



FACTORS INFLUENCING CONSUMERS' INTENTION TOWARDS PURCHASING IMITATION JEWELRY

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ABSTRACT

This study was conducted to analyze the popularity of Imitation jewelry and how satisfied people are with its price, variety, quality, and convenience. With this in mind, some objectives were established, and the study was conducted in a way that supported the objectives. Since a questionnaire is the most convenient method for both the experimenter and the respondent, it is used to gather data. It is a jewelry line designed for aspirational, independent Indian women. The investigation was limited to Erode City. The Fluctuating Gold Prices have never lost the luster of gold; it has definitely made the alternatives for gold jewelry very popular. The desire for wearing jewelry is rising day by day giving a major push for the demand for Imitation Jewelry. According to the survey, Imitation jewelry was preferred by the majority of women. Imitation jewelry is primarily bought from malls and is a lifestyle item that is used for casual and wedding occasions. Women assert that the reason why Imitation jewelry has become more popular instead of gold is that it is more readily available and more reasonably priced. Additionally, their income does influence what they buy in terms of this jewelry. Hence the manufacturer has to introduce imitation jewelry to satisfy the need of consumers at all level of income. It is imperative for manufacturers to monitor quality and ensure that delivery schedules are adhered to. Imitation jewelry is the most desired item on anyone's shopping list because of its exquisite designs. All of this helps to create new and enhanced exquisite works of art in imitation jewelry and keeps the fires burning in the imitation jewelry industry.

Keywords: Imitation Jewelry, Variety, Quality, Price, Income, .

1. INTRODUCTION

Jewelry is one of the most ancient and enduring forms of personal expression and ornamentation. Necklaces, rings, earrings, and bracelets are some of the most common types of jewelry. Jewelry made from precious metals and gemstones falls within the personal luxury goods but fashion jewelry or imitation jewelry is typically made from inexpensive materials. The imitation jewelry effect resembles the precious metal like gold ,diamond, silver and platinum jewelry and people often call such imitation jewelry as fashion jewelry. Imitation jewelry has been made of cut and uncut stones, plastic beads, cast iron, brass, nickel and other attractive materials .Globally, demand for imitation jewelry is increasing due to increasing cost of buying gemstones, diamonds, and solid gold and consumers are purchasing imitation jewelry to strike a balance between looking fashionable and maintaining budgets. But, increasing prices of raw materials, the shortage of skilled craftsmen and strict regulations are the major threats for this industry. China and India is the major manufacturer of imitation jewelry. Women like to wear fashion jewelry in different occasions including marriage ceremony, birthday party, Eid occasions and Christmas etc. Because it is comfortable, available, low cost and safe. Moreover, demand for imitation jewelry is increasing among married and unmarried women due to the changing perception and buying behavior of female consumers in urban areas. About 90-95% of all beautiful colored, gold plated, stone-embellished jewelry are made locally.

The growing fashion consciousness among teens and cost effective fashionable jewelry is likely to boost the overall market in the coming years. Gold users are gradually falling due to the rise in gold price and easy availability of cheaper gold-plated imitation jewelry and stone-made ornaments. The imitation jewelry industry is growing a lot because the number of people using artificial jewelry is further than the people who use real precious jewelry. People use it because they want to look trendy and also they suppose that by having the rearmost jewelry people will have good print on them. Imitation jewelry has also come popular because the designs of jewelry that are used by the notorious musicians and actors are veritably expensive and utmost of the people cannot go them so they use the imitation jewelry in the same designs which look veritably original. This is a main cause for which the mock jewelry has turn out to be so wide. Teenagers are using the artificial jewelry a lot because they're veritably impressed by the notorious people and they spend a lot of plutocrat on buying different styles of jewelry.

1.1 STATEMENT OF THE PROBLEM

The global financial crisis has caused a surge in crime and theft. However, the desire to be fashionable has increased the demand for jewelry, particularly among fashion-conscious individuals. Wearing jewelry on crucial occasions, however, might be harmful due to the prevalence of fake jewelry. But how secure and safe when decide to wear jewelries during important occasions. There surely is an imitation jewelry that would suit customer taste. Imitation jewelry is so versatile that is can be easily worn at any event or occasion and at anytime. One can have jewelry matching with their dresses. And customer can buy as many sets as they can. So customer expects varieties in design, material, reasonable price and new trends etc.

1.2 OBJECTIVES OF THE STUDY

1. To analyses the consumer fulfillment towards imitation jewelry.
2. To study the attentiveness among the consumer of imitation jewelry.
3. To recognize the factors inducing the purchase of imitation jewelry.

1.3 SIGNIFICANCE OF THE STUDY

- A customer satisfaction research can be benefited for imitation jewelry marketers, including producers, wholesalers,retailers, and consumers.
- Customers can experience fresh designs and increased enjoyment with replica jewelry.
- The study enables marketers to understand the client expectations and customize their offerings accordingly.

1.4 SCOPE OF THE STUDY

There are many variants of imitation jewelry in the market today. German silver ornaments, gold covered items, gold plated ornaments in copper or silver or alloy metals of various combination, light weight articles of fiber or synthetic origin, paper made jewelry, antique imitation jewelry etc. are a few of them. A few of these carry guarantee of color and coating varying from one to five years depending on the prices. An average Indian woman is attracted by not only the glitter and finish of these articles, but the competitive prices also.

2. REVIEW OF LITERATURE

GUPTA, M. (2009) “Create a range of artificial jewelry by the use of textile material” student of M.Sc. textile designing, did a study on designing artificial jewelry utilized at low raw material like fabric, buckram, embroidery in combination with salma, dabka, beads sequences. Jewelry designs were inspired from traditional designs of Rajasthan jewelry.

BHATNAGAR, K. (2011) “Adaptation of rajasthani jewelry designs for leather jewelry” conducted a study on Rajasthani jewelry designs; designs were adapted for 14 leather jewelry to create the variations with the help of leather fabric and bead work. To putthe realistic look in jewelry, bead work is used. Consumer preferences were found excellent to very good.

BHATTI, M. (2012) “Innovation in coin jewelry fashioned with enameling and semiprecious stories”, did a study for the Innovation in coin jewelry fashioned with enameling and semiprecious stories, worked on traditional jewelry of different areas like Himachal Pradesh, Andhra Pradesh, Rajasthan, Gujarat, Madras, Orissa, Maharashtra etc. to give a new look to the jewelry

CBI (2015) Imitation jewelry has been made of cut and uncut stones, plastic, cast, iron, brass, nickel and other attractive materials. It is an accessory used to highlight one's personality, style and ensemble.

KUMARI & ANITHA (2016) Jewelry is a type of accessory that includes necklaces, rings, bracelets, watches, and earrings, etc.

Jewelry is being designed for men, women, and children and can be made from a variety of different categories.

3. METHODOLOGY OF THE STUDY

3.1 Sampling Plan: All women using imitation jewelry in Erode have been considered as the part of population whereas individual woman using imitation jewelry has been considered as samples to conduct this study. No well-structured sampling frame was available to track down the samples. Judgmental sampling technique has been administered to collect research data from 150 users of imitation jewelry to conduct this study. Judgmental sampling technique has been undertaken since it is believed to be a good method of picking up samples that are more representatives of the population of interest and samples are easy to locate.

3.2 Data Collection Method: This research has been conducted based on both primary and secondary data. Primary data have been collected from targeted samples of erode area through structured questionnaire survey. Skilled consumer- survey interviewers were used to conduct the survey. The respondents were interviewed face-to-face outside the shopping malls and also in their convenient locations. Secondary data have been collected from sources like Articles, Journals, Magazines, Brochures, Newspapers and other Web sources.

3.3 Research Design: The study is descriptive in nature and is administered to find out what influences Erode women's preference of using imitation jewelries. Quantitative data have been collected through questionnaire survey to conduct this study.

4. LIMITATIONS OF THE STUDY

- There is lack of awareness among people about the terms of Imitation Jewelry.
- The present study is based upon the results of survey conducted in Erode City. So the results may not be applicable to other geographical areas.
- As the sample size is set to 150 respondents, thus it will not be able to find accurate and satisfactory result of actual market of about imitation Jewelry.
- Respondents were not responding due to their busy schedules.

5. IMITATION JEWELRY

Imitation jewelry has become a necessary component of trendy accessories. It is classified as a self-contained industry. The majority of counterfeit jewelry makers are based in India and China. Imports, exports, globalization, trade rules, and other factors all have a role in the imitation jewelry sector.

Wholesalers buy fake jewelry in bulk from producers and export it to wholesale distributors and suppliers, who then sell to retailers directly. Trade shows play an important role in networking, like wholesalers and suppliers. Trade exhibitions bring together wholesalers,

suppliers, and retailers from around the world, playing an important role in the imitation jewelry industry.

5.1 BENIFITS OF IMITATION JEWELRY

- ❖ Usually, imitation ornaments are much cheaper than gold goods.
- ❖ The price of fancy ornaments ranges from 1/10th to 1/5th that of gold objects, depending on their substance and skill.
- ❖ They are Lighter weight makes it much easier to wear or remove.
- ❖ These jewelry items offer limitless customization possibilities.
- ❖ New alloys and synthetic materials, including as carbon, fiber, and thermoplastics, are constantly being introduced to the market.
- ❖ Imported exotic decorations, artificial pearls, and diamonds made of next generation metals and alloys from nations such as China are flooding the market.
- ❖ Shopkeepers enjoy introducing new trendy goods to their consumers on a daily basis.

6. DATA ANALYSIS AND INTERPRETATION

After conducting the survey through structured questionnaire, following data has been collected and analyzed.

6.1 DEMOGRAPHIC PROFILE

The data gathered regarding the demographic profile of the respondents in Erode District constituted such as Age,gender, Occupation, and Marital status.

Table – 1 Demographic profile of the respondents

S.No	Factor	Variables	Respondents	Percentage
1	Gender	Male	2	15.3
		Female	12	84.6
		Total	15	100.0
2	Age	15 to 25	10	6
		25 to 35	3	26.0
		35 to 45		6.0
		above 45		
		Total	15	100.0
3	Occupation	Student	8	54.6
		self employed	3	22.6
		office goer's	1	10.6
		Others	1	12.0
		Total	15	100.0
4	Maritalstatus	Single	9	6
		Married	5	36.6
		Divorced		
		Widow		1.3
		Total	15	100.0

Source: Primary Data

Interpretation

Table -1 states that the demographic profile of respondents considered for this study. Majority of the respondents are female 127 (84.67 percent) and majority of the respondents 102 (68 percent) were aged between 15yrs- 25yrs. As a result, 82 (54.67 percent) of respondents are students, and 93 (62 per cent) respondents are single.

6.2 FACTORS CONSIDERING PURCHASE OF IMITATION JEWELRY

Table – 2 Factors considering while purchasing imitation jewelry

S.No	Factor	Variables	Respondents	Percentage
1	factors considering time of purchase of imitation jewelry	Design	6	4
		Price	4	30.6
		Variety	3	2
		Display		3.3
		Others		
		Total		15
2	which type of imitation jewelry purchase	Kundhan work	4	3
		Silver stone work	6	4
		Ruby stone work	2	1
		Others	1	1
		Total		15
3	what jewelry items preferred	Rings	4	3
		Bangles	3	2
		Earrings	3	20.6
		Necklace	3	20.6
		Others		2.6
		Total		15

Source: Primary Data

Table – 2 reveals that the factors influenced while purchase of imitation jewelry. The majority of the respondents 63 (42 percent) are consider price on the time of purchase of imitation jewelry. The majority of the respondents 60 (40 percent) are consider the silver stone work type of imitation jewelry. The majority of the respondents 48 (32 percent) are purchase the rings type of imitation jewelry.

6.3 RELATIONSHIP BETWEEN THE AGE OF THE RESPONDENTS AND FACTORS CONSIDERING PURCHASE OF IMITATION JEWELRY

(Chi-Square Analysis)

Null Hypothesis (Ho) = There is no significant difference between the age of the respondents and factors considering purchase of imitation jewelry.

Table – 3 Age and Factors considering purchase of imitation jewelry

Age of the respondents	Factors considering purchase of imitation jewelry					
	Design	Price	Variety	Display	Others	Total
15 to 25	4	3	1			10
25 – 35	1	1	1			3
35 – 45						
Total	6	4	3			15

Source: Primary Data

Table – 4 Statistical Test

Degrees of freedom	Chi-Square Table Value	Calculated Value	Result
8	15.507	13.853	Accepted

Source: Primary Data

Interpretation

Table 4 states that at 5% level of significance the chi-square value (15.507) is not significant. The calculated value is less than the table value. Hence the null hypothesis was accepted.

Therefore relationship between age of the respondents and factors considering purchase of imitation jewelry are independent.

6.4 RELATIONSHIP BETWEEN THE GENDER OF THE RESPONDENTS AND PLACE OF PURCHASE OF IMITATION JEWELRY

(Chi-Square Analysis)

Null Hypothesis (Ho) = There is no significant difference between the Gender of the respondents and place of purchase of imitation jewelry.

Table – 5 Gender and Place of purchase of imitation jewelry

Gender of the respondents	Place of purchase of imitation jewelry				Total
	Nearby shop	Personal selling	wholesalers	Online	
Male	1	0	0	0	2
Female	6	3	1	1	12
Total	7	4	2	1	15

Source: Primary Data

Table – 6 Statistical Test

Degrees of freedom	Chi-Square Table Value	Calculated Value	Result
3	7.815	1.17	Accepted

Source: Primary Data

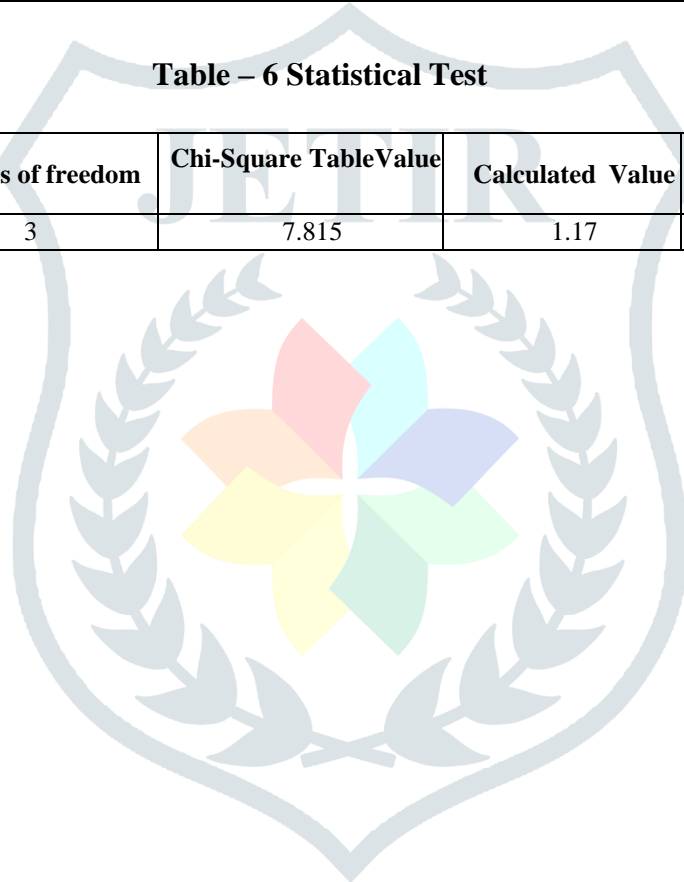


Table 4 states that at 5% level of significance the chi-square value (7.185) is not significant. The calculated value is less than the table value. Hence the null hypothesis was accepted.

Therefore relationship between gender of the respondents and Place of purchase of imitation jewelry are independent.

7. FINDINGS

- Majority 84.67 % of the respondents are female.
- Majority 68% of the respondents age group between 15 to 25.
- Majority 62% of the respondents marital status is single.
- Majority 54.67% of the respondents are students.
- Majority 32% of the respondents preferred imitation jewelry is Rings.
- Majority 43.33% of the respondents purchase the imitation jewelry for the purpose of festival.
- Majority 68% of the respondents source of finance for purchase the imitation jewelry is cash.
- Majority 29.33% of the respondents frequently purchase the jewelry in monthly.
- Majority 42% of the respondents factor for considering the purchase of imitation jewelry is design.
- Majority 35.33% of the respondents mode of purchase is retail store.
- Majority 42.67% of the respondents doing price comparison in sometimes.
- Majority 40% of the respondents purchase silver stone type of imitation jewelry.
- Majority 44.67% of the respondents cost spent for imitation jewelry is Rs.1,000 to Rs. 3,000.
- Majority 45.33 % of the respondents often for wear the imitation jewelry only for special occasion.
- Majority 40% of the respondents compare the design and price in sometimes.
- Majority 48.67% of the respondents place of purchase is nearby shop.
- Majority 41.33% of the respondents consideration for choosing particular shop is friends.
- Majority 40% of the respondents opinion towards maintenance of imitation jewelry is easy.
- Majority 38% of the respondents period of warranty is above one year.
- Majority 41.83% of the respondents problem faced for purchase imitation jewelry is color fading.
- Majority 37.33% of the respondents features of imitation jewelry is safety.

7.1 SUGGESTIONS

To appeal to all age groups, the company should prioritize persuasive advertising that highlights the unique features and benefits of their products, particularly in the areas of necklaces, bangles, and bracelets where only a few customers have purchased them. Steps should be taken to attract more male clients. Imitation jewelry makers used to focus solely on women's jewelry, but with the growing popularity of men's accessories, the market has expanded. In Erode, there is no awareness of men's fashion jewelry. Raising awareness through advertising will result in more male customers in the future.

7.2 CONCLUSION

According to the study, the majority of women surveyed favored purchasing counterfeit jewelry since it is less expensive and comes in a wide range of styles. It was also discovered that women's economic levels influenced their willingness to buy fake jewelry. The highlighted criteria are thought to positively impact client purchase intentions for imitation jewelry. Respondents believe that an individualistic society influences their preferences for imitation jewelry and the products they use. Imitation jewelry currently offers a diverse range of products to help individuals express themselves. Additionally, promotions are necessary to retain current clients and attract new ones.

They primarily buy it for weddings and casual wear and prefer to do it at malls. Earrings, bangles, and rings are the most popular jewelry items sold. Women argue that the trend to counterfeit jewelry is primarily due to its low cost and wide availability. It can also be stated that women prefer to give jewelry to their loved ones. Finally, we may conclude that the purchase of fake jewelry is determined by their income. To cater to clients of different income levels, manufacturers must offer replica jewelry. Manufacturers should keep an eye on quality and ensure that Delivery timetables are maintained. Imitation jewelry is highly sought after because to its stunning designs, high-quality materials, and affordable price. This fuels the imitation jewelry business and contributes to the creation of new and improved artistic pieces.

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