

A STUDY ON CUSTOMERS' PREFERENCE AND
SATISFACTION TOWARDS IMITATION JEWELLERIES
OF SELECTIVE SHOPS IN COIMBATORE CITY

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ABSTRACT

A study on customers' preference enables marketer to predict a customers' preference in the market; it also understanding of the role of that consumption has in the lives of individuals. Customers' research takes place at every phase of the consumption process, before the purchase, during the purchase and after purchase. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It also tries to assess influences on the customers from groups such as family, friends, reference groups, and society in general. What we buy, how we buy, where we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, personality, many other factors that are both internal and external to us.

Keywords: Imitation, Jewellery, Preferences, Income

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Introduction

Jewellery is small decorative items worn for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets. Jewellery may be attached to the body or the clothes, and the term is restricted to durable ornaments, excluding flowers for example. For many centuries metal, often combined with gemstones, has been the normal material for jewellery, but other materials such as shells and other plant materials may be used.

Imitation Jewellery

Imitation jewellery is fashionable jewellery which are mostly used in market for short period. As they are economically at lower prices than other jewellery. Women's/girls usually buy imitation jewellery as per dress or saree they buy. At times there are demands for using plating of gold color or silver color on imitation jewellery. Other than this Gold or Silver is never used in imitation jewellery. Stones which are used in imitation jewellery are of glass, plastic, acrylic or reign.

Significance of the Study

The imitation jewellery occupies an important position in fastest growing industries in the country. Hence the research conducted would help us to

- Understand the consumers' preference while purchasing imitation jewellery.
- How much impact does a retailer has on their purchase decision.
- Does price play an important role in guiding their purchase decision.

Statement of the Problem

Jewellery is a very vast field to study upon because for every culture and religion we have different style of jewellery. In this way it becomes important for the merchants to know the changing preferences of customers. As artificial jewellery is preferred for all occasions, it is viewed that there is still more scope for this business. Consumer buying behavior has changed dramatically in the past few years.

Objectives of The Study

1. To study the extend of awareness towards imitation jewellery.
2. To analyze factors influencing the buying behavior imitation jewellery.

3. To study the level of satisfaction of respondents towards imitation jewellery.

Methodology

The methodology planned in this study is as follows:

Nature of research design

The research design adopted in the study was descriptive design, which is concerned with the descriptive of a group. In descriptive research in such a way that the respondents is able to understand clearly what the researcher wants and provides distinct information to measure the data.

Area of the study

The area of the study is in Coimbatore city.

Period of study

The period of study is December 2014 – March 2015

Sources of data

The study is based on primary data collection. The data has been collected from the users of imitation jewellery. The secondary data was collected from the articles, journals, newspapers and various websites.

Sampling design of the study

The sampling technique in this project is convenient sampling. The sample size comprises of different types of users who are using imitation jewellery. The sample size is restricted to 120 respondents in the present study.

Tools used for analysis

- Percentage analysis
- Chi-square analysis
- Rank analysis

- Karl Pearson's co-efficient of correlation

Limitations of The Study

- The area was wide since it is confined only to Coimbatore city only.
- The study is limited to the sample size 120 respondents only. So this cannot be a "full proof".
- The researcher has collected data by convenient sampling using questionnaire and there is a possibility of certain deviations.

Review Of Literature

- ❖ **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. There was a rise in demand for lightweight jewellery, especially for consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. Jewelers should understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities.
- ❖ **Jain (2012)** in their study "Strategy for Perfect Jewellery Designing" explored that designing of the Jewellery must be according to the customers specification. The articles specified a number of strategies for designing the Jewellery.

Types of imitation jewellery

Antique jewellery

The jewellery which is not in mainstream production and of which the mode of production is no longer popular is known by the name of 'Antique Jewellery.' This kind of jewellery has dull and rough look, combined with an old world-world charm, and this serves as the major USP of such jewellery. It takes you back to your era, by its unfinished and dull looks. The jewellery pieces in antique jewellery usually belong to a particular period of history, when its popularity was at its peak.

Meenakari Jewellery

In Meenakari, the piece of metal on which the work is to be done, is fixed on a lac stick. Designs of flowers, birds, fish etc are engraved on it. This leads to the creation of walls or grooves, to hold color. Enamel dust, of required color, is then poured into the grooves and each color is fired individually. The heat of the furnace melts the color and the colored liquid gets spread equally into the groove. This process is repeated with each color.

Temple Jewellery

Indian jewellery art is at times divided into three kinds - temple jewellery, spiritual jewellery and bridal jewellery. Temple jewellery of India initially used to be described as the jewellery used to adorn the idols of Gods and Goddesses. The statues in India were ornamented with chunky necklaces that were either strung with beads or crafted with intricate filigree. Amongst the other ornaments that adorned statues of deities were large chunky bangles, usually studded with gems. In addition, earrings, nose rings and anklets were also used.

Polki Jewellery

At the time when very little was known about diamonds and imitations, every stone which was set in this technique fell into the category of 'kundan', but eventually, instead of diamonds some artisans started using glass in their products. Rubies, Emeralds, Sapphire and Semi precious stones were already being set in the kundan form of jewellery. To add color to the products, enamel work was done wherever required which made it more appealing and better finished. Gradually, the distinction of a diamond from the glass being used in these products was categorized by another technique called 'Polki'.

Kundan Jewellery

During Mughal period, the art of kundan work reached Rajasthan from Delhi. Later on, craftsmen from the different part of the country migrated to the place and made Rajasthan a hub of Kundankari. Rulers and feudal lords gave patronage to the art and it developed into perfection. Today, Kundankari is known the world over, with Rajasthan serving as its epicenter. Kundankari is basically done on gold and silver jewellery. The beauty of kundan work lies in the precise setting of stones into kundan and the overall look of the ornament.

Ethnic Jewellery

Jewellery from multiple cultures is known as Ethnic Jewellery. It showcases variety of traditions and cultures through different symbols, techniques or materials. As no two areas have the same kind of techniques or artisan used. For example African jewellery is different from that of Asian jewellery. Ethnic jewellery has the peculiarity of making use of materials found in that area. Jewellery making methods also vary from culture to culture.

Analysis and interpretations

a) Percentage analysis

Table-1

Respondents preference towards imitation jewellery

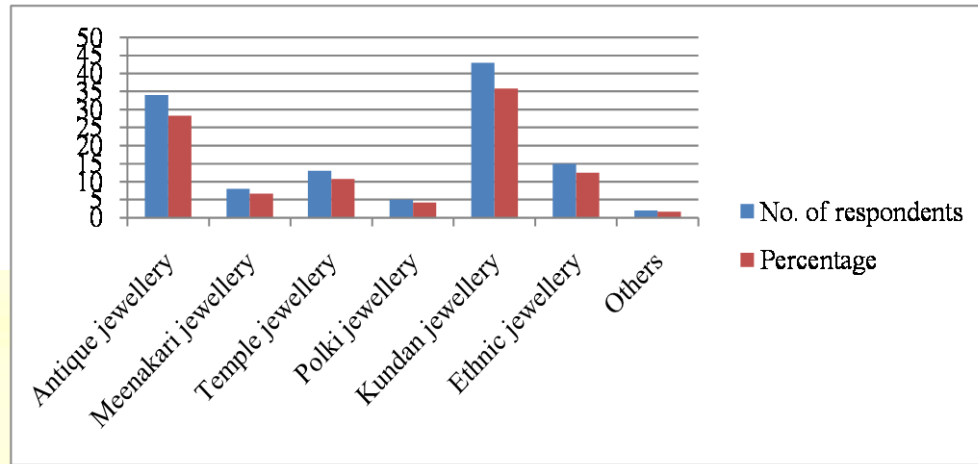
S. No	Preference towards imitation jewellery	No.of respondents	Percentage
1	Antique jewellery	34	28.3%
2	Meenakari jewellery	8	6.7%
3	Temple jewellery	13	10.8%
4	Polki jewellery	5	4.2%
5	Kundan jewellery	43	35.8%
6	Ethnic jewellery	15	12.5%
7	Others	2	1.7%
	Total	120	100

Interpretation:

From the above table out of 120 respondents 35.8% of them choose Kundan jewellery, 28.3% of them choose Antique jewellery, 12.5% of them choose Ethnic jewellery, 10.8% of them choose Temple jewellery, 6.7% of them choose Meenakari jewellery, 4.2% of them choose Polki jewellery, 1.7% of them choose others.

Majority 35.8% of them are preferring Kundan jewellery.

Respondents Preference Towards Imitation Jewellery



b) Chi-Square Analysis

Hypothesis:

There is no significant relationship between the gender of the respondents and the level of satisfaction towards imitation jewellery.

TABLE-2

Gender and level of satisfaction

Gender	Highly satisfied	Satisfied	Average	Dissatisfied	Highly dissatisfied	Total
Male	-	10	16	3	1	30
Female	26	55	8	1	-	90
Total	26	65	24	4	1	120

To find out the association between gender and satisfaction level of the respondents.

Calculated value of chi-square = 40.7

Table value 5% = 4

Calculated value	Degree of freedom	Table Value	Result
40.7	4	9.488	Significant

The calculated value of chi-square at 5% level of significance is higher than the table value hence the hypothesis is rejected. There is a relationship between gender and satisfaction level of imitation jewellery.

c) Rank analysis

Table-3

Rank analysis of preferring a particular shop

Factors	I	II	III	IV	V	Total	Rank
Quality	35 (175)	40 (160)	20 (60)	18 (36)	7 (7)	438	II
Price	52 (260)	30 (120)	12 (36)	14 (28)	12 (12)	456	I
Trendy and fashion jewellery	38 (190)	27 (108)	15 (45)	22 (44)	18 (18)	405	III
Exchange	15 (75)	10 (40)	25 (75)	32 (64)	38 (38)	292	V
Wide range of products under one roof	11 (55)	18 (72)	19 (57)	40 (80)	32 (32)	296	IV

It could be observed from the table that factors towards the “Price” placed as **First Rank** followed by “Quality” placed as **Second Rank**. “Trendy and fashion jewellery”, “Wide range of products under one roof” and “Exchange” occupied **Third, Fourth And Fifth Rank** respectively.

d) Karl pearsons co-efficient of correlation

Table-4

Occupational status and level of satisfaction

Occupational status	Level of satisfaction	$X=x-\bar{x}$	$Y=y-\bar{y}$	X^2	Y^2	XY
Business	Highly satisfied	-14	2	196	4	-28
Profession	Satisfied	3	41	9	1681	123
Employed	Average	14	0	196	0	0
Students	Dissatisfied	19	-20	361	400	-380
Others	Highly dissatisfied	-22	-23	484	529	506
				1246	2614	221

The correlation value between the occupational status of the respondents and level of satisfaction is 0.12. So there exist a perfect correlation between the two factor i.e. occupational status of the respondents and level of satisfaction.

Findings

- Majority of the respondents (35.8%) of them are preferring Kundan jewellery.
- There is no significant relationship between the gender of the respondents and the level of satisfaction towards imitation jewellery
- It could be observed from the table that factors towards the “Price” placed as **First Rank** followed by “Quality” placed as **Second Rank**. “Trendy and fashion jewellery”, “Wide range of products under one roof” and “Exchange” occupied **Third, Fourth And Fifth Rank** respectively.

Suggestions

- As good number of user feels that the quality was low so high quality should be provided in imitation jewellery.
- Different offers can be made to increase the sales.
- The price of the imitation jewellery can be reduced to attract customers.

Conclusion

From the study the researcher has gained knowledge about the consumer preference towards imitation jewellery. The study helped the researcher to know about the market position of the imitation jewellery. Factors like service given the shop or by the jewellery and the display do not have a very big impact on the customers. As stated in the literature review that 'there was a shift in consumer tastes: women were increasingly opting for fashionable and lightweight jewellery instead of traditional jewellery'. The researcher has come to the conclusion that the customers give importance to quality and the price of the imitation jewellery.

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