

Buyer Behaviour of Imitation Jewellery Among College Students in Tirunelveli Municipal Corporation, Tamil Nadu

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Abstract

In this beautiful world everyone wishes to look the best. When we hear the word “Jewel” all women from young to old age love and are crazy about jewellery. Jewellery is One of the important accessories which we find in everyone’s house and it is a form of universal adornment. Women wearing jewellery is a part of our culture and gives a gorgeous feminine look with more confidence and adds beauty. Ancient techniques which was revived and imitation jewellery which came to style. Women are very conscious about the upcoming trends and styles of imitation jewels irrespective of geographical locations. Times are really getting tougher and harder because there is an apparent economic crunch everywhere in the world. In fact, in today’s scenario robbery is taking place everywhere and it is rising due to various reasons and one of the reasons is increase in gold prices. "It is evident that the increase in price of gold has led and induced people to steal” – this is the major cause where their preferences have changed from fine jewellery to inexpensive jewellery. People have become cautious and feel secured wearing imitation jewellery. Abraham Maslow explained the universal needs of man through his Hierarchy theory in 1943. The higher needs of hierarchy states ‘a need for social contact’. In his hierarchy theory we find Self-realisation at the top of the list which emphasis one’s style and personality pertaining to purchase of jewellery. The use of imitation jewellery being preferred by women college students is being delineated in the study. A survey of 86 imitation jewellery users was conducted to collect data for this study.

Keywords: Imitation Jewellery, fashion jewellery, jewelry

1.Introduction

"The word" jewel" comes from the name of Joel, which is the name of one of the Jewish prophets (Yo'el), which means "Yahweh is God". The European spelled word " jewel " is used to describe any piece of precious material (precious stones, precious metals, etc.) used to decorate". Like the early Indian story, the art of jewelry, jewelry and jewelry design has more than 10 trillion years. And these objects (jewels) are used for the decoration of the human body, every day, on another occasion and other purposes. Jewellery has always been an important ornament for Indian women. Its importance in the life of an Indian woman can be judged by the number of jewels she receives on various favourable occasions and by the fact that even the poorest women

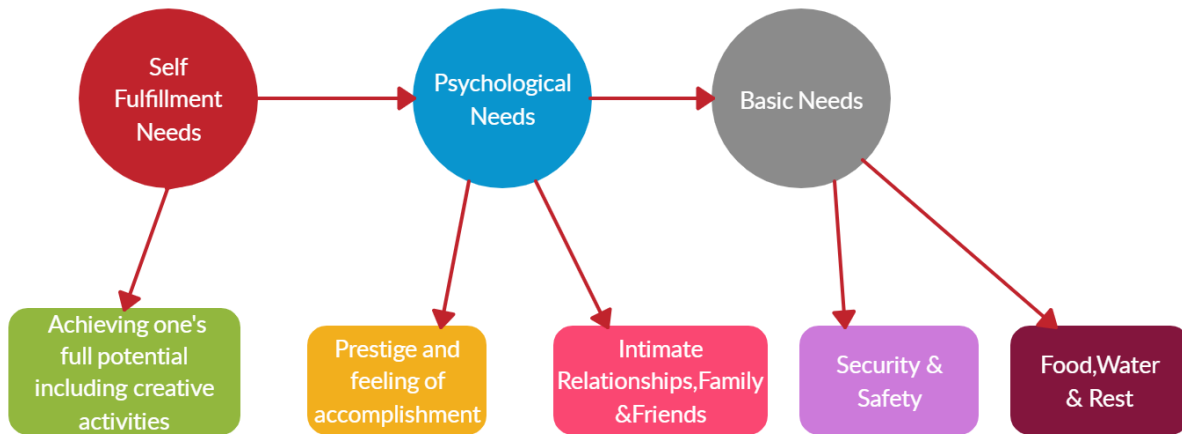
have jewels they can afford. Indian jewels are not just a habitual tradition, but many values are associated with every jewel worn by women.

2.Origin of Jewels:

The first jewels that man has ever worn are lost in the depths of prehistory and it is impossible to find them. Therefore, the research has not yet shown whether the use of jewellery preceded that of clothing or vice versa. The jewels, in their most basic form, have been used since the dawn of man, together with the first known use of clothing and tools. The jewellery they wore was not made as we do today. The ancient peoples wore jewels made of feathers, bones, shells and colored pebbles. These colored pebbles were gems and gems of beauty and durability and turned into ornaments. Diamonds were not popular until they learned to show their splendor, which began in Europe around 1300. Many types of jewellery still manufactured today began as functional objects. The pins came from the paper clips that held the clothes together. Rings and pendants were used for the first seals and signs of identity, rank and authority.

3.Need of jewellery

In 1943, the American psychologist Abraham Maslow praised the "hierarchy of needs" - a pyramid with a faculty base of the Church, of the Garden of Love, of Time and of the Church itself. No, no, it has gone through Maslow's goal, it follows that it meets our most urgent needs. For example, for "love and belonging", jewels may have been used to attract friends to show wealth or be courteous in making gifts. The only positive aspect to the utility - as it was created for the case - to let you know by a certain group. Modern equivalents can be signets, gold rings or even the "best friend" necklace that most of us hang that way.



The "esteem" category reflects the fact that made in the past, the richer you were, the more decorated you were, while showing the paintings of many monarchs. Obviously, jewels are still a form of self-expression.

4.Literature Review

Gomathy et al, (2015) deduced that in India, gold has always been preferred more than just precious metal. It is part of our culture and is inseparable of our belief system. The study concluded that most consumers are women because jewelry is mainly preferred and worn by consumers. Consumers have bought gold jewellery for investment purposes and most of consumers buy gold jewelry because they help them the emergency time.

Dr. Priyanka Gautam et al, (2015) found that when a customer is about to buy jewellery, he takes into account the price, followed by the purity and design. Factors such as the service rendered to the store or the jewellery and the display does not have a great impact on customers. Designer jewellery is purchased by more than 3/4 of the population. So we can say that the population is conscious and I also tried these signs. Brand jewellery players will continue to face many competitions from local jewelers. The level of satisfaction that the population has more brand jewels than brand jewels make the most popular brand jewels. Consumers prefer to buy the brand jewellery on top of unmarked jewellery. This has been shown by our investigations.

According to the general survey of **Hanna Joseph, (2016)** the fantasy jewelry trade in a big city like Thrissur itself is around 20-25 cents a year, with the exception of the surrounding cantons. The large profit margin of around 30-50% attracts many new entrepreneurs in this sector. Potential customers are just women, housewives and unemployed women can easily manage the business. The usual problems of the high-value gold trade, such as the risk of intervention by the statutory and political authorities. they are reduced to a minimum. So from the research factors such as the evolution of fashion trends and the lower risk of burglary fancy jewels play an important role in actual sales of gold jewellery.

A. Joseph Xavier et al, (2016) deduced that the advantages of buying gold jewellery are many. Gold has a resale value and creates gold a big advantage and a high asset value for the buyer. Gold is at the top of the investments list with much value. In the maximum parts of the world, gold holds a very imperative value in many cultures since it is a symbol of success, power and wealth. In India, gold tends to have a religious as well as cultural character importance. This is one of the many reasons why has made gold jewelry a sweet art in India. Based on above, the approach and behavior of customers on gold. The purchase of jewelry at Sivakasi played an important role.

Md. Mahiuddin Sabbir et al, (2017) found that Women wearing jewellery around the world is a common phenomenon. The jewels increase the aesthetics of the woman. In Bangladesh, women also love wearing jewellery. In the past, gold and precious metal jewellery satisfied most requests for women's jewellery. Recently, a large number of women have moved from gold jewellery to fashion items or fancy goods. This article infers that, by choosing fancy jewellery rather than gold or other precious metals, their decisions are significantly influenced by relatively low-cost factors, innovative and elegant design and correspondence. with clothes. This document is meant to be useful for producers and marketing experts to design and promote the use of these ornaments by customers.

J. Glorypersial et al, (2018) focused on customer behaviour in the purchase of brand jewellery and traditional jewellery in Trichy district, where respondents gave a general idea of jewellery preferences and customer satisfaction. The preference always changes according to the moment of need and desires. Jewelers must therefore improve their quality, purity, price and marketing style from time to time.

Kajol Karmoker et al, (2018) identified a number of relevant factors associated with the purchase of gold ornaments. In this research five important factors that influence Khulna consumers in buying gold ornaments has been discovered. The social factors are social status, price, security, sustainability, opportunity, trust, etc. The results of this study have several practical aspects and theoretical contributions. Marketing professionals and regulators can use the results of this study.

Dr. A. Valarmathi, (2019). They must be printed, transmitted, outdoors and other advertising media stimulate market demand. While sometimes advertising in the media alone can successfully win the buyer's acceptance, love, preference or even product request; it is rarely evoked. Average advertising is used appropriately with at least one way of selling, like personal sales or point of sale displays. Even non-commercial companies acknowledged the importance of advertising.

Voloshyna S, et al, (2019) deduced that the jewellery market refers to the types of commodity markets that meet the needs of consumers, which tend to develop with the changing worldview of the Ukrainian population and reflect the constant desire to provide higher quality of life standards. The last step in implementing cutting-edge methods in the analytical research of the jewellery market is the development of recommendations to eliminate the identified gaps. We believe that the jewellery market will provide sustainable growth only through the combination of the efforts of all market players and the achievement of a series of priority tasks.

5. Meaning of Imitation Jewellery:

Artificial and imitation jewellery are two words that have the same meaning still they have slight difference in own quality & quantity. Imitation basic mean connects to fake & Artificial namely as a copy of real jewellery but it is not real. Artificial & imitation jewellery made using inexpensive metal and gemstones. Artificial Jewellery mostly used at traditional wear or everyday wear.

Imitation jewellery are accessories that are made using a variety of artificial materials. It is also called 'fashion jewellery', as this type of jewellery allows people to experiment with styles and trends in a different and in the most cost-effective way. Real jewellery is made out of expensive raw materials where the cost is high and such pieces cannot be purchased at the start of every new season. Experimentation with a wide variety of designs and styles is possible with regard to imitation jewellery. It is one of the most fashionable items in every wardrobe.

6. Why you prefer imitation jewellery ?

6.1 Price: The first and most important advantage of wearing imitation jewellery is its relatively low cost. This type of jewellery is affordable for any budget.

6.2 Safety: Wearing imitation jewellery means that you have a feeling of safety. If you would ever be robbed while wearing the jewellery, you might be sure that you are not standing to lose a considerable amount of money or fortune. Imitation jewelry is inexpensive, so you can easily buy hundreds of them whenever you want. And you could easily dispose of them when they are no longer usable. Burglars and thieves would certainly not be happy if people were to heavily sponsor imitation jewellery.

6.3 Versatility: Jewellery is so versatile that it can be easily worn at any event, at any occasion and at any time. You can have jewellery that matches your clothes. And you can buy as many sets as you can.

6.4 Variety: Incomparable variety of colors, designs, patterns and styles.

6.5 Durable Jewellery is made of copper/brass which is completely covered with high gold polishing to give it longevity and a more durable finish.

Especially in India, the influence of Bollywood & Silver Screen makes the fake jewellery as elegant as other gold or precious jewellery.

7. Objectives of the study

The study has the following objectives

- (i) To study about the buying behaviour and usage of imitation jewels among college students
- (ii) To know which age – group of college students are using imitation jewels.
- (iii) To analyze the type of imitation jewels being used by college students
- (iv) To find out the effects on usage of imitation jewels.
- (v) To analyze and provide suitable suggestions based on the findings of the study.

8.Period of the study

The period of the study ranged from September 2019 to November 2019.

9.Limitations

- Only college students in Tirunelveli municipal corporation using imitation jewels were the main focus of this study
- The primary data used in the study is based on the information supplied by the respondents which is subject to inherent bias.
- Due to time constraints this study was conducted with 86 respondents

10.Methodology

The research design adopted for the study is descriptive and exploratory in nature.

Primary Research: Primary data was collected from women college students through some structured questions using Google form. using google form.

Secondary Data: The secondary data were collected from various e-books, journals, magazines, thesis and websites.

TABLE 1
Demographic Variables

| Sl. No. | Age group | No. of Respondents | Percentage |
|---------|--------------------|--------------------|------------|
| 1 | Below 20 years | 16 | 18.6 |
| 2 | 20 to 30 years | 62 | 72.1 |
| 3 | Above 30 years | 8 | 9.3 |
| Total | | 86 | 100.0 |
| Sl. No. | Marital Status | No. of Respondents | Percentage |
| 1 | Single | 61 | 70.9 |
| 2 | Engaged | 2 | 2.3 |
| 3 | Married | 23 | 26.7 |
| Total | | 86 | 100.0 |
| Sl. No. | Level of Education | No. of Respondents | Percentage |
| 1 | UG | 46 | 53.5 |
| 2 | PG | 24 | 27.9 |

| | | | |
|----------------|----------------------------|---------------------------|-------------------|
| 3 | M.Phil | 12 | 14.0 |
| 4 | Ph.D | 4 | 4.7 |
| Total | | 86 | 100.0 |
| Sl. No. | Monthly Income | No. of Respondents | Percentage |
| 1 | Below Rs.10,000 | 36 | 41.9 |
| 2 | Rs. 10,000 - 20,000 | 22 | 25.6 |
| 3 | Rs. 20,001 - 30,000 | 14 | 16.3 |
| 4 | Rs. 30,001 - 40,000 | 6 | 7.0 |
| 5 | Above Rs.40,000 | 8 | 9.3 |
| Total | | 86 | 100.0 |
| Sl. No. | Name of the Faculty | No. of Respondents | Percentage |
| 1 | Arts and Science | 68 | 79.1 |
| 2 | Engineering | 12 | 14.0 |
| 3 | Professional | 6 | 7.0 |
| Total | | 86 | 100.0 |

11.Hypothesis of the Study

The following hypothesis were framed for the study

| Sl. No. | Income group | Mean | F-test | P-Value |
|--------------|---------------|-------------|--------------|-------------|
| 1 | Low Income | 3.62 | 3.496 | .035 |
| 2 | Middle Income | 2.80 | | |
| 3 | High Income | 4.00 | | |
| Total | | 3.47 | | |

Table 2 : Opinion among different income group people on the Statement that “Imitation Jewels are mostly preferred by Poor People”

The above data has been applied with F-test and null hypothesis has been framed and the results are given in the above-mentioned table.

Ho1: There is significant difference among different income groups of people

The F-test result reveal that in the opinion majority of the low income and high-income group of people say that imitation jewels are preferred by the poor people and middle income group people partially disagree and hesitate to agree to the statement. The F-test results have been rejected since the computed values is less than 0.05 significance level. Therefore, we can conclude that in the opinion majority of the students agree to the statement that imitation jewels are mostly preferred by poor people.

12.Types of imitation jewellery:

12.1 Earrings: Earrings like long earrings, pendants, studs, acorns, crystal earrings, in Kundan, cocktails are prominent and well solicited by women of all ages. Earrings made out of plastic are

of great demand because of their lightness and original prints that make them fashionable. Handmade earrings are in high demand these days.

12.2 Necklaces and necklaces set: In the market there are many varieties of matching necklaces and assorted earrings. The widely known traditional necklaces of these regions are like maharani haar, pearl necklaces and poha haar. The ethnological fashion jewellery in Maharashtra region is the traditional coin necklace. Uptrending models are available in the market with delicate cuts and sizes. Group over 30 years old. Metal, lace and plastic scarves are in great demand and have a good price.

12.3 Bracelets: Artificial gold-plated bracelets, plastic and steel with pendants are a craze for customers. The refined designs adorned with artificial stones, pearls and American diamonds are selling very well throughout the region. The leather bracelets have a robust and fashionable look. It can be worn in any extreme climate or region. Young people fashion has become popular and unique appearance.

12.4 Rings: Rings have been fashionable for years. It is available in different sizes and made out of various metals. The rings are made with beads, fabric, precious stones, etc. Small, delicate, traditional and contemporary designs are required. Party rings or party rings are also very popular due to their appearance, colours and style.

12.5 Kadas: Wearing gold is a luxury that only rich women and men appreciate for the presence of these splendid jewels, their need for an occasion or an event! This marks the prosperity of the wearer and his family. Success and triumph are symbolized only in fashionable kadas made of gold.

12.6 Anklets: Anklets have been worn by women for decades in India, where they are known as ‘payals’. They hold strong importance in the culture which is why they are used during Indian weddings and are paired with saris. They have also been documented in the Egyptian Civilization where women wore them in pre-dynastic times. In the Western popular culture, they are usually made from leather and even come in formal designs. They have tiny little bells that make a pleasant sound when the person walks.

| Sl. No. | Age Group | Total | Chi-square Value | P-value |
|---------|------------------------------|-------|------------------|---------|
| 1 | Denarian (below 20 years) | 2.88 | 3.505 | .743 |
| 2 | Vicenarian (20 – 29 years) | 2.81 | | |
| 3 | Tricenarian (30 to 39 years) | 3.00 | | |
| Total | | 2.84 | | |

Table 3 : Frequency of Buying Imitation Jewels

We can infer from the above that all age group of college students are buying imitation jewels and their respective mean scores are 2.88,2.81 and 3.00. In order to know the association between age group and frequency of buying imitation jewels Chi-square test has been applied and the following hypothesis has been framed.

Ho2 : There is no association between the age of the college students and the frequency of buying imitation jewels.

The above analysis reveals that the framed hypothesis has been accepted and it confirms that there is no association between age and the frequency of buying imitation jewels.

13. An Overview of Imitation Jewellery Market in India

The jewellery market is dominated by marvelous designs in gold as well as imitation jewellery market. Taking into account the traditional and contemporary needs of women, a wide variety of products and designs are available. Jewels are made with semi-precious stones which is easy and comfortable to wear. From old fashioned to modern designs, from all over the world different models have been streamed in the markets. Customary artificial jewels are prominent by Indian manufacturers and modern designs are influenced by Chinese producers. Women are always attracted towards new and innovative designs where sales of modern creation of designs are always higher than accustomed old fashion jewellery. The latest trend is the famous necklaces in the 90s. These items are available from Rs 10, which facilitates sales in various parts of India. Use quilling paper, feathers, woods have made the segment of artificial jewels competitive segment for Indian producers. The Indian manufacturers are much worried about the low-cost Chinese imported products. The practice of innovating and improving the motive of the product have been begun by Indian producers. Raw materials from China is also being imported. The market as a whole is simply incomparable because you can find so many varieties in each segment.

Traditional artificial jewels are well known to Indian producers and contemporary design is dominated by Chinese producers. New and innovative designs have always attracted women and, as a result, sales of contemporary creations are always higher than traditional jewelry. The latest trend is the famous necklaces of the 90s.

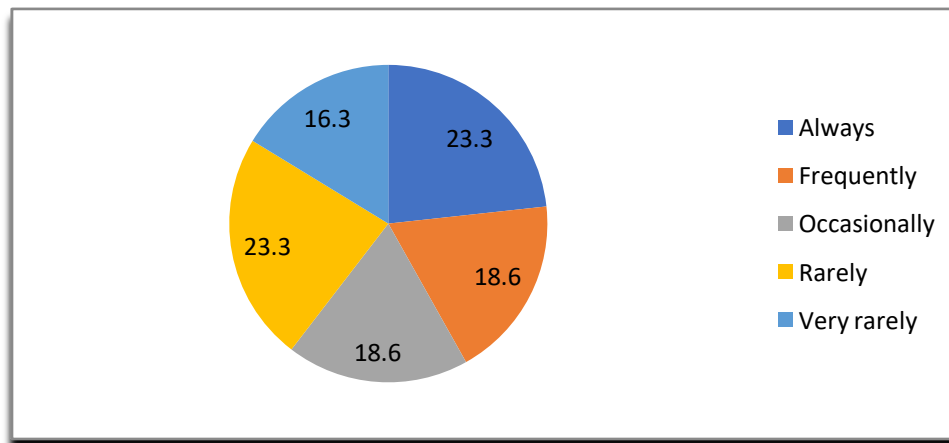


Chart 1.1
Frequency of Using Imitation Jewels by Respondents

14. Findings

From the above findings it is clear that in Tirunelveli Municipal Corporation most of the college students are single and they are in the age group between 20 – 30 years. The respondents are pursuing UG who are using imitation earrings regularly. They purchase imitation jewels once a year and spend below Rs. 500. Students purchase imitation jewels from online stores like Amazon and they also buy from local stores in Tirunelveli Municipal Corporation wherever the style and design is good. They mostly buy jewels for themselves matching according to their tastes and preferences depending upon the costume they wear. The college students are attracted and have a craze towards imitation jewels embedded with stones which gives a rich look. Most of the students have stated that they are non-allergic in wearing imitation jewels and most of the students have accepted to the statement that the imitation jewels is only meant for the poor people.

15. Suggestions

- Remove the imitation jewel while doing your daily chores as colour might change which leads to short life span for the jewels.
- The jewel which is used should be cleaned and dried using a soft cotton cloth which provides a long life.
- Do not use chemicals to clean the imitation jewels.
- Imitation jewels should be stored in individual velvet lined jewellery box or wrapped in a cover or can be kept in purses with zip to avoid getting tangled with each other.
- Should keep away from perfumes and hairspray

16. Conclusion

From the results obtained in this study one can conclude that most of the respondents make use of imitation jewels on a daily basis. Women college students who wear imitation jewels are very much influenced by the design and style and low cost when compared to real gold jewellery. The demand for imitation jewellery has gone up in these few years and college students prefer a range of trendy ornaments which gives a spark look to the attire they wear.

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Questionnaire

BUYER BEHAVIOUR ON IMITATION JEWELS AMONG COLLEGE STUDENTS

" This questionnaire is collected for the Mini Project by a Ph.D Scholar and it is applicable for Women students who use Imitation Jewel now or in the past regularly or occasionally "

* Required

1. **Name**
2. **Age group ***
 Below 20 yrs 20 - 30 yrs Above 30 yrs
3. **Name of the college ***
4. **Marital Status ***
 Single Engaged Married
5. **Level of Education ***
 Graduate Post-Graduate M.Phil Ph.d
6. **Monthly income ***
 Below Rs.10000 Rs.10001 - Rs.20000 Rs.20001 - Rs.30000
 Rs.30001 - Rs.40000 Above Rs.40000
7. **Which faculty /department you belong ? ***
8. **What type of college your studying in ? ***
 Aided Unaided
9. **How often you use imitation jewels ? ***
 Always Frequently Occasionally Rarely Very Rarely
10. **What type of imitation jewels do you use ? ***
 Earrings Bangles Rings Necklace Harams
 Bracelets Chains Kadas Anklets
11. **What metal do you prefer while purchasing imitation jewels? ***
 Gold metal Silver metal Black metal White metal
12. **How frequently you purchase imitation jewels for yourself or as a gift for a friend or family ? ***
 Once a month More than once a month Once every 6 months
 Once a year
13. **How much you spend on imitation jewels ? ***
 Below Rs.500 Rs.500 - Rs. 1000 Rs.1000 - Rs.2000 Above 2000
14. **The most important criterion when considering a jewellery purchase ***

- Style / Design Price Brand
- 15. **Where do you prefer to purchase imitation jewels ? ***
 Retail store Online Street Vendors
- 16. **If you purchase through online, from which online store you prefer to purchase ? ***
 Amazon Flipkart Snapdeal Others _____
- 17. **Which retail store you purchase ?**
- 18. **How would prefer to acquire imitation jewels ? ***
 Choose by myself When someone gives me as a gift
- 19. **Do you buy gem-stone embedded imitation jewels ? ***
 Yes No
- 20. **What type of imitation jewels you prefer to buy ? ***
 Stone studded Beads Gem-stones Terracota Antique
- 21. **Are you allergic to wearing imitation jewels ? ***
 Yes No
- 22. **If Yes, please mention**
- 23. **Do you agree or not whether only poor people are forced to buy imitation jewels ? ***
 Strongly Agree Agree Neutral Disagree Strongly disagree