

A STUDY ON CUSTOMER SATISFACTION TOWARDS IMITATION JEWELLERY IN NAMAKKAL TOWN

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ABSTRACT

This study focuses on customer satisfaction towards imitation jewellery in Namakkal town, India. As the demand for fashion jewellery increases, imitation jewellery offers an affordable alternative to expensive fine jewellery. India is the second largest manufacturer of imitation jewellery after China, and the industry is expected to grow further due to rising demand, availability of innovative designs, and soaring gold and silver prices. Despite the difference in pricing, imitation jewellery is still popular and admired for its elegance and versatility. This study aims to understand customer expectations and satisfaction towards imitation jewellery in Namakkal town to improve the quality of products and provide convenience to customers.

Keywords: Customer Satisfaction, Imitation Jewellery, Namakkal Town, Indian Culture, Affordable Accessories, Fashion Jewellery, Gold Jewellery, Precious Metals, Gemstones, Demand, Trends, Design, Materials, Pricing, Raw Materials

Cite this Article: Dr. A.Vanitha and Dr. V.Yuvarni, A Study on Customer Satisfaction Towards Imitation Jewellery in Namakkal Town, International Journal of Commerce Research and Development (IJCRAD), 1(1), 2021, pp. 1–10. <https://iaeme.com/Home/issue/IJCRAD?Volume=1&Issue=1>

INTRODUCTION

In Indian culture, gold jewellery was used by both men and women to add to their glamour and charisma. Gold is considered as the most precious and invaluable metal discovered by man till date. It has been found that no other metal has fascinated this imagination as done by gold. Although the fluctuating gold prices have never lost the sheen of gold, it has definitely made the alternatives for gold jewellery very popular. The desire for Indian women for wearing jewellery is rising day by day giving a major push for the demand for imitation jewellery. Imitation jewellery offers the benefit of affordable accessories for the common man. They mimic the appearance of finer pieces of original jewellery by using less expensive materials. Precious metals and gemstones that are quite valuable are used for fine jewellery which makes it expensive. Imitation jewellery replaces these materials with plated metals and fake gems. Imitation jewellery plays a significant role in the Gold jewellery market and its sales. The demand for fashion jewellery has been increasing rapidly for the past few years. The popularity of imitation jewellery has further increased with the prices of gold rising sharply. People always look for attractive and affordable jewellery in line with the latest trends in fashion. Even in case the price of gold decreases, the imitation jewellery will continue to attract high demand.

India holds the second position being the largest manufacturer of imitation jewellery after China. The Indian imitation jewellery has got a huge demand in the US, Europe, Canada, Australia and many other Asian countries. Imitation jewellery is largely made of cut and uncut stones, plastic beads, cast iron, brass, nickel, American diamonds and other attractive materials, which are sourced from places such as Jaipur, Kolkata, Surat, and Ahmadabad. Some raw-materials for such jewellery are also imported. The demand for imitation jewellery ranges from big flashy coloured jewellery to traditional 2 designs of Kundan, Polki, Antique jewellery etc. The demand for imitation jewellery is evergreen and is not limited to wedding season or occasions. Indian Jewellery business has undergone a drastic transformation over the years. The Indian fashion Jewellery market has emerged as one of the rapidly growing business segments of the country. The imitation Jewellery market is to reach INR656.2Billion by the end of 2022 due to rising demand. Indian fashion Jewellery industry is growing in quantum, patronized mainly by the youngsters. In future, the imitation Jewellery market is expected to grow further with soaring gold and silver prices, rising consumer preference, availability of more innovative designs and variety etc. Despite the big difference in pricing, it would be amazing that imitation jewelries are still looking as elegant, as gorgeous and as breath-taking as any other expensive jewelry in the market today. The dangling appeal and the fancy reception of by standers and admirers to imitation jewelry are at the same magnitude as the adoration provided and paid to real and genuine expensive jewelries. Gold Jewelry is bought generally as a valuable asset for lifetime investment, whereas imitation jewelry/traditional jewellery have its advantages that make it the choice for infinite women.

STATEMENT OF THE PROBLEM

The times are really getting harder and harsher. Because there is a pending and apparent economic crunch anywhere in the world, it is easy to realize that the number of robbers and thieves are really rising. But because there is a constant need to be fashionable, there is a need to wear jewelry, especially for the fashionably conscious people. 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 any time. One can have jewellery matching with their dresses. And customer can buy as many sets as they can. So customer expects verities in design, material, reasonable price and new trends etc.

Imitation jewellery should fulfill customer expectation. In the end with customer satisfaction surveys, they help lead to better quality product and happier customers they try to provide maximum benefits and convenience to the customers through the excellent utilization of resource.

OBJECTIVES OF THE STUDY:

To identify the various factors influencing the purchase decision and preferences towards imitation jewellery

- To know the problem faced by the respondent when purchasing imitation jewellery
- To analyze the level of satisfaction towards imitation jewellery in Namakkal Town.

SCOPE OF THE STUDY

Identifying the customer satisfaction study is very useful to the imitation jewellery business marketers including manufacturers, wholesalers, retailers as well as customer. For company, to identify the customer expectation it gives new ideas and creativity which leads to arrival new designs in the market. For customer, gets new designs and get more satisfaction with imitation jewellery. For seller, fulfill customer satisfaction it also improve the sales and revenues. This study helps me to create and maintain a good relationship between the customer and the marketers. Because of this study, the marketers can know what the customer expecting for and also how to satisfy them.

RESEARCH METHODOLOGY

The study attempts to describe the consumer satisfaction towards imitation jewellery purchase in and around jewellery shops in Namakkal Town. Due to not availability of the population size select the convenience sample to make the study. This type of sample comes under the non -random sample. Under this type we can take the customer opinions that are available to us. The sample size for this study is 150 customer of imitation jewellery.

SOURCES OF DATA:

Data were collected through both primary and secondary data sources. A primary data which is collected with the help of questionnaire were collected from various customers. Secondary data consist of information that already exists somewhere have been collected from company websites, other websites.

TOOLS USED FOR ANALYSIS:

- Simple percentage and
- Chi square test.

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 put the 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 jewellery 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.

DATA ANALYSIS AND INTERPRETATION: TABLE 1

SOCIO-ECONOMIC FACTORS OF THE RESPONDENTS

FACTORS	PARTICULARS	RESPONDENT	PERCENTAGE
Gender	Male	20	13
	Female	130	87
	Total	150	100
Age	15-25	68	45
	26-35	45	30
	36-45	21	14
	Above 45	16	11
	Total	150	100
Marital Status	Married	111	74
	Un married	39	26
	Total	150	100
Educational Qualification	SSLC	41	27
	HSC	27	18
	Graduate	34	23
	Post Graduate	40	27
	Other	08	05
	Total	150	100
Occupation of the Respondents	Govt.	24	16
	Private	66	44
	Business	27	18
	Others	33	22
	Total	150	100
	Below Rs.20000	53	35

FACTORS	PARTICULARS	RESPONDENT	PERCENTAGE
Income of the Respondents	Rs.20001- s.30000	27	18
	Rs.30001- Rs.40000	39	26
	Above Rs.40001	31	21
	Total	150	100

INTERPRETATION:

- 13% of the respondents are male, 87 percent of the respondents are female. Majority of the respondents are female.
- The majority of the respondents are in age of 15-25 years.
- 74 per cent of the respondents are married.
- Majority (27%) of the respondents are SSLC and Post Graduate.
- Majority (44%) of the respondents are private employee.
- Majority 35 percent of the respondents' income is below Rs.20000.

TABLE 2 FACTORS INFLUENCING TO PURCHASE IMITATION JEWELLERY

FACTORS	PARTICULARS	RESPONDENT	PERCENTAGE
Using Imitation Jewellery	Yes	145	97
	No	5	3
	Total	150	100
Often Purchase of Imitation Jewellery	Weekly	23	15
	Monthly	19	13
	Once In Every 6 Month	51	34
	Once A Year	16	11
	Rarely-Only On Special Occasion	41	27
	Total	150	100
Purpose Of Purchase	For Regular Use	83	55
	For Occasional Use	28	19
	For Giving Gift	24	16
	Daily Wear	15	10
	Total	150	100
Type of Material Prefer	Gold Covering	57	38
	Matte Finishing	39	26
	Copper	27	18
	Oxidized	27	18
	Total	150	100
Preferring Design	Kundhan Work	40	27
	Ad Stone Work	30	20
	Silver Stone Work	45	30
	Ruby Stone Work	35	23
	Total	150	100
Generally Buying Jewellery Items	Chain	32	21
	Bangles	29	19
	Earing	27	18
	Ring	24	16
	Necklace	12	08

FACTORS	PARTICULARS	RESPONDENT	PERCENTAGE
	Bracelet	10	07
	Nose Pin	03	02
	Other	13	09
	Total	150	100
Spending money to each Purchase	Blow Rs.1000	51	34
	Rs.1000- Rs.3000	42	28
	Rs.3000- Rs.6000	27	18
	Above- Rs.6000	30	20
	Total	150	100
Opinion with Price of the Jewellery	Very High	31	21
	High	38	25
	Moderate	51	34
	Low	30	20
	Total	150	100
Mode of Purchase	Online	27	18
	Local Market	31	21
	Retail Store	43	29
	Online & Retail	26	17
	Store Both	23	15
	Total	150	100
How often do you wear Fashion Jewellery	Every Day	27	18
	Weekends Only	30	20
	Only For Special Occasion	83	55
	Other	10	7
	Total	150	100
Factors influencing to Purchase	Movies and Tv Shows	27	18
	Design	57	38
	Price	35	23
	Fashion Trends	31	21
	Total	150	100
Features influenced to Purchase	Cost	19	13
	Something Different	27	18
	Guirley		
	High Quality	14	9
	What's In Trend	43	29
	Brand	32	21
	Reliability for a good customer service	15	10
	Total	150	100

- Majority (97%) of the respondents are using imitation jewellery.
- Majority of the respondents purchasing imitation jewellery once in every 6 Months.
- Majority (55%) of the respondents are wearing imitation jewellery for regular use.
- Majority (38%) of the respondents are selecting gold covering models.
- Majority (30%) of the respondents are preferring silver stone work.

- Majority (21%) of the respondents generally buying chain items.
- Majority (34%) of the respondents are spending for purchase blow Rs.1000.
- Majority (34%) of the respondents were feel the imitation jewellery is in moderate price.
- Majority (29%) of the respondents are purchasing imitation jewellery from retail store.
- Majority (45%) of the respondents are paying cash on purchase.
- Majority (55%) of the respondents are wearing jewellery only for special occasion.
- Majority (38%) of the respondents influenced by design for purchasing imitation jewellery.
- Majority (29%) of the respondents are purchasing fashion jewellery on the basis of what's in trend.
- Majority (29%) percent of the respondents are what's in trend.

TABLE 3: ISSUES WITH JEWELLERY PURCHASES

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	I Don't Get The full use art of it	17	11
2	Not Versatile Enough	13	9
3	Bad quality-(An rust/turn skin green)	41	27
4	Colour Changing	42	28
5	Warranty Problem	25	17
6	No Exchange option	12	8
	Total	150	100

- Majority (28%) of the respondents are facing main problem is color changing

TABLE 4 OVERALL SATISFACTION LEVEL OF THE RESPONDENTS

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Satisfied	52	35
2	Highly Satisfied	33	22
3	Neutral	20	14
4	Dissatisfied	28	17
5	Highly Dissatisfied	17	12
	Total	150	100

- Majority (35%) of the respondents are satisfied.

CHI-SQUARE TEST

HYPOTHESIS:

In order find relationship between mode of purchase and overall satisfaction with imitation jewellery,

Null hypothesis (H_0): There is no significant relationship between mode of purchase and overall satisfaction with imitation jewellery.

Alternative hypothesis (H_1): There is relationship between mode of purchase and overall satisfaction with imitation jewellery.

OBSERVED VALUES

Particulars	Satisfaction	Highly Satisfaction	Neutral	Dis satisfaction	Highly Dis satisfaction	Total
Online	8	4	3	3	5	23
Local market	6	8	5	6	3	28
Retail store	21	3	7	5	2	38
Online & retail	7	7	2	10	4	30
Store both	10	11	3	4	3	31
Total	52	33	20	28	17	150

EXPECTED VALUE

Particulars	Satisfaction	Highly Satisfaction	Neutral	Dis Satisfaction	Highly Dis Satisfaction	Total
Online	8	5	3	4	3	23
Local Market	10	6	4	5	3	28
Retail Store	13	8	5	7	4	38
Online & Retail	10	7	4	6	3	30
Store Both	11	7	4	6	4	31
Total	52	33	20	28	17	150

Calculated value = 23.21

5 percent level of significance = 0.05

Degree of freedom = $(R-1)(C-1) = (5-1)(5-1)$

$= (4)(4) = (16)$

Table value = 7.962

INTERPRETATION

Since the calculated value is greater than table value at 5% level of significant, the above hypothesis is rejected. Alternative hypotheses (H_1) is accepted. It is concluded that significant of level $23.21 > 7.815$. So mode of purchase plays a significant role in satisfaction with imitation jewellery.

SUGGESIONS

- Steps should be taken to attract more male customers. Imitation Jewellery manufacturers previously considered only women Jewellery as the only segment which will work or change the fortunes, but the recent acceptance of various accessories by men in the Jewellery. In Namakkal town there is no awareness in men fashion jewellery. So making awareness through advertisement it will be increased male customer in future.
- Teen age only prefer to by imitation jewellery. Rising fashion consciousness, improve designs and cost effective in fashionable jewelry is likely to boost to purchase all age groups.
- Advertisements have a great impact on the buying decision of the consumers so more focus on advertisement and media is necessary.
- Most of the respondents' complaint with customer service. To improve the customer service with help of understand customer needs, Seek and promote customer feedback, Set and communicate clear service standards, Delight your customers by exceeding their expectations and Personalize your customer service.
- In addition to the current brand icons the company should try to rope in new generation film stars and sports personalities in order to woo the younger generation.
- The company should focus on persuasive advertising highlighting the unique feature and benefits of the products.
- Only a few customers had purchased necklace, nose pin and bracelets so a special attention should be paid in these areas.

CONCLUSION

The imitation jewellery marketers should improve the quality, designs, updated trend and making charges, and customer service etc. Nowadays, the branded jewellery products are facing an uptrend on these days, the high rate of price variation in gold business is also considered. Same is the case with storage problem, risks of burglary, non-trustworthy staff, high premium of underwriting etc. Changing fashion trends and less risk of burglary of imitation jewellery plays a significant role on real sales of gold jewellery. So the imitation jewellery market has great opportunity to kept good place in jewellery market. In Namkkal town most of the customers are satisfied with imitation jewellery. They expecting to improve the customer services, salesman responsiveness, ornaments designs, price. All the identified factors are believed to collectively play a positive role towards purchase intention of customer in fashion jewellery. The respondents believe that an individualistic culture is helping shape people's preference towards fashion jewelry, who are using products that support their self-expression, which is now more conveniently supported through availability of wide variety of products in case of fashion jewelry. Further, there is some kind of promotion activities required to hold the present customers and make new customers.

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