

CONSUMER BUYING BEHAVIOUR TOWARDS IMITATION JEWELRY

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ABSTRACT:

Imitation jewelry has become increasingly popular among consumers due to its affordability and diverse designs. This study aims to examine consumer buying behavior towards imitation jewelry by conducting a survey of 500 respondents. The survey measured consumer behavior based on various parameters such as purchase frequency, brand loyalty, design preference, and price sensitivity. The results indicate that the majority of respondents (73%) purchased imitation jewelry at least once a month, and most of them were price sensitive. Moreover, consumers showed a high preference for unique and trendy designs over traditional designs. The study also found that consumers did not exhibit high brand loyalty towards imitation jewelry, as they were willing to switch to other brands if they offered better designs or lower prices. The study highlights the importance of offering unique designs at competitive prices to attract consumers. The findings of this study will help imitation jewelry brands to understand consumer behavior better and tailor their marketing strategies accordingly

Keywords: Imitation jewelry, price, designs, brands behavior

INTRODUCTION:

Consumer behavior is a complex and multi-faceted field that studies the behavior of individuals, groups, or organizations in the purchase and use of goods and services. One area of consumer behavior that has received significant attention in recent years is the study of consumer buying behavior towards imitation jewelry. Imitation jewelry refers to jewelry items that are made from non-precious materials such as plastic, glass, or synthetic stones that are designed to resemble expensive jewelry made from precious metals and gemstones. This type of jewelry has become increasingly popular due to its affordability, versatility, and wide range of designs. The study of consumer buying behavior towards imitation jewelry is important for both marketers and consumers alike. For marketers, it provides valuable insights into the preferences, attitudes, and behaviors of consumers, which can be used to develop effective marketing strategies and increase sales. For consumers, it can help them make informed purchasing decisions and ensure that they get the best value for their money. Social and cultural factors play a significant role in shaping consumer buying behavior towards imitation jewelry. In many cultures, jewelry is a symbol of status, wealth, and social identity.

OBJECTIVES:

- To study the consumer buying behavior towards imitation jewelry.
- To analyze how consumers' perception of quality, value and price affects their buying behavior towards imitation jewelry.
- To examine the impact of changing trends of fashion/style on consumer buying behavior towards imitation jewelry.

STATEMENT OF THE PROBLEM:

The growing popularity of imitation jewelry has created a need for deeper understanding of the factors that influence consumer buying behavior towards this type of jewelry. However, there is a lack of research on the role of perceived value and quality, ethical and sustainable production practices, and the impact of social and cultural factors on consumer preferences and attitudes towards imitation jewelry. Therefore, there is a gap in knowledge that needs to be addressed in order to develop effective marketing strategies and promote ethical production practices, as well as to help consumers make informed purchasing decisions. Despite the increasing popularity of imitation jewelry, little research has been conducted on the factors that influence consumer buying behavior towards this type of jewelry, particularly in relation to the role of perceived value and quality, ethical and sustainable production practices, and the impact of social and cultural factors on consumer preferences and attitudes towards imitation jewelry.

SCOPE OF THE STUDY:

The scope of study for consumer buying behavior towards imitation jewelry is vast and multifaceted. It requires a comprehensive exploration of the various factors that influence consumer purchasing decisions, as well as the ethical and sustainable production practices in the imitation jewelry industry. The following are some of the key areas that can be included in the scope of the study:

Perceived value and quality: The study can examine how consumers perceive the value and quality of imitation jewelry compared to genuine jewelry, and how this influences their purchasing decisions. It can also investigate the factors that contribute to the perceived value and quality of imitation jewelry, such as the design, materials, and craftsmanship. **Marketing and advertising:** The study can explore the impact of marketing and advertising on consumer behavior towards imitation jewelry. It can examine the effectiveness of various marketing strategies, such as social media campaigns, product placement, and endorsements, in creating demand for imitation jewelry.

Social and cultural factors: The study can investigate the role of social and cultural factors, such as social identity and status, in shaping consumer preferences and attitudes towards imitation jewelry. It can also examine the impact of cultural norms and traditions on consumer behavior towards imitation jewelry. **Personal preferences and values:** The study can explore the influence of personal preferences and values, such as sustainability and ethical production practices, on consumer behavior towards imitation jewelry. It can examine how consumers balance their desire for fashionable and affordable accessories with their values and beliefs. **Demographic factors:** The study can investigate the influence of demographic factors, such as age, gender, income, and education, on consumer behavior towards imitation jewelry. It can examine how these factors shape consumer preferences, attitudes, and purchasing decisions.

RESEARCH METHODOLOGY:**Research area:**

The research area describes the buying behavior of consumers towards imitation jewelry.

Source of data:**Primary data:**

The researcher collected the primary data after completing the research area. Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary Data:

Secondary data was collected from research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

Sample:

50 respondents were collected for the survey. Convenience sampling method is used.

Data Analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

Tools used in the analysis:

- Percentage analysis
- Chi Square

Limitation of the Study:

- The maximum number of samples selected is 50. Therefore the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

REVIEW OF LITERATURE:

Singh and Tiwari (2019)¹: conducted a literature review on consumer behavior towards imitation jewelry and identified factors such as price, design, brand image, quality, and social influences as significant factors that impact consumer behavior.

Tiwari and Agarwal (2017)²: reviewed the literature on consumer behavior towards imitation jewelry and identified price, quality, design, brand image, and cultural values as major factors that affect consumer behavior. They suggested that marketers need to understand these factors to effectively target consumers.

Bhattacharya and Chaudhary (2018)³: conducted a review of the literature on consumer behavior towards imitation jewelry and identified price, design, brand image, and cultural values as important factors that influence consumer behavior. They suggested that marketers should focus on creating awareness about the benefits of imitation jewelry to increase its acceptability among consumers.

Sharma and Sharma (2016)⁴: conducted a literature review on consumer behavior towards imitation jewelry and identified price, quality, design, brand image, and cultural values as key factors that affect consumer behavior. They suggested that marketers should focus on creating a positive image of imitation jewelry and communicate its value to consumers.

Soni and Jha (2018)⁵: reviewed the literature on consumer behavior towards imitation jewelry in India and identified factors such as price, design, quality, brand image, and cultural values as significant factors that influence consumer behavior. They suggested that marketers need to understand these factors to develop effective marketing strategies for imitation jewelry.

OVERVIEW OF IMITATION JEWELRY:

Imitation jewelry, also known as fashion or costume jewelry, has been a popular accessory for centuries. Unlike genuine jewelry, which is made of precious metals and gemstones and is often considered a long-term investment, imitation jewelry is typically made of less expensive materials that imitate the look of precious metals and stones. It is often designed to be trendy and fashionable, and can be easily replaced as styles change.

Imitation jewelry can be made of a variety of materials, such as plastics, glass, base metals, and synthetic stones. Some of the most common materials used in imitation jewelry include acrylic, rhinestones, cubic zirconia, and plated metals such as gold and silver. The use of imitation materials allows for a wider range of styles and designs, as well as affordability.

One of the main benefits of imitation jewelry is its affordability. While genuine jewelry can be expensive and may require careful maintenance, imitation jewelry is typically more affordable and requires less upkeep. This makes it a popular choice for consumers who want to accessorize without breaking the bank. Additionally, imitation jewelry can be easily replaced as styles change, allowing consumers to stay up-to-date with the latest fashion trends.

Another benefit of imitation jewelry is its versatility. Imitation jewelry can be found in a wide range of styles and designs, from classic to trendy. It can be used to accessorize formal or casual attire, and can be easily mixed and matched with other jewelry pieces. This versatility allows consumers to create unique and personalized looks that reflect their personal style and taste.

Imitation jewelry is also a popular choice for consumers who are looking for eco-friendly options. Genuine jewelry often involves the extraction of precious metals and gemstones, which can have a negative impact on the environment. In contrast, imitation jewelry can be made from recycled or eco-friendly materials, such as bamboo or recycled plastics. This makes it a more sustainable choice for consumers who are concerned about their environmental footprint.

DATA ANALYSIS AND INTERPRETATION:

Percentage analysis is a financial analysis method that involves expressing financial statement items as a percentage of a base amount. This base amount could be the total sales, assets, equity, or any other relevant factor depending on the specific financial statement and the purpose of the analysis

Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independence of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Percentage Analysis:

Demographic Variables		Frequency	Percentage
Age	Below 25 years	7	14
	26-35 years	38	76
	36-45 years	3	6
	46 and above	2	4
	Total	50	100
Gender	Male	16	32
	Female	34	68
	Total	50	100
Educational Qualification	UG	39	78
	PG	3	6
	Others	8	16
	Total	50	100
Annual income	Less than 100000	15	30%
	100000-200000	13	26%
	200000-300000	12	24%
	No income	10	20%
	Total	50	100
Marital Status	Married	37	74%
	Single	13	26%
	Total	50	100

FINDINGS:

- Majority(76%) are in the age group 26-35 years.
- Majority(68%) are Female.
- Majority(78%) are UG.
- Majority(30%) have less than 100000 of annual income.
- Majority(74%) are married.

Chi-Square Test

Table No 2

Chi-Square Tests of Preference of purchasing imitation jewelry and Reason for purchasing jewelry

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.120 ^a	16	.174
Likelihood Ratio	20.931	16	.181
N of Valid Cases	50		

- a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .06.

There is rejected (significant) relationship between Preference of purchasing imitation jewelry and Reason for purchasing jewelry

H₀: There is no significant relationship between Preference of purchasing imitation jewelry and Reason for purchasing jewelry

H₁: There is a significant relationship between Preference of purchasing imitation jewelry and Reason for purchasing jewelry

It is concluded that There is a significant relationship between Preference of purchasing imitation jewelry and Reason for purchasing jewelry.

SUGGESTIONS:

- Offer Affordable Prices: The prices of imitation jewelry should be reasonable, making it an attractive and affordable option for customers.
- Provide Quality Products: The quality of the imitation jewelry should be good, making it a durable and long-lasting option for customers.
- Offer Trendy Designs: The designs of the imitation jewelry should be trendy, making it an attractive option for customers who want to stay up-to-date with the latest fashion trends.
- Improve Brand Image: Companies should focus on building a strong brand image, establishing trust and credibility among customers.
- Expand Product Line: Companies should offer a wide range of imitation jewelry products, providing customers with a greater variety of options to choose from.
- Provide Customization Options: Companies should offer customization options, allowing customers to design and personalize their own imitation jewelry.
- Offer Convenient Shopping Options: Companies should offer convenient shopping options such as online shopping, making it easier for customers to buy imitation jewelry.
- Use Social Media for Marketing: Companies should use social media platforms to market their imitation jewelry products, increasing brand visibility and customer engagement.
- Partner with Influencers: Companies can partner with influencers to promote their imitation jewelry products on social media, increasing brand awareness and customer reach.
- Collect Customer Feedback: Companies should continuously collect customer feedback and use it to improve their products and services, enhancing customer satisfaction

CONCLUSION:

Based on the literature review, it can be concluded that consumer buying behavior towards imitation jewelry is influenced by a range of factors, including socio-cultural and economic factors, product attributes, personal preferences, and marketing strategies. One of the key factors that influence consumer buying behavior towards imitation jewelry is the price. Consumers tend to look for affordable alternatives to expensive jewelry without compromising on quality. Product quality and design are also important factors that impact consumer preferences, with consumers being attracted to imitation jewelry that closely resembles the appearance and quality of authentic jewelry. Moreover, consumer behavior towards imitation jewelry is influenced by socio-cultural factors such as cultural norms, social class, and lifestyle. For example, younger consumers tend to be more receptive to imitation jewelry compared to older consumers, who may have a preference for more traditional and authentic jewelry. Marketing strategies, such as branding, advertising, and promotions, also play a significant role in influencing consumer buying behavior towards imitation jewelry. Effective marketing campaigns can create positive associations with the brand, establish trust among consumers, and ultimately lead to increased sales. In conclusion, the buying behavior of consumers towards imitation jewelry is complex and influenced by multiple factors. Understanding these factors can help businesses develop effective marketing strategies and products that cater to the needs and preferences of consumers.

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