



# “Consumer Perception towards the purchase of Real Jewellery Online v/s Offline”

**Author: Dr. Priti Desai**

Assistant Professor

**Author: Ansh Vanpariya**

Grade 12 fountainhead School

**Abstract:** The Gem and Jewellery sector is one of the fastest growing sectors, and it is extremely export oriented and labour-intensive industry. Offline shopping (Traditional shopping) refers to purchasing the product from physical stores, shops, as well as local sellers. whereas Online shopping (Internet shopping) refers to the buying products or services through any web site or App of company through internet. Consumer perception is the actions and decision processes of people who purchase goods and services for personal use. The present study aims to identify the perception and related factors while consuming real jewellery online v/s offline. Single cross sectional descriptive research design has been used with the help of secondary data and primary data using survey methods. Structured questionnaire has been used as research instrument. Non probability convenience sampling has been used to collect the data from 270 respondent from Surat City. Factors like price, trustworthiness, making charges, ambience, Return back policy etc taken into consideration. It seems Tanishq's website is preferred by maximum consumers towards opting for online jewelry. Trust factor plays vital role from consumer's point of view towards online jewelry shopping.

**Keywords:** Consumer perception , attitude, online and offline jewelry purchase

## Introduction:

Around 5000 years ago, the desire to adorn themselves aroused in people, leading to the origin of jewellery. The gem and jewellery sector are one of the fastest growing sectors. Jewellery has not only been considered for the purpose of adoration, but also as a security in times of contingency. India exports 75% of the world's polished diamonds as per statistics from the Gem and Jewellery Export Promotion Council (GJEPC).

## Market Size:

India's gems and jewellery sector are one of the largest in the world, contributing 29% to the global jewellery consumption. The sector is home to more than 300,000 gems and jewellery players. India's demand for gold reached 690.4 tonnes in 2019. Exports of gems & jewellery stood at US\$ 11.62 billion. India exported cut and

polished diamonds worth US\$ 18.66 billion, thereby contributing 52.4% to the total gems and jewellery export. India's import of gems and jewellery stood at US\$ 24.41 billion in FY20 and for FY21

**Investments/Developments:** The gems and jewellery sector are witnessing changes in consumer preferences due to adoption of western lifestyle. Consumers are demanding new designs and varieties in jewellery, and branded jewellers have managed to fulfil their changing demands better than the unorganized players. Moreover, increase in per capita income has led to an increase in sales as jewellery is considered to be a status symbol. Consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption. Consumer attitude may be defined as a feeling of favorableness or unfavourableness that an individual has towards an object.

### **Online and offline shopping**

People decide to do shopping online or offline due to several reasons. When shopping online, there are several benefits the customer will enjoy. Online shopping allows the customer to save time and money. They can relax in their home and use their laptop and mobile to access several shopping sites online. While shopping offline, customer can check if the outfit or the product you are buying fits their taste or not. They can inspect the product closely before buying it. The customers don't have to wait days or weeks to get the item delivered to them.

### **ONLINE GOLD JEWELLERY SHOPPING IN INDIA V/S OFFLINE BUYING:**

Buying jewellery either online or offline can be tricky unless you are an aware customer. When it comes to choosing between buying jewellery online or offline, both have their advantages that may suit to customers with different shopping tastes respectively. Nevertheless, in the second decade of the 21st century, when the internet has reached in almost every hand, online shopping can be beneficial on multiple counts. Online shopping may be more beneficial because of easy payment options, return policy, discount offers etc.

Offline shopping gives a hands-on experience to the customers. They can see, touch and feel the product and make a purchasing decision after becoming satisfied with the item. However, buying from the store leaves the buyers with a limited number of designs and options to choose from. In contrast, online jewellery shopping solves the problems of time constraints, logistics, variety of choice and helps to make an informed decision choice.

### **Literature Review**

**Jaggi & Bahl, December 2019** in this study focused on describing the factors affecting consumer buying behaviour for jewellery among doctors. Data was collected with the help of self-administered questionnaire based on 5-point Likert scale. The total sample size taken for this study was 400. The analysis of the data was made with the help of Factor analysis technique. Factor analysis technique explored six factors from fifty variables which affect the consumer buying behaviour for jewellery and the researcher has named these factors as Sales Promotions & Reference Group Influence, Customer Loyalty, Brand Loyalty, Customer Convenience, Payment Mode and Customer Preference.

**Phophalia, August 2019** in this study emphasized on identifying the determinants of consumer buying behavior and satisfaction from online and in-store jewellery purchases. This study was proposed to be conducted in Rajasthan. The consumer perception was taken into account with the help of Primary Data (Questionnaire) and Secondary Data (Books, Journals, magazines etc.). Sample size was determined using Morgan formula. Statistics tools such as Arithmetic Mean, Graphical Presentation, Exploratory Factor Analysis, Cronbach Alpha, Multiple Correlation, Multiple Regression and SPSS 22 & AMOS Software were used to analyze the data. To test the Hypotheses & Models Confirmatory Factor Analysis and Structural Equation Modeling were used.

**Vasan, July-September 2018** in this paper focused on the attitude of gold buyers towards branded and non-branded jewellers. The objective of the study is to analyse the reasons for preferring branded and non-branded gold jewellers and satisfaction of buyers towards gold jewellers. The descriptive research method is used to analyse the consumer preference. The sample size of 140 respondents conveniently selected to collect the necessary data from the gold purchasers in Erode City. The data collected from the have been coded and tabulated to suit the requirement of the study. Statistical Packages for Social Sciences (SPSS) have been used for analysing the data. The statistical tools such as Description Statistics, Friedman's test, K-means cluster analysis and Chi-square test have been used to analyse and interpret the data.

**Karmoker & Haque, August 2018** in this study aimed to know why the female consumers in Bangladesh purchase gold ornaments or what factors influence their purchase, how often they purchase and from where they purchase. Data used in the study was collected from 200 female consumers using a self-administered questionnaire. Convenient sampling method was used to select 200 female consumers. Data was analysed using some descriptive statistics (mean, standard deviation and frequency), and Factor analysis. Factor analysis revealed that 19 variables used in the study were loaded on 5 specific factors named as Social Status, Financial Security, Unique Design & Price, Occasion and Trust.

**G,December 2017** in the present study attempts to work out the factors which leading consumers to purchase gold jewellery towards working women. According to various business sources, Kerala occupies the foremost position in the country in gold spending with the major number of retailers. The study makes use of primary and secondary data. A sample of 130 working women from Kottayam city of Kerala was collected by using judgement sampling method. The results explained that the major factors leading the working women to purchase gold jewellery were purity, quality, variety, word of mouth publicity, price, brand name, advertisement, etc. Some of the findings revealed that the working women were superior buyers of gold jewellery and usually purchase for investments, special occasions like marriage, festivals and to have a tough point in maintaining social status during social gathering and they mostly acquire from branded outlets.

**Rai & Gopal, 2015** in the study aimed to be able to realize the marketing implications of selling diamond jewellery to different women's age groups through organized retail formats. This research study is descriptive in nature and has focused on understanding the purchase patterns of customers shopping Diamond Jewellery. The data has been gathered by administering a structured questionnaire to 120 purchasers of Diamond jewellery.

The respondents for this study were drawn using the convenient, non - stratified sampling method. Attributes and buying behaviour were collected mainly by using the five-point Likert rating scale. Descriptive statistics and inferential statistics were run to analyse the collected data. The responses to the questionnaire were analysed using the Statistical package i.e., SPSS.

### **Problem Statement:**

Consumer perception towards the purchase of real Jewellery online v/s offline" will help to understand the consumer attitude, perception and their buying behaviour towards the purchase of real jewellery and will help to set the Business and Marketing strategies to channelize the growth aspects within jewellery industry.

### **Objective of the Study:**

- To identify the buying motivation and concerned factors while consuming real jewellery online and offline.
- To analysis the sources of information while purchasing real jewellery online and offline.
- To understand the awareness about online and offline shopping of real jewellery.
- To study the need of education in reference with shopping of real jewellery online.
- To find out what kind of services are expected and needed from an online and offline jewellery store.

### **Research Design:**

Single cross sectional descriptive research design has been used by the researcher.

### **Data Collection:**

The information was collected from the following sources:

Primary data for the research "Consumer perception towards the purchase of real Jewellery online v/s offline" was collected through internet survey method via Google forms. Secondary data was extracted from Research papers, Articles and Websites.

### **Research Instrument:**

In this research study the research instrument was in the form of structured questionnaire which includes 27 questions. The questionnaire is mainly divided into 2 sections (Personal information, General information). There were 5 demographic questions, among which 1 was Open-Ended type and 4 were Multiple Choice Single response questions. Remaining questions can be specified into following types: 2 Dichotomous questions, 2 Multiple choice single response questions, Multiple choice multiple response questions and 14 Likert scale questions.

## Sampling Techniques:

The Non-Probabilistic Sampling approach with Convincing Sampling Technique has been used during the collection of responses.

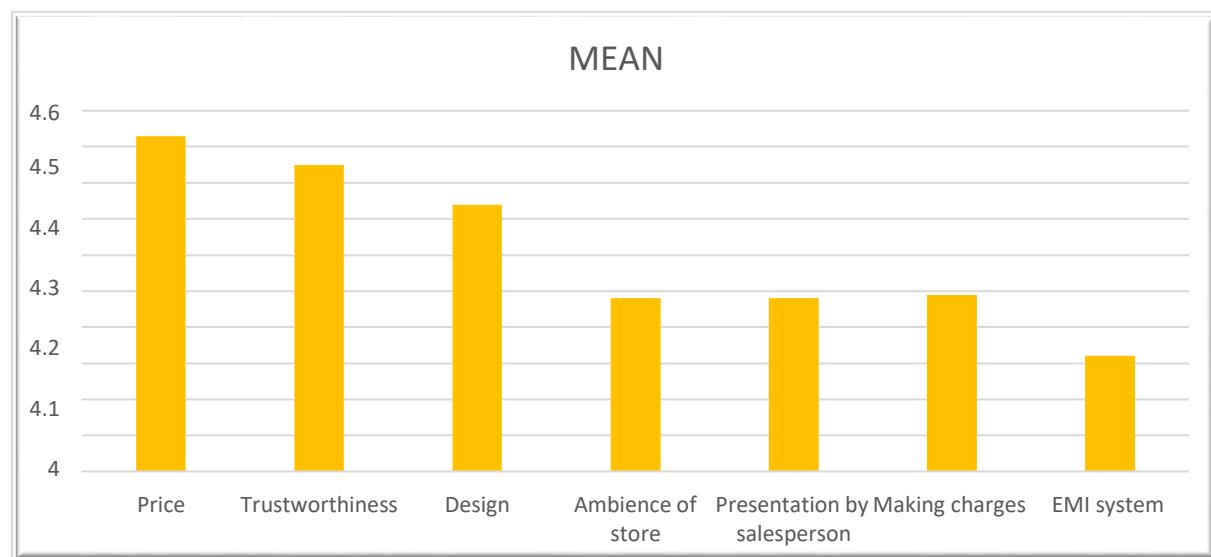
## Data analytical tools used:

After the data collection is done statistical tool helps to analyse the data. The statistical tool used in the study is frequency distribution, mean, percentage distribution, pie chart & bar chart.

## Analysis and Interpretation

FACTORS	MEAN
Price	4.53
Trustworthiness	4.45
Design	4.34
Ambience of store	4.08
Presentation by salesperson	4.08
Making charges	4.09
EMI system	3.92

Table 1 Mean (Offline)



## Interpretation

It can be interpreted from the above graph that out of all the 7 options, price was the factor about which most of the respondents are highly aware with mean variance being 4.53, which was followed by trustworthiness on the second position with mean variance being 4.45, and third position was of design with mean variance being 4.34. It has also been observed that there has been hardly any difference between all the options given.

Factors	Mean
Easy website handling	4.31
Clear return policy and FAQ	4.32
Try at home	4.08
Safe payment strategy (security features)	4.41
Seasonal discount offers	4.13
Product specifications	4.26
Detailed shipping information	4.21

Table 2 Mean (Online)



Figure 2 Mean (Online)

## Interpretation:

It can be interpreted from the above graph that out of all the 7 options, safe payment strategy was highly required by most of the respondents with mean variance being 4.41, It has also been observed that there has been hardly any difference between the 2<sup>nd</sup> and 3<sup>rd</sup> preferred services, as the mean variance for clear return policy and FAQ is 4.32 and 4.31 for easy website handling.

Factors	Mean
Positive environment	4.45
Product specifications	4.46
Problem handling	4.35
After sales services	4.42
Cleanliness	4.31
Parking facilities	3.96

Table 3 Mean (Offline)



Figure 3 Mean (Offline)

## Interpretation

It can be interpreted from the above graph (figure 4.55) that out of all the 6 options, there has been hardly any difference between the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> required services as the mean variance for product specifications is 4.46, 4.45 for positive environment and 4.42 for after sales services.

**Findings:**

OBJECTIVE	QUESTIONS	ANALYSIS	FINDINGS
Objective 1: To identify the buying motivation and concerned factors while consuming real jewellery online and offline.	For what purpose do you buy your real jewellery?	frequency and percentage analysis	79% (147) respondents purchase the real jewellery for own self.
	When do you purchase your real jewellery?		
	During specific Occasions	frequency and percentage analysis	33.9% (63) respondents have neutral views for purchasing the jewellery on a specific occasion.
	During Festivals		31.7% (59) have ranked it 4 which shows that they often make the purchase during festivals
	During Discounts/Offers		24.7% (46) respondents have neutral views for purchasing the jewellery on discounts and offers.
	When having sufficient balance		34.9% (65) respondents will make a purchase only when they will have sufficient balance to buy the real jewellery.
	During Muhurtham		23.7% (44) respondents do not consider about the muhurtham before purchasing the jewellery.

*Table 4 Objective 1*

The study shows that majority of the people purchase the real jewellery for their own self and whenever they sufficient financial resources.

OBJECTIVE	QUESTIONS	ANALYSIS	FINDINGS
Objective 2:	Whose reference do you prefer before purchasing real jewellery?		
To analysis the sources of Information while purchasing real jewellery online and offline.	Reference from Family & Friends	frequency and percentage analysis	38.2% (71) respondents always like to take the reference from their friends and family before purchasing the real jewellery.
	Reference from Newspaper Advertisements		37.1% (69) respondents don't refer the newspaper advertisements about the jewelleries before purchasing the real jewellery.
	Reference from Magazines		38.7% (72) respondents don't refer the magazines before purchasing the real jewellery.
	Reference from your Current Jewellers		36.6% (68) respondents prefer to take the reference from their current jewellers before making the purchase decision.
	Reference from social media		32.8% (61) respondents do not take the reference from the social media before purchasing the real jewellery

Table 5 Objective 2

The study shows that the main source of information for people while purchasing the real jewellery are their friends and family while magazines is the least preferred source of information.

OBJECTIVE	QUESTIONS	ANALYSIS	FINDINGS
Objective 3:	From where do you purchase real jewellery?	frequency and percentage analysis	75.8% (141) respondents purchase the real jewellery through Offline mode i.e., jewellery retail shops.
To understand the awareness about online and offline shopping of real jewellery.	Are you satisfied with your current purchase mode?	frequency and percentage analysis	95.2% (177) respondents are satisfied with their current mode of purchase.
	Are you aware of the following factors while purchasing real jewellery (Online)?	frequency and percentage analysis	46.77% (87) respondents are highly aware about the price factor while purchasing real jewellery through online mode.
	Are you aware of the following factors while purchasing real jewellery (Offline)?	frequency and percentage analysis	63.98% (119) are highly aware about the prices of the jewellery while purchasing through offline mode.

Table 6 Objective 3

The study shows that majority of the respondents prefer to purchase the real jewellery from offline mode and are satisfied with their current purchase mode. And among all the mentioned factors price is the factor about which the respondents are highly aware whether in offline mode or onlinemode.

OBJECTIVE	QUESTIONS	ANALYSIS	FINDINGS
Objective 4: To study the need of education in reference with shopping of real jewellery online.	Which from the following factors are you aware of while purchasing real jewellery online?	frequency and percentage analysis	67.2% (125) respondents are aware about the jewellery being certified products.
	Which amongst the following portals are you aware of/ would you prefer for purchasing real jewellery?	frequency and percentage analysis	65.6% (122) respondents are aware about the Tanishq.co.in portal.
	Which would be the influencing factor that would make you prefer a website?	frequency and percentage analysis	Trustworthiness can be considered as the most influencing factor for majority of the respondents 68.8% (128) for purchasing the real jewellery.

Table 7 Objective 4

The study shows that while purchasing jewellery through online platform, people prefer to choose certified products and the most influencing factor to make the purchase is trustworthiness. And among all the mentioned websites Tanishq is the most preferred website.

OBJECTIVE	QUESTIONS	ANALYSIS	FINDINGS
Objective 5:  To find out what kind of services are expected and needed from an online and offline jewellery store.	Which amongst the following services you would expect if you were purchasing real jewellery(Online)?	frequency and percentage analysis	62.37% (116) respondents voted for highly required when asked for safe payment services (security features).
	Which amongst the following services you would expect if you were purchasing real jewellery(Offline)?	frequency and percentage analysis	60.75% (113) respondents have voted for highly required when asked the product specification.

*Table 8 Objective 5*

The study shows that while purchasing the real jewellery through online mode the most expected service among all is safe payment service (security features) and in offline mode the most expected service among all is product specifications.

#### **Conclusion:**

The study conducted on consumer preference towards retail and online shopping of jewellery in Surat city was a helpful learning experience. The study shows what actually consumers prefer, between online and retail shopping of jewellery. Factors like price, trustworthiness, making charges etc plays a vital role in identifying customer preference. It seems Tanishq's website is preferred by maximum consumers towards opting for online jewellery shopping. Trust factor plays vital role from consumer's point of view towards online jewellery shopping. Education on online jewellery shopping is required to have positive buying behavior towards online shopping.

## Recommendations and Suggestions:

There is a huge need in online jewellery shopping industry, in regards to educate the consumers about technical online shopping of jewellery. Since trust factor is the important reason why consumer lack in terms of preference of online jewellery shopping, companies should take initiatives to build up that trust factor. Young educated generation prefers online shopping, which can be used as the weapon by companies and start mode of educational communication to tap the other market that motivates buying pattern of online jewellery. Online website companies need to communicate about the positive aspects such as less making charges, built up a trust factor, more availability of designs and assurance of quality and many other aspects that can attract the consumer. The traditional jewellery shops can improve their service by providing adequate information to their customers relating to their purchase. The offer and discounts can also be provided in the traditional jewellery shops to get more customers towards them.

## Bibliography:

C, A., & Raj T, K. B. (July 2018). Survival & growth strategies for retail gold jewellery MSMEs in Kerala. *International Research Journal of Engineering and Technology (IRJET)*, 07.

Chaisuriyathavikun , N., & Punnakitikashem, P. (July 2016). A study of factors influencing customers' purchasing behaviours of gold ornaments. *Journal of Business and Retail Management Research (JBRMR)*, 13.

Madhavan, S. (2020). GOLD PURCHASE PREFERENCES AND CONSUMPTION VALUES AMONG WOMEN TEACHERS IN KERALA . 27.

Manek, P., & Khaparde, D. (September 2015). CONSUMER BUYING BEHAVIOR TOWARDS ONLINE JEWELLERY SHOPPING. *ICSTM*, 06.

Myllymäki, R.-P. (2010). A STUDY OF FACTORS INFLUENCING PURCHASE DECISION IN AN ONLINE JEWELRY STORE . 74.

Jaggi, D., & Bahl, D. K. (December 2019). Factors affecting Consumer Buying Behaviour for Jewellery. *Our Heritage* , 12.

Kumari, M. R. (March 2016). A STUDY ON CUSTOMER PREFERENCE TOWARDS BRANDED JEWELLERY .*International Journal of Science, Technology and Management (IJSTM)*, 09.

PANWALA, M. (July 2017). A STUDY FOR SURAT ON CONSUMER BUYING BEHAVIOUR OF DIAMOND JEWELLERY. *International Journal of Management and Applied Science*, 11.

Parveen, S. (June 2017). A STUDY ON BUYING BEHAVIOUR OF WOMEN TOWARDS GOLD JEWELLERY IN REWA CITY. *IJSTM*, 16.

Phophalia, M. S. (August 2019). Impact of Consumer Buying Behaviour on Consumer Satisfaction: An Empirical Study on Select Online and In-store Jewellery Purchase . *IIS*, 38.

Phophalia, M. S. (JULY 2020). A Study of Factors Influencing Customer's Offline Jewellery Purchases in Jaipur City. *Mukt Shabd Journal*, 09.

Rai, D., & Gopal, D. (2015). A Study on the Purchase Behaviour of Indian Women When Buying Diamond Jewellery from Different Retail Formats. *IOSR Journal of Business and Management (IOSR-JBM)*, 07.

Rajani.P. (December 2018). CONSUMER BUYING BEHAVIOUR TOWARDS GOLD JEWELLERY WITH SPECIAL REFERENCE TO KOTTAYI PANCHAYATH, PALAKKAD DISTRICT. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 07.

RAJU, K., & KUMAR, D. (November 2013). A STUDY ON CONSUMER PREFERENCE ON BRANDED JEWELLERY IN HYDERABAD. *International Journal of Sales &Marketing Management (IJSMM)*, 12.

Rawal, D. K. (2015). A STUDY OF CONSUMER BUYING BEHAVIOUR FOR PURCHASING OF DIAMOND JEWELLERY FROM BRANDED RETAILERS. *Tactful ManagementResearch Journal*, 06.

Sajjanan, D. (June 2014). PERCEPTION OF CONSUMERS TOWARDS BRANDED JEWELLERY PRODUCTS OF MALABAR GOLD IN THIRUVANANTHAPURAM CITY. *INTERNATIONAL JOURNAL OF MANAGEMENT (IJM)*, 11.

Sanjula, N. C. (April 2017). Consumer Perception of Branded Jewelry in India. *Language in India*, 27.

Santiwatanakul, M. V. (2014). PURCHASING BEHAVIOR OF DIAMOND JEWELRY IN ONLINE TO OFFLINE COMMERCE. 56.

Srivastava, M. P. (2013). A Study of Consumer Online Shopping Attitude and Behaviour towards Jewellery. *IJSRRS: International Journal of Scientific Research in Recent Sciences ch in Recent Sciences*, 04.

T, C. (2017). A study on consumer behaviour towards jewellery products in Tiruchirappalli district. *International Journal of Applied Research*, 05.

Trivedi, P. D. (November-December 2015). Consumer Preferences on Branded Jewellery in Rajkot. *International Journal of Trend in Research and Development*, 05