A STUDY ON WOMEN'S PREFERENCE, PERCEPTION AND ATTITUDE TOWARDS JEWELLERY BUYING

Ms. Darshana Shah
Dr. Manish V. Sidhpuria

Abstract

Introduction – Jewellery buying is a high involvement buying situation and hence consumers consider a variety of factors before buying jewellery. This study is an attempt to study women's preference, perception and attitude towards jewellery.

Research Methodology – Present study is a descriptive research study with ex-post facto research design conducted in the field setting. The primary data for the study has been collected using survey method through a structured questionnaire from 250 women respondents selected using a non-probability convenience sampling method. The respondents are largely from Navsari town of South Gujarat.

Major Findings –The findings of the study revealed that 3 out of 4 women preferred custom made jewellery instead of readymade jewellery and they preferred to buy on occasions such as marriages and festivals. It also revealed that the women have complete faith in their family jeweller as their family buys jewellery since decades. The major factors that drive them to buy from traditional / family jeweller are sentimental values and trust. The respondents showed a strong and favourable attitude towards their family jewellers.

Key Words: Preference, Perception, Attitude, Jewellery buying

I. INTRODUCTION

India is relatively an underdeveloped market for western consumer goods, and then too there are several factors to suggest that it holds great promise for the future (Euromonitor 2005). 4P's are the basic marketing mix elements which are described in marketing concept (Schiffman & Kanuk 2007). Here these 4P's are considered to understand consumer's approach towards the product – jewellery, along with the change in environment, which is leading to a change in consumption pattern. The culture, population, age profile, income, employment, demography, location, etc. are some of the factors which lead towards change in consumption pattern of consumers. (Schiffman & Kanuk 2007)

Consumer purchasing behavior pattern also changes from satellite consumer to multi-headed consumer (Gordan 2000). Here an understanding needs to be developed for luxury product like jewellery, how the purchase choice is

influenced for different consumers for different occasions, as per Need-State theory (Wendy Gordon). After understanding the needs and satisfying the wants of a consumer, there comes the stage to understand how the consumer makes a decision (Schiffman & Kanuk 2007) before purchasing a product. The decision of a consumer is influenced by external as well as internal factors as derived by Schiffman and Kanuk (2007). Among others, personality and perception influence makes a lot of difference on purchase decision of a consumer. And hence brand personality (Keller 2008) plays a very important role for a consumer to make a purchase decision. Perception is also one of the other external factor, which is important to study, as the jewellery market works on trust, where perception is the key influence. Perceptions are changing with the changing market, as per theory marketing concept has moved towards societal concept where consumer is topmost priority and goods should be produced as per consumers demand (Kotler, 2007) for the overall social good.

Once the purchase decision is taken, post purchase behaviour (Kotler 2003) of the product then plays its role. Based on the first good or bad experience, a consumer develops his/her attitude (Schiffman & Kanuk 2007) towards the product. This approach of consumer behavior analysis is very important to understand how would be the consumer's behavior towards a product like Jewellery.

Indian economy did experience a slowdown in 2009 as a consequence of global economic crisis. Despite global economic recession, where all industries were affected, organized retailers continued to make headway although with a slow pace in 2009 (Euromonitor 2010). Jewellery is said to be a luxury product, yet is bought by all classes of consumers in India. When there is an occasion, say marriage or some festival, people buy jewellery, as per Indian tradition. Lower middle class cannot afford to purchase high range jewellery but they do purchase customized jewellery and gold. Giving of gold jewellery at the time of marriage is a tradition all over India across communities and also believed as a good product for investment, as the price of gold has always gone up in the commodity market.

II. LITERATURE REVIEW

The gems and jewellery industry having a significant impact on Indian economy—it is one of the highest contributors to export (INR 227,000 Cr in 2012–2013) and provides employment to 2.5 million directly, and contributed INR 99,000 Cr as value addition to the economy. The domestic gems and jewellery industry had a market size of INR 251,000 Cr in 2013, with a potential to grow to INR 500,000–530,000 Cr by 2018. In 2012–2013, the industry drove jewellery exports to the tune of INR 227,000 Cr, outperforming textiles and apparel exports by 25%. The industry also drove value addition of more than INR 99,000 Cr, which is

comparable to several large industries such as apparel manufacturing. Unlike most other countries, investment demand for gold is important in India and accounts for about 45 percent of total market demand. (Kearney 2013). As per data published by Euromonitor International 2016, real jewellery has registered retail value growth of 19% during 2015with sales reaching upto Rs. 2.8 trillion.

Jewellery business is an expanding sector and blessed with perpetual demand irrespective of the increase in prices. There are many diverse players in the market which demand effective promotions by way of advertising to sustain the competitive pressure.Such activities help marketers to hold the present customers and make new customers. (Priyadharshinin & Indrani 2014).

This led to a highly fragmented and unorganized jewellery market with an estimated 100,000 workshops supplying over 350,000 retailers, mostly family-owned, single shop operations. In 2001, India had the highest demand for gold in the world; 855 tons were consumed a year, 95% of which was used for jewellery. The bulk of the jewellery purchased in India was designed in the traditional Indian style. Jewellery was fabricated mainly in 18, 22 and 24-carat gold. As Hallmarking was not very common in India, under-carat age was prevalent. According to a survey done by the Bureau of Indian Standards (BIS), most gold jewellery advertised in India as 22-carat was of a lesser quality. Over 80% of the jewellers sold gold jewellery ranging from 13.5 carats to 18 carats as22-carat gold jewellery. (Priyadharshinin & Indrani 2014).

Table 1 explains, that the purchasing from a branded jewellery outlet share is hardly 15%, whereas the traditional jewellers cover 85% of market share(2011-12).The branded jewellery stores are putting up exhibitions of their unique patterns and designs which attract a large mass of people resulting in increased sales. Females usually prefer to visit these exhibitions than visiting the stores. (Jyothi & Nagarajan 2014)

India's love affair continues with gold largely supported by cultural and religious backgrounds which are not unswervingly linked to universal economic trends. The researchers identified Indians affection towards gold which is an augury to wealth, hope, love, happiness, power, strength, warmth, optimism, intelligence, justice, balance, perfection, summer, harvest and the sun. Undoubtedly, to enhance their business, jewellery market deliberately created gold fever to purchase gold by introducing festivals like Dhana Thrayodasi and Akshya Tritiya in the country. Whatever may be the reason, either tradition or sentiment, Indians are opting gold jewellery/ornaments rather than coins, bars or mutual funds. Startlingly, in spite of mercurial changes has taken place in the gold prices over the last few years, there is no noteworthy change in the demand for gold

because purchasing gold is an imperative situation in Indian marriages and festivities. Analogously, the Indian gold traders have expressed their views on the buying influences of consumers in the country. Irrespective of religion, caste, creed, gender, Indians are trying to buy modicum of gold mostly in ornament form ever, forever and ever. Against this positive milieu, provided that the information on spending patterns, buying motives and novel investment opportunities can be met, India's gold market future is going to be in a golden stride. (Potluri, Ansari, Challagundla 2013).

Since late 2008, there is a big transformation under way in the gold and god jewellery market in India and globally. The gold prices have risen markedly. The international price of gold had gone up to touch USD 1000per oz. The Indian price had crossed Rs. 1700 per 10 grams. The global demand for gold jewellery has nosedived, in particular in the US, Europe and Japan (Indiastats.com). In 2012, the Gold jewellery segment accounted for a market share of 77.2 percent, followed by diamond jewellery with 16.72 percent, and Gemstones with 6.06 percent (Technavio 2016).

A. Preference for Gold and Diamond:

Gold is considered the most preferred product by the Indian customers. One of the major reasons is that they consider gold as an investment which can be en-cashed easily.

Gold is considered the precious metal used in real jewellery in India. Indians prefer gold over other metals as it offers higher return on investment. Gold is mainly purchased in India during occasions like wedding and other Indian rituals. However in 2013, there was decline in purchase of gold, as there was drastic increase in import taxes and the weakening of Indian rupee against US dollar (Technavio 2016).

Diamond jewellery is slowly increasing its penetration in India. In 2013, in terms of real jewellery by collection, diamond jewellery accounted for a value share of 12%, up from 11% in 2012 and 6% in 2008. Many players are offering buy-back guarantees for diamonds, which is boosting demand (Euromonitor International 2014). Table 2, explains about the increase in export value of diamond has increased by 1.4 times in 2008-09 compared to 2005-2006.

B. Trust, perception and attitude:

Kim et al (2007), gives a basic theoretical concept on trust-based decision making model in electronic commerce. The result says that consumer's trust directly and indirectly affects his/ her purchasing intention. The study also provides evidence that consumer's perceived risk reduces the consumer's intention to purchase,

whereas a consumer's perceived benefit increases the consumer's purchase intention. As per **Mukherjee A. et.al. (2012)**, when the product is jewellery, the same is bought from traditional retailer due to trust and interpersonal relationships. Reason being traditional retailer offer the flexibility of exchanging old jewellery for new ones besides offering customised designs. With the concept of branding in jewellery which emerged, now consumers have started to believe branded jewellery to be of better quality.

The perception process involves: (1) Selection – where consumers pick and choose among marketing stimuli based on their needs and attitudes; (2) Organisation – here the grouping of information from various sources into a meaningful and comprehending way is been developed; (3) Interpretation – the placing of information into logical categories (perceptual categorization) and the development of an association between stimuli or reflected in inferences about brands and branding image, prices, stores and store image, and companies and corporate image. (**Khan M. 2005)**

Fishbein & Ajzen (1975), suggested four components of attitude which were affect (feeling), cognition (belief), actual behaviour (observed overt acts) and the conation (behaviour intention). Although these were consistent, with the apparent widespread agreement among researcher, then too affect cannot capture the full complexity of the attitude concept, and is one of the most essential, consistent, stable and reliable measure of attitude.

III. RESEARCH METHODOLOGY

A. Research Objectives:

- To know the women's preference, perception and attitude towards jewellery buying (Custom-made vs Ready-made, Branded vs Non-Branded, traditional jewellers vs corporate jewellers, etc.).

- To know the factors influencing their jewellery buying behaviour.

B. Research Design:

This is a descriptive research study with ex-post facto research design conducted in the field setting. The primary data for the study has been collected using survey method through a structured questionnaire from 250 women respondents selected using a non-probability convenience sampling method. The respondents are largely from Navsari town of South Gujarat.

IV. DATA ANALYSIS AND FINDINGS

A. Frequency Analysis

- The result of the survey shows that about 73% women prefer Custom-made (non-branded/traditional) jewellery instead of readymade.

- It was also found that 3 out of 4 women buy jewellery for Marriage, Festivals, and Fashion.

- The purpose of buying jewellery was for gift and investment in case of 50% of the respondents.

- The level of awareness about Tanishq and Gitanjali brands was highest among the respondents (About 80%).

B. Cross Tabulations

A significant relationship was found between purchase of jewellery and reasons such as marriage occasion and investment.

H1: There is an association between purchase of jewellery and Convenience of buying from Family Jeweller

H2: There is an association between purchase of jewellery and Availability of Latest Design at Family Jeweller

H3: There is an association between purchase of jewellery and Fulfillness of Investment criteria at Family Jewellers

H4: There is an association between purchase of jewellery and Trustworthiness of Family Jeweller

H5: There is an association between purchase of jewellery and Price Satisfaction level at Family Jewellers

H6: There is an association between purchase of jewellery and Quality at Family Jewellers

H7: There is an association between purchase of jewellery and Promotional Offers at Family Jewellers

H8: There is an association between purchase of jewellery and Overall Satisfaction Level at Family Jewellers

H9: There is an association between purchase of jewellery and Variety at Family Jewellers

As per the table in 3 in appendix followings are the findings:

- It was found that the respondents preferred to buy from family jewellers. Other factors such as investment motive, price, quality, promotional offers, satisfaction from previous experience, and wide variety were found to be significantly influencing There is a significant relationship between purchase of jewellery and convenience to buy from family jewellers, investment criteria, price level, quality, promotional offers, satisfaction level, and variety.

- No significant relationship was found between purchase of jewellery and Latest Design, trustworthiness of jeweller.

C. Factor Analysis

Result of KMO and Bartlett's is 0.486 (as per table: 4) which indicates poor result as it is below 0.5. Still, factor analysis was carried out to see if some meaningful factor structure emerges. The data analysis shows that 6 factors emerged and explain about 69% of total variance (as per table: 5).Followings are the result of factor analysis:

- From factor 1(Traditional values), we can say that some of the traditional jewelleries have a great sentimental value, which cannot be replaced by branded jewellery.

- From factor 2 (undisclosed identity), it is revealed that women have confidence on their family jeweller that PAN details would not be needed even if she buys jewelleries exceeding Rs. 5 lacs.

- From factor 3 (loyalty), it can be interpreted that there is a loyalty bond with family jewellers as they buy jewelleries for many generations. This bond makes them feel confident of exchange of jewellery when needed.

- From the factor 4 (multi-need satisfaction), it may be interpreted that the women respondents in Navsari prefer to buy the jewellery which is distinctive and fashionable but at the same time also fulfils the investment need.

- The factor 5 (trust), reveals that women in Navsariperceive their family jeweller to be a genuine businessman who would never cheat them.

- The factor 6 (self-satisfaction), reveals that women in Navsari do not wear jewelleries to show off but for the inner need to satisfy them.

D. ANOVA test

As per table no. 6 and 7 followings are the results of ANOVA test:

- The respondents who buy jewellery "twice a year/ more than twice a year" reported that they wear jewellery for themselves and not to show off. They also showed agreement to the statement that their family jeweller was a genuine businessman.

- The respondents who buy "once in a year/ once in two years" agreed more to the statement that they can even buy jewellery without looking BIS Hallmark or purity certificate from their family jeweller. They further believed that they buy jewellery from their family jeweller as their family buys from him since decades.

- The respondents, irrespective their purchase frequency agreed that branded jewellery cannever take place of traditional jewellery.

- The respondents who buy "more than twice a year" agreed more to the statement that branded jewellery is always costlier. They further said that they have complete faith with their family jeweller and that their family jeweller would never cheat them.

V. CONCLUSION:

The survey result showed that 3 out of 4 women referred custom made jewellery instead of readymade jewellery because women thought that some of the jewelleries have great sentimental value and they believe that buying branded or other readymade jewelleries can never take place of traditional jewellery.

The survey also revealed that the women respondents have complete faith in their family jeweller as their family buysjewellery since decades and their relation has been so strong that women were ready to buy jewellery even without checking BIS Hallmark/Photo certificate or proper bills. They also have confidence that even if they do so, they can their jewelleries get exchanged or modified without any problem.

Undisclosed identity is also an important factor for the preference for family jeweller. The respondents have trust in their family jeweller that even if they buy jewelleries exceeding Rs.5 lacs without disclosing their PAN details.

VI. LIMITATION OF STUDY AND SCOPE FOR FURTHER RESEARCH:

The study was conducted in Navsari town of South Gujarat. Thus, there has been a location and hence a cultural bias. The study may be expanded to under geographic area to improve its generalizability. The study focused on women respondents only. Though women has been an important buyer segment, one may think of including men to add the "influences" dimension in further studies.

REFERENCES:

1. T. Kearney (2013) *Report on - All that glitters is Gold: India Jewellery Review*.

2. Euromonitor International (2010) *Report on – Retailing India, Euromonitor International: Country Market Insight,* January 2010

3. Euromonitor International (2014)*Report - Jewellery in India*.

4. Euromonitor International (January 2016) *Passport – Jewellery in India.*

5. Euromonitor International: Strategy Briefing (2005), *Report on – India – Growth market for the future*

6. Jyothi A., Dr.Nagarjan S. (2014). Jewellery Branding: A new trend, *ISSN - 2348-0653, International Journal of Business and Administration Research Review, Vol.3, Issue.5, pp.107*

7. Kelvinlane K., (2008), *Strategic Brand Management – Building, Measuring and Managing Brand Equity*, 3rd Edition: Pearson Education, Inc and Darling Kindersley Publishing, Inc

8. Philip K., (2003), *Marketing Management*, 11th Edition: Prentice Hall Inc

9. Potluri R., Ansari R., Challangundla S. (2013). A Study on Spending Patterns and Buying Motives of Indian Gold Consumers, *Journal of Distribution Science 11-7 (2013) 31-37, Print ISSN: 1738-3110 / Online ISSN: 2093-7717; doi: http://dx.doi.org/10.13106/jds.2013.vol11.no7.31*

10. Priyadharshini M., Indirani G. (2014). A study on influence of advertisement media towards consumer purchase behavior of jewellery in Coimbatore city, *Vol.: 3, Issue : 11, ISSN - 2250-1991*

11. Schiffman L., Kanuk L, (2007), *Consumer Behavior*, 9th Edition: Pearson Education, Inc and Darling Kindersley Publishing, Inc

12. Statistical data available on www.indiastats.com

13. Technavio Insights (2016) *Report on – Gems and Jewellery Market in India*, pg. 13, 2012-2016.

Annexure:

Table: 1: Jewellery Product Variation of India

Type	Share (%)
Branded	15
Traditional/Informal	85

Source: Indiastats.com

Table: 2: Selected Country-wise Export Value of Diamond from India (2005-2006 to 2008-2009)

				(Value; Rs. in ' 000)
Country	2005-06	2006-07	2007-08	2008-09
Hong Kong	141725842	148100864	188936441	217763531
United Arab Emirates	49201916	53872217	77078033	162619138
United State of America	115758015	113187777	124044927	127430137
Belgium	64248268	65214744	77920863	82452750
Israel	35865597	39417044	41490280	36140073
China	-	-	1252125	21082065
Singapore	53117235	5089885	5636830	16021125
Thailand	12559194	13376575	13770808	11765711
Japan	19250424	16831363	13425328	10945508
Switzerland	5113341	4408478	5671983	5408202
Other Countries	14958431	16511554	23180263	30978305
United Kingdom	2995572	3708175	-	-
Country	514793835	479718676	572407881	722606545

Source: Indian Bureau of Mines, Govt. of India. (ON173)

Table: 3 Results of cross tabulation:

	Particulars	Chi Square	Significance
H1:	There is an association between purchase of jewellery and Convenience of buying from Family Jeweller	0.000	**Yes** (H1 is accepted)
H2:	There is an association between purchase of jewellery and Availability of Latest Design at Family Jeweller	0.119	**No** (H1 fail to be accepted)
H3:	There is an association between purchase of jewellery and Fulfillness of Investment criteria at Family Jewellers	0.000	**Yes** (H1 is accepted)
H4:	There is an association between purchase of jewellery and Trustworthiness of Family Jeweller	0.166	**No** (H1 fail to be accepted)
H5:	There is an association between purchase of jewellery and Price Satisfaction level at Family Jewellers	0.006	**Yes** (H1 is accepted)

	Particulars	Chi Square	Significance
H6:	There is an association between purchase of jewellery and Quality at Family Jewellers	0.000	**Yes** (H1 is accepted)
H7:	There is an association between purchase of jewellery and Promotional Offers at Family Jewellers	0.000	**Yes** (H1 is accepted)
H8:	There is an association between purchase of jewellery and Overall Satisfaction Level at Family Jewellers	0.000	**Yes** (H1 is accepted)
H9:	There is an association between purchase of jewellery and Variety at Family Jewellers	0.000	**Yes** (H1 is accepted)

Table: 4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.486
Bartlett's Test of Sphericity	Approx. Chi-Square	1090.653
	Df	105
	Sig.	.000

Table: 5 Factors

Sr. No.	Particulars	Rotated Component Matrix	Factors
1	Branded jeweller can't replace Traditional Jewellers	.897	Traditional Values
2	Great Sentimental Value	.773	
3	Get Admired	.707	
4	Branded Jewelleries are costly	.411	
5	Increases my Confidence	.796	Undisclosed identity
6	Buy from Family Jeweller because no PAN required	.776	
7	Reflects My Personality	-.721	Loyalty
8	Can buy w/o Bills	.685	
9	Buy from Family Jeweller	.667	
10	Fashion with Investment	.795	Multiple need satisfaction
11	Like to wear Unique item	.737	
12	My Jeweller is Genuine	.751	Trust
13	Complete faith in my Famiy Jeweller	.656	
14	Can Buy Jewellery w/o looking Marks	-.843	Self-satisfaction
15	For Wearing - Not Show off	.460	

Table: 6 ANOVA test

		Sum of Squares	df	Mean Square	F	Sig.
For Wearing - Not Show off	Between Groups	14.106	3	4.702	6.425	.000
	Within Groups	180.038	246	.732		
	Total	194.144	249			
My Jeweller is Genuine	Between Groups	16.713	3	5.571	7.814	.000
	Within Groups	175.387	246	.713		
	Total	192.100	249			
Can Buy Jewellery w/o looking Marks	Between Groups	9.890	3	3.297	3.412	.018
	Within Groups	237.714	246	.966		
	Total	247.604	249			
Buy from Family Jeweller	Between Groups	6.750	3	2.250	3.615	.014
	Within Groups	153.106	246	.622		
	Total	159.856	249			
Branded jeweller can't replace Traditional Jewellers	Between Groups	34.178	3	11.393	10.062	.000
	Within Groups	278.526	246	1.132		
	Total	312.704	249			
Branded Jewelleries are costly	Between Groups	10.874	3	3.625	3.491	.016
	Within Groups	255.450	246	1.038		
	Total	266.324	249			
Complete faith in my Famiy Jeweller	Between Groups	16.635	3	5.545	5.678	.001
	Within Groups	240.265	246	.977		
	Total	256.900	249			

Table: 7 Multiple Comparisons

Tukey HSD

Dependent Variable	(I) Purchase of Jewellery	(J) Purchase of Jewellery	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
For Wearing - Not Show off	once in two year	once in a year	.10335	.12657	.847	-.2241	.4307
		twice a year	-.43281*	.15565	.030	-.8354	-.0302
		more than twice	-.54978*	.20777	.043	-1.0872	-.0124
	once in a year	once in two year	-.10335	.12657	.847	-.4307	.2241
		twice a year	-.53616*	.15367	.003	-.9336	-.1387
		more than twice	-.65313*	.20629	.009	-1.1867	-.1195
	twice a year	once in two year	.43281*	.15565	.030	.0302	.8354
		once in a year	.53616*	.15367	.003	.1387	.9336
		more than twice	-.11698	.22530	.954	-.6998	.4658

Dependent Variable	(I) Purchase of Jewellery	(J) Purchase of Jewellery	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
	more than twice	once in two year	.54978*	.20777	.043	.0124	1.0872
		once in a year	.65313*	.20629	.009	.1195	1.1867
		twice a year	.11698	.22530	.954	-.4658	.6998
My Jeweller is Genuine	once in two year	once in a year	.04844	.12493	.980	-.2747	.3716
		twice a year	-.64377*	.15363	.000	-1.0412	-.2464
		more than twice	-.19968	.20507	.765	-.7301	.3308
	once in a year	once in two year	-.04844	.12493	.980	-.3716	.2747
		twice a year	-.69222*	.15167	.000	-1.0845	-.2999
		more than twice	-.24812	.20361	.616	-.7748	.2785
	twice a year	once in two year	.64377*	.15363	.000	.2464	1.0412
		once in a year	.69222*	.15167	.000	.2999	1.0845
		more than twice	.44410	.22237	.192	-.1311	1.0193
	more than twice	once in two year	.19968	.20507	.765	-.3308	.7301
		once in a year	.24812	.20361	.616	-.2785	.7748
		twice a year	-.44410	.22237	.192	-1.0193	.1311
Can Buy Jewellery w/o looking Marks	once in two year	once in a year	.15311	.14544	.719	-.2231	.5293
		twice a year	.53755*	.17885	.015	.0749	1.0002
		more than twice	.41126	.23874	.314	-.2063	1.0288
	once in a year	once in two year	-.15311	.14544	.719	-.5293	.2231
		twice a year	.38444	.17657	.132	-.0723	.8412
		more than twice	.25815	.23704	.697	-.3550	.8713
	twice a year	once in two year	-.53755*	.17885	.015	-1.0002	-.0749
		once in a year	-.38444	.17657	.132	-.8412	.0723
		more than twice	-.12629	.25889	.962	-.7959	.5434
	more than twice	once in two year	-.41126	.23874	.314	-1.0288	.2063
		once in a year	-.25815	.23704	.697	-.8713	.3550
		twice a year	.12629	.25889	.962	-.5434	.7959
Buy from Family Jeweller	once in two year	once in a year	.09007	.11672	.867	-.2118	.3920
		twice a year	.42737*	.14354	.017	.0561	.7987
		more than twice	-.11093	.19160	.938	-.6065	.3847
	once in a year	once in two year	-.09007	.11672	.867	-.3920	.2118
		twice a year	.33730	.14171	.084	-.0293	.7039
		more than twice	-.20100	.19023	.716	-.6931	.2911
	twice a year	once in two year	-.42737*	.14354	.017	-.7987	-.0561
		once in a year	-.33730	.14171	.084	-.7039	.0293
		more than twice	-.53830*	.20777	.049	-1.0757	-.0009
	more than twice	once in two year	.11093	.19160	.938	-.3847	.6065
		once in a year	.20100	.19023	.716	-.2911	.6931
		twice a year	.53830*	.20777	.049	.0009	1.0757

Dependent Variable	(I) Purchase of Jewellery	(J) Purchase of Jewellery	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Branded jeweller can't replace Traditional Jewellers	once in two year	once in a year	.77500*	.15743	.000	.3678	1.1822
		twice a year	.02717	.19360	.999	-.4736	.5279
		more than twice	.04167	.25842	.999	-.6268	.7101
	once in a year	once in two year	-.77500*	.15743	.000	-1.1822	-.3678
		twice a year	-.74783*	.19113	.001	-1.2422	-.2534
		more than twice	-.73333*	.25658	.024	-1.3970	-.0696
	twice a year	once in two year	-.02717	.19360	.999	-.5279	.4736
		once in a year	.74783*	.19113	.001	.2534	1.2422
		more than twice	.01449	.28023	1.000	-.7104	.7394
	more than twice	once in two year	-.04167	.25842	.999	-.7101	.6268
		once in a year	.73333*	.25658	.024	.0696	1.3970
		twice a year	-.01449	.28023	1.000	-.7394	.7104
Branded Jewelleries are costly	once in two year	once in a year	.20718	.15077	.517	-.1828	.5972
		twice a year	-.15415	.18540	.839	-.6337	.3254
		more than twice	-.52165	.24748	.153	-1.1618	.1185
	once in a year	once in two year	-.20718	.15077	.517	-.5972	.1828
		twice a year	-.36133	.18304	.201	-.8348	.1121
		more than twice	-.72882*	.24572	.017	-1.3644	-.0932
	twice a year	once in two year	.15415	.18540	.839	-.3254	.6337
		once in a year	.36133	.18304	.201	-.1121	.8348
		more than twice	-.36749	.26837	.520	-1.0617	.3267
	more than twice	once in two year	.52165	.24748	.153	-.1185	1.1618
		once in a year	.72882*	.24572	.017	.0932	1.3644
		twice a year	.36749	.26837	.520	-.3267	1.0617
Complete faith in my Famiy Jeweller	once in two year	once in a year	.36459	.14622	.063	-.0136	.7428
		twice a year	-.16996	.17981	.780	-.6351	.2951
		more than twice	-.43290	.24002	.274	-1.0537	.1879
	once in a year	once in two year	-.36459	.14622	.063	-.7428	.0136
		twice a year	-.53455*	.17752	.015	-.9937	-.0754
		more than twice	-.79749*	.23831	.005	-1.4139	-.1811
	twice a year	once in two year	.16996	.17981	.780	-.2951	.6351
		once in a year	.53455*	.17752	.015	.0754	.9937
		more than twice	-.26294	.26027	.744	-.9362	.4103
	more than twice	once in two year	.43290	.24002	.274	-.1879	1.0537
		once in a year	.79749*	.23831	.005	.1811	1.4139
		twice a year	.26294	.26027	.744	-.4103	.9362
*. The mean difference is significant at the 0.05 level.							

ABOUT AUTHORS

Ms. Darshana Shah is an Assistant Professor at S. R. Luthra Institute of Management, Surat. She is pursuing Ph.D in Management (Marketing) DBIM - VNSGU; M.Phil in Management (marketing); MBA (Marketing and Finance); B.Com (Accounting and Auditing); PG Diploma in Corporate Communications and Advertising (AMA). Having 11 years of total experience into academics, which includes 9+ years of teaching and 2.5 years as a Research Associate from MICA. Exploring the potential into Qualitative research methodology along with SPSS. Have participated in 17 workshops/ seminars/ conferences/ FDPs and 6 paper published at state level, national level and international. Have taught subjects like Marketing Management, International Marketing, Export Mgmt., Entrepreneurship. Interest in research are Retailing, Consumer Behaviour, Shopping habits, Jewellery.	
Dr. M. V. Sidhpuria has a rich teaching and industry experience of more than 25 years. Prior to joining academics, he was associated for about 8 years with the healthcare sector. For the last more than 17 years, he has been involved in postgraduate management teaching, research and consultancy. He has published more than 30 research papers in the journals of repute. The management cases written by him have been acclaimed and awarded prizes at various Conventions organized by the Association of Indian Management Schools (First Prize in the year 2000 and Third Prize in the year 2005). Presently, he is the Coordinator of the "Start-up and Entrepreneurship Council" of the University. He is also a member of "University – Industry Interaction Cell". He has authored a book titled "Retail Franchising" published by Tata McGraw-Hill. Its international copy has been published in Philippines by McGraw-Hill International.	