbol, or to fulfil their psychological needs (Nia and Judith, 2000).

Jewellery industry is highly cyclical in nature and that is mostly driven by the increasing wealth. Jewellery can be

defined as credence good. It refers to that the dominant product attributes, such as the level of quality, are hard to estimate even after using it, thus they are taken by trust. Numbers of internal and external factors influence the purchase behaviour of the consumer in this industry

A large extent in consumers purchasing is dependent on their income. The consumers' income as a social class is another internal factor that has to be considered because it indicates the wealth and status hierarchy of a person in their society. Dubois & Duquesne (1993) note that income is seen as a factor that constraints individuals in pleasing their consumption needs. The role of gender towards purchasing luxury brand products is considered important from the prospect that women seem to purchase luxury brand products more often than men, simply because women shop more than men. The luxury market is vastly increasing, and there have been significant changes towards consumer behaviour

Another internal factor, that is motivation, refers to a process that will lead consumers to do something to achieve their satisfaction. Motivation will influence consumers' needs and wants, which vary over situations and time and posed different degree of effects on the consumer (Reid, 2002). It is a complex interaction, in which individual responds to the different types of internal and external stimuli (Jones and Lloyd, 2005; Amar, 2004). In addition to it, perception is another important internal factor since it relates to the person's sense of personal identification and viewpoint (Hackley and Kitchen, 1998). Perception is a process related with how consumers select, organize, and interpret the physical sensory elements such as sight, sounds, and smells. Normally, it is linked with the consumer's feeling toward the thing they want to evaluate (Solomon, 2004).

However, personality influences people's responses to their environment based on their personal perceptual, cognitive, and emotional outlook (Dole and Schroeder, 2001; Lau and Shaffer, 1999). In terms of lifestyle, it is defined as patterns in which people live and spend time and money (Kestic and Piri-Rajh, 2003). It not only reflects different modes of living but also will affect consumers' consumption pattern. Moreover, in social view, personality is learned, rather than inborn and it might interplay between inborn process and environment influence (Lau and Shaffer, 1999). That is, lifestyle is developed to measure behaviour as a function of inherent individual characteristic that have been shaped through the social interaction of psychological and sociological factors and past experience (Kestic and Piri-Rajh, 2003).

In terms of the external factors, as most people are living in groups, group influence becomes a factor that is able to influence the consumer purchase behaviour. This is because people might covet other people's behaviour and wishes to be a part of it (Solomon, 2004). Individuals mostly will

hear other people’s recommendation and get information regarding products. In this situation, group reference is an important intermediate to determine the consumer purchase behaviour (Solomon, 2004).

Moreover, environmental characteristics have also been argued as an important factor influencing consumer-buying decision (O’Cass and Julian, 2003). Time pressure, peer pressures, mood, availability and accessibility, ease or difficulty of obtaining information, and budget influenced consumer purchase behaviour (Anonymous, 2006). Besides that, consumer purchase behaviour caused by environmental factors consisted of specific occasions, usage situations, the way they feel at that time, situational self-image, physical and social surrounding, temporal factors and time (Solomon, 2004).

Finally, the marketing mix is also considered an important external factor. Marketing mix is generally known as the “4Ps” - product, price, promotion, and place (Grönroos, 2007; Kotler and Armstrong, 2004). Normally products can be determined through feature, quality and quantity; and the right balance between these 4P can either make or break a product. For instance, correct pricing strategy can be created by studying the product’s demand and market segment; placing the product in the right location can greatly enhanced its accessibility to customers; while the right type of promotion can ensure that the target audience will be reached to increase awareness, and thus increase the chance of the product being purchased.

### III. OBJECTIVES OF THE STUDY

- To study the Preference for the kind of Jewellery and brand awareness of women respondents towards branded and non-branded jewellery.
- To identify the Reasons for the purchase of the particular brand.
- To study the various factors affecting buying behavior of jewellery.
- To identify the buying motives of respondents while selecting branded and non branded jewellery.

### IV. METHODOLOGY

The study attempts to describe the buying behavior of women respondents towards branded and non – branded jewellery in and around Jewellery shops in Ganjam District. So, the Descriptive research design is to be used in the study to identify the consumer behaviour, preferences, expectations and awareness about the jewellery products. The researcher selected 350 consumers living in Ganjam district using the random sampling method and self prepared Structured Questionnaire is used for data collection. Primary data was collected through well designed questionnaires from the women respondents from jewellery retail stores available within different towns of

Ganjam District. Secondary data was collected from various website, journals, magazines which focused on various aspects of customers’ preference and customer satisfaction on buying of branded and non branded jewellery. As the respondents are large, the scope of my study is limited to total sample of 350 only and I had done study in both branded as well as non-branded jewellery. The collected data were analyzed and clearly interpreted through percentage. The percentage analysis was computed for categorical data. Besides that Statistical tools such as Tabulation and Charts were used for analyzing the data.

### V. ANALYSIS AND INTERPRETATION

To understand market well we have to understand consumer behaviors first. There are some differences between consumer buying behaviors. They are affected by some influencing factor. Some influences factors are denoted as follow.

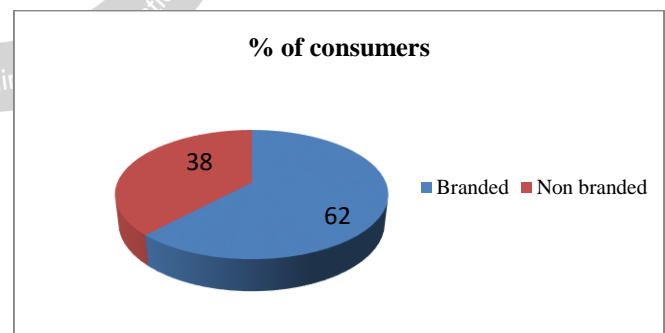
- **Preference for the kind of Jewellery**

Jewellery is one of our fastest growing categories today. Specifically we look at it in two parts: one is branded and the other is non – branded. Both these segments are growing very well. In fact, branded jewellery has been growing well as compared to non branded. Because brand reduces the consumer’s risk of making a wrong purchase and also providing immense satisfaction to respondents.

**Table 1: Preference for the kind of Jewellery**

Types	Respondents	Percentage
Branded	217	62
Non branded	133	38
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)



**Fig. 1: Jewellery of Preference (Branded / None branded)**

As per the above data it can be infer that, when recipients were asked regarding their preference for branded or non branded jewellery, the frequency distribution table and figure showing that 62% of recipients prefer branded jewellery and 38% recipients prefer non branded jewellery. It means the demand of branded jewellery is more in market as compare to non branded jewellery. Consumers worldwide prefer branded jewellery over none branded jewellery.

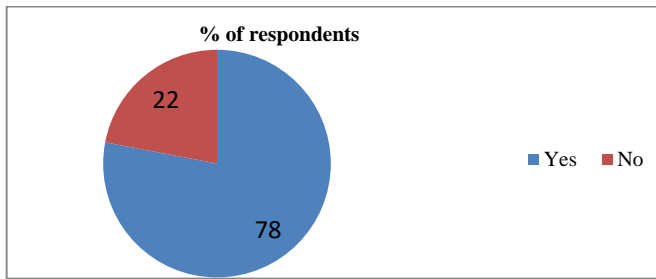
- Awareness about various Jewellery brands available in the market**

Awareness is actually growing to a great extent in today’s scenario. People prefer various kinds of jewellery and would be ready to welcome them if advertisements are introduced to promote them.

**Table 2: Awareness about various Jewellery brands available in the market**

Aware about various brands of jewellery	Respondents	Percentage
Yes	273	78
No	77	22
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)



**Fig. 2: Aware about various brands of jewellery**

According to survey the result show that there is 78% people are aware about jewellery brands and 22% show that they are not much aware. From above information it can be interpreted that most of the respondents are aware of the various jewellery brands.

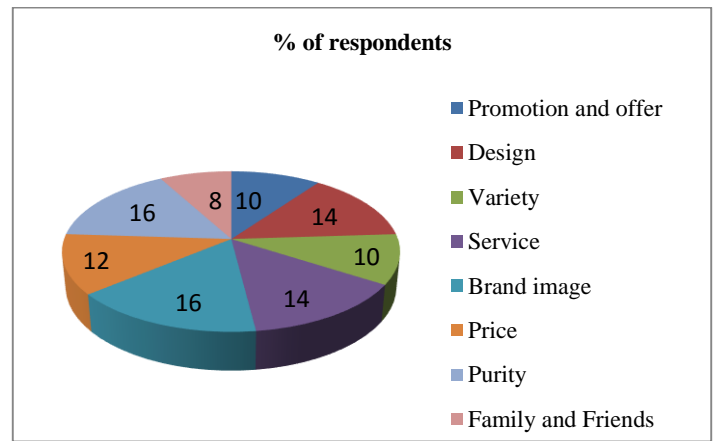
- Reasons for the purchase of the particular brand**

Brand image is a significant factor which influences the consumers buying behavior. So jewellers should maintain their good image in market. Also the level of contentment that the population has for branded jewellery is superior than the non branded jewellery so making branded jewellery is more popular. There are several reasons why consumers prefer for the purchase of a particular type of branded jewellery. Followings are some of the reasons for which consumers prefer to purchase a particular brand.

**Table 3: Reasons for the purchase of the particular brand**

Reasons	Respondents	Percentage
Promotion and offer	35	10
Design	49	14
Variety	35	10
Service	49	14
Brand image	56	16
Price	42	12
Purity	56	16
Family and Friends	28	8
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)



**Fig. 3: Reasons for the purchase of the particular brand**

According to survey the result shows that there are many reasons for the purchase of a particular brand. Maximum 16 percent respondents prefer to buy a particular brand due to the reason for purity and brand image. Since the quality has a direct influence on buying behavior which make them to compare with another. 14 percent respondents want to purchase due to the reason for Design and Service. Due to increase in the usage of fashion jewellery which is in mind - driving designs, respondents are in need of new and trendy designs in branded jewellery too. Similarly, they feel that their thoughts and ideas must be given importance at the time of purchase. 12 percent of the respondents buy for price, 10 percent because of promotion & offer and variety. Respondents are getting satisfied on offer and gift voucher. They are of the opinion that more exchange offers will enhance the sale of jewellery. Only 8 percent are motivated due to family and friends.

- Consumers on the basis of Occasions and Buying Motives**

Celebration of festival by the consumer greatly depends on the religious practices followed by him / her, thus the conception pattern of Indian consumer is based on the values, believes and customers inculcated in each person right from time birth.

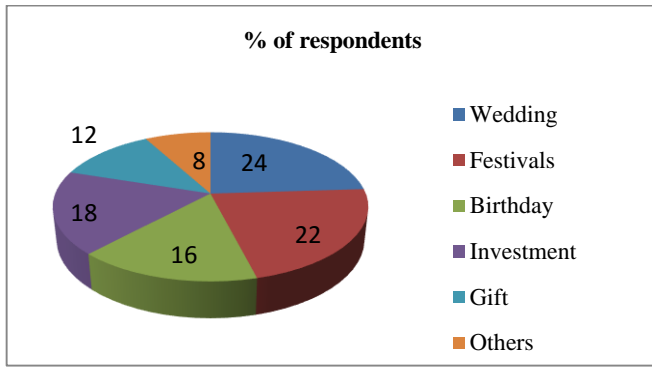
**Table 4: Consumers on the basis of Occasion and Buying Motives**

Occasions	Respondents	Percentage
Wedding	84	24
Festivals	77	22
Birthday	56	16
Investment	63	18
Gift	42	12
Others	28	8
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)

Table 4 displays the data regarding the consumer behaviour related to occasions and their buying motive to buy jewellery. The research has highlighted six different buying motives to different respondent.





**Fig. 4: Occasions and Buying Motives**

As from the above table and figure it can be analyze that the 24% people buy jewellery for wedding, whereas 22% people buy jewellery for festivals and 18% people buy jewellery for the purpose of investment. : People buy luxury goods for future investment because the goods themselves have increasing value. Customers pay attention to future value that can give them return on their investment. Whereas 16% people buy jewellery for birthday and only 12% respondents buys jewellery for gift purpose. Branded jewellerys are given as luxury gifts in order to maintain good relationships with their social groups. Specifically Gold ornaments in gift giving can involve issues of socialization, communication, economic value, social exchange and social connection. Rest 8% respondents' buys jewellery for other reasons. So from the available data it can be interpreted that mostly people buy jewellery for the purpose of wedding and festivals.

**• Consumer on the basis of Income and Buying Motives**

Income level of the people is a factor, which can exert influence in shaping the consumption pattern. Income is the main source of purchasing power. So, buying pattern of people differs with different levels of people differs with different level of income. Personal income represents potential purchasing power that a buyer has. The change in income has a direct relation on buying habits. Following table shows different range of income of respondents which influences buying motives.

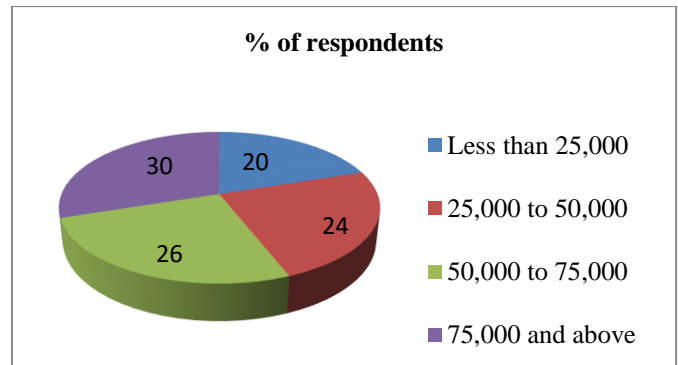
**Table 5: Consumer on the basis of Income and Buying Motives**

Incomes	Respondents	Percentage
Less than 25,000	70	20
25,000 to 50,000	84	24
50,000 to 75,000	91	26
75,000 and above	105	30
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)

Table 5 carries the data on the basis of income of respondent and buying motives. Where the researcher has grouped the income in different categories where upto income of 25,000/- the responses was only 20% of consumer, the income between 25,000/- to 50, 0000/- the response of customer to buy jewellery was 24%, 50,000/- to

75,000/- the response was 26% and the income of the consumer who earns more than 75,000/- shows a response of 30%



**Fig. 5: Income and Buying Motives**

**• Factors Affecting the Buying Decision**

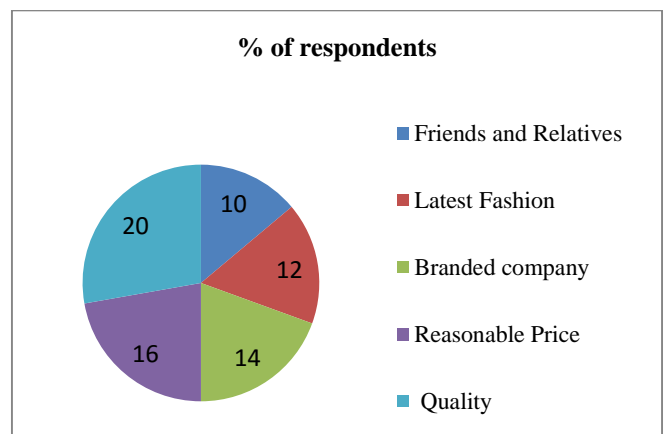
There are several factors which can determine motivation, interest and perception of respondents to make decision. Following table shows some common factors used to predict who purchases jewellery.

**Table 6: Factors affecting buying decision**

Factors	Respondents	Percentage
Friends and Relatives	35	10
Latest Fashion	42	12
Branded company	49	14
Reasonable Price	56	16
Quality	70	20
Variety	63	18
Advertisement	35	10
<b>Total</b>	<b>350</b>	<b>100</b>

(Source: primary data)

The above table reveals that from the influencing factors category, 20% respondents prefer quality whereas, 18% respondents go for variety. 16% respondents prefer due to reasonable price. Price is a main factor for a buyer when selecting a product. Buyers always compare the price of previous purchases with future purchases. 14% respondents prefer due to brand name of the company, 12% respondents prefer latest fashion. Only 10% respondents prefer to buy due to friends & relatives and for advertisement each. Among the influencing factors to purchase jewellery quality is the leading factor.



**Fig. 6: Factors Affecting the Buying Decision**

## VI. CONCLUSION

At the present day it is more important for branded & non-branded Jewellers to know their consumers buying behavior. By studying consumer buying behavior they provide best of best product, variety, services & knowledge to their customers. In this study an in-depth analysis was done for determining the perception and buying behaviour of women respondents towards branded and non-branded jewellery. The behaviors of the consumer are changing and now they started to give preference to branded jewellery over unbranded jewellery. The branded Jewellery players try to change the mindset of the consumer and persuade customers with attractive designs at affordable prices. Today the players of branded Jewelry are spread throughout the country, meeting the demands of the consumers from all parts of the country. Branded Jewelry gives the guarantee of purity and quality and can succeed in reducing consumer anxiety as they feel the need to deal with someone that they trust. The researcher has gained more knowledge and experience in the field of research and it will be even helpful for future researcher performance is a possibility for the further research in the same field.

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