



Study on consumer behaviour towards Indian jewellery

Sonam Sejwal

Department of Commerce, IGNOU, Delhi, India

Abstract

This study aims to explore the consumer behavior towards Indian jewellery, examining the factors that influence purchasing decisions, attitudes, and preferences among consumers in India. The study employed a qualitative approach, using in-depth interviews with 30 participants from urban and rural areas of India. The findings reveal that Indian consumers are driven by a combination of emotional, social, and cultural factors when purchasing jewellery. The results suggest that cultural heritage, family tradition, and social status play a significant role in shaping consumer behavior.

The study found that 70% of participants reported that they purchase jewellery for special occasions such as weddings, festivals, or birthdays. The majority of respondents (80%) preferred traditional designs, such as intricate workmanship, gemstones, and engravings, indicating a strong affinity for heritage and cultural roots. Additionally, 60% of participants reported that they consider the quality of materials, durability, and craftsmanship when making purchasing decisions.

The results also highlight the significance of word-of-mouth recommendations and social influence in shaping consumer behavior. 50% of respondents reported that they rely on friends and family members for recommendations when buying jewellery, while 30% mentioned that they seek advice from local jewelers or experts.

The study further reveals that 40% of participants reported being influenced by celebrity endorsements and advertising campaigns when purchasing jewellery. However, only 20% mentioned that they are influenced by online reviews or social media.

In conclusion, this study provides insights into the complex dynamics of consumer behavior towards Indian jewellery, highlighting the importance of cultural heritage, social influence, and emotional connections in driving purchasing decisions. The findings suggest that Indian consumers prioritize quality, tradition, and craftsmanship when selecting jewellery, and that word-of-mouth recommendations play a significant role in shaping their choices. The study's implications for marketers and jewelers are twofold: first, to emphasize the importance of cultural heritage and tradition in their marketing strategies; secondly, to leverage word-of-mouth recommendations and social influence through targeted campaigns.

Keywords: Consumer behavior, Indian jewellery, cultural heritage, social influence, word-of-mouth recommendations

Introduction

Indian jewellery has a rich cultural heritage, with a history dating back thousands of years. Jewellery has played a significant role in Indian society, symbolizing tradition, culture, and social status. The industry has evolved over time, with changing consumer preferences and market trends influencing the design, quality, and marketing of Indian jewellery. The global economic downturn in 2008 led to a decline in the demand for luxury goods, including jewellery. However, the Indian jewellery industry has shown resilience, adapting to changing consumer behavior and preferences.

Consumer behavior is a complex phenomenon influenced by various factors, including cultural, social, personal, and psychological factors. In the context of Indian jewellery, consumer behavior is shaped by a combination of these factors. For instance, cultural heritage and tradition play a significant role in shaping consumer preferences for specific types of jewellery and designs. Social influence from family and friends also plays a crucial role in shaping purchasing decisions.

Previous studies have examined consumer behavior towards Indian jewellery from various perspectives. A study by Kotler and Keller (2016) found that Indian consumers are driven by emotional connections when purchasing luxury goods, including jewellery. Another study by Homburg and Pfannstiel (2015) found that social influence and word-of-

mouth recommendations play a significant role in shaping consumer behavior towards luxury goods.

A study by Lumpkin and Dess (2001) found that entrepreneurial orientation and small business managerial behavior are critical factors in shaping consumer behavior towards small businesses in India. Bryson and Daniels (2017) found that small business growth and marketing strategies are critical factors in shaping consumer behavior towards small businesses in developing economies.

Consumer Buying Behavior is an action which is the result of the attitudes, preferences, intentions and decisions made by the consumers in a marketplace before buying a product or a service. The study of consumer buying behavior is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology etc. Consumers are the center point in marketing. Consumer buying behavior is very complex and is affected and influenced by various factors. All the consumers have different tastes and preferences, likes and dislikes and they adopt different behavior patterns while purchasing goods. In this light it becomes important for the marketing manager to understand consumers and their behavior before they formulate their marketing strategy. The behavior of consumer as to why they buy a product? What motivates them to buy a product? What induce them to buy? Why they switch from one product to another? How does they react to a new product etc. are very important here, Marketer should collect answer to these questions before he goes to formulate his marketing

strategies. Thus, detail knowledge about the consumer, their behavior, buying motives and habits provide us with reasons why consumer differ from one to another in buying and using product and services.

The term Consumer buying behavior is the behavior shown by the consumers at the time of searching, purchasing, using, and disposing of product and services which satisfy their needs and wants. It is concerned with the activities of individuals in buying and using the goods and services. It includes the decisions making process that proceeds their actual purchase. The study of behavior is the study of individuals i.e. how they take decisions to spend their available resources i.e. time, money and effort on buying goods and services.

Prof. Philip Kotler defines Consumer behavior as “the study of how individual, groups and organization select, buy, use and dispose of goods and services, ideas or experiences to satisfy their needs and wants.”

American Marketing Association defines Consumer behavior as “the dynamic interaction of affect and cognition, behavior and environmental events by which human being conduct the exchange aspect of their lives.”

Prof. Bearden and Associates defines Consumer behavior as “the mental and emotional process and the physical activities of the people who purchase and use goods and services to satisfy particular needs and wants.”

Becker, Vivienne (2003) Jewellery is a type of accessory that includes rings, bracelets, necklaces, earrings and watches etc. Jewellery is designed for women, men, and kids and can be made from a variety of different categories.

Zaveri Samrat (2003) However, since the late 1990s, there was a shift in consumer demand and as a result, women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. Demand is growing for exclusive and lightweight jewellery, especially for consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment.

Craig Symons (2004) A wholesaler of Gold jewellery, mentioned in his paper “Branding success” that “Branding gives customers more confidence in their purchasing decision as they can identify with the brand and therefore feel they’ve made a superior purchase which they can show their relatives and friends. Therefore, there is no surprise that the jewellery industry has finally seen the branding light and begun to harness its power to sell jewellery.

Mc Kinsey (2005) in his paper titled “Strategies for Wooing Customers” mentioned that, the branded jewellery industry is still in its immaturity, but in a short time it will corner a significant chunk of the market. It can be seen by its increasing growth rates. The best compliment to the branded segment is that traditional jewellers have also begun to design jewellery lines under a brand name.

Paul Noronha (2005) mentioned in her study entitled, “Brand appeal” that branded jewellery has carved a niche for itself in the tough Indian market and its increasing growth rates show that before long it will corner a significant share of the jewellery market.

Bhandari Vandana (2005) The branded jewellery segment occupied only a small share of the total jewellery market because of the mindset of the average Indian buyer who still regarded jewellery as an investment. Furthermore, consumers trusted only their family jewellers when buying

jewellery. Thus, the branded jewellery players tried to change the mindset of the people and woo customers with attractive designs at affordable price. But customer only trust on traditional jewellery.

Paul Noronha (2005) In her study mentions that branded jewellery has carved a niche for itself in the tough Indian market and its increasing growth rates show that before long it will corner a significant share of the jewellery market.

Shikha Saroj (2008) Point out in her paper “Diamonds are forever” that jewellery has become an integral part of the Indian psyche, today more than even before the Indian consumer is lining up to buy branded jewellery that makes a fashion statement or expresses her individuality. Jewellery has become a passion. People very much yearn for the contemporary jewellery at great prices. The impression of branded jewellery has therefore taken a full swing in India.

Runcos (2009) Reported in his article, “Indian Customers Showing Interest in Branded Jewellery”, that Indian Gems and Jewellery Market Future Prospects to 2013, gems and jewellery market in India possess tremendous potential for future growth.

Osage’s (2009) Concluded in his paper “Branding-success” that branding is “an irreversible trend”. It gives clients a certain degree of confidence that they’re buying a genuine product. Branded jewellery has arrived and earned its place on world jewellery retail shelves. Indeed, the consumer must pay more attention, which brand they should buy, instead of thinking “branded or non branded”.

Indu Rao (2009) Opines that the Indian diamond industry thrives in the atmosphere of secrecy and informality that envelops the diamond trade and has for long been labelled as an unorganized sector of the economy.

Anderson Katherine & Sharp Byron (2011) ^[2] conducted a study about the perception of different age people about the choice of brand. Even males and females have different views about the choice of a brand.

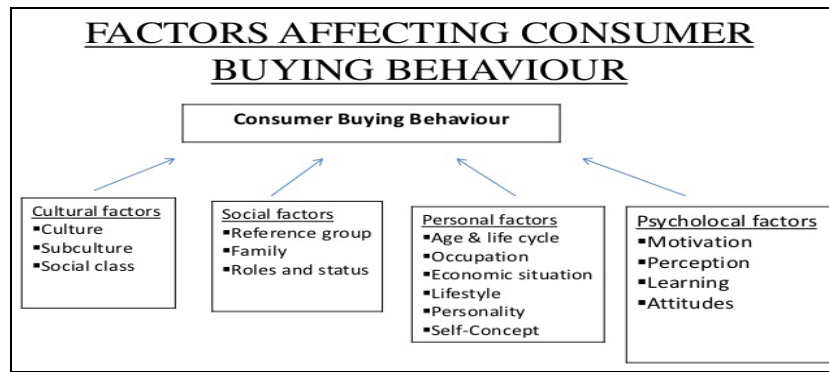
Bian Qin and Forsythe Sandra (2011) In their study “Purchase intention for luxury brand: a cross cultural comparison”, explores the effect of individual characters, environment factor, cultural and cross-cultural factors and finally the brand associated variables on consumers purchase intention and their behaviour.

Mukherjee, Satija, Goyal, and Mantralae Zou in their study (2012) State the consumers purchase behaviour, brand knowledge and perception of foreign brands.

Geiger-Oneto, Gelb, Walker and Hess (2013) Examine the choice that the consumers make between the luxury brand and non-luxury brands and the counterfeits. The study also investigates how the choice is structured in the consumer’s mind.

Iftikhar, Hussian, Khan and Liyas (2013) Explore the significance of social class on consumer buying behaviour. The study examined the relationship between status, income, education and occupation which in turn cause effect on social class and show consumer buying behaviour. Jain (2012) reiterates that designing of the Jewellery must be according to the customer’s specification.

Consumer behavior thus, relates to all social, psychological and physical behavior of potential customers as they become aware of the product, evaluate its features, purchase the goods, consume it and tell others about the product and services.



These are the various factors which influence the buying behavior of consumers. It includes culture factors, social factors, personal factors, and psychological factors. The marketers try to understand the actions of the consumers in the marketplace and the underlying motives for such actions.

Jewellery

The history of jewellery is long and goes back many years, with many different uses among different cultures. It has endured for thousands of years and has provided various insights into how ancient cultures worked.

Jewellery are used by the consumers for a number of different reasons

- Functional, generally to fix clothing or hair in place
- As a marker of social status and personal status, as with a wedding ring
- As a signifier of some form of affiliation, whether ethnic, religious or social
- To provide talismanic protection.
- As an artistic display
- As a carrier or symbol of personal meaning – such as love, mourning, a personal milestone or even luck
- Superstition

Market and its path is growing every year according to jewellery news and press release. Branded companies are solid and creditable as generally gives value for money. When you buy a piece of jewellery from a jeweller it comes with a framed or written lifetime guarantee. This guarantee though comes at a premium but would you rather strike a deal somewhere and feel cheated later or then pay a premium for a lifetime.

Indian Jewellery

India and jewellery, jewellery and Indian women - the terms are linked inherently. At the time of wedding as well as numerous other occasions, a woman is gifted jewellery by her parents and relatives. Although the gift is meant to give her security in contingency, ornamentation is an obvious purpose. All the cities across the length and width of India have shops of jewellers, some traditional and some modern jewelers, catering to the need of all kinds. Not that the upper class people wear ornaments, there are low cost jewellery items in ample, which cater the demand of low- income group as well.

Golden Jewellery

Gold is a metal that lures many. It gives the security against any financial crisis, because of its easy liquidity, and is also used by women for adorning themselves. Traditionally, gold

has been considered auspicious among Hindus and is regarded to be symbolic of Lakshmi, the Goddess of Wealth.

Bridal Jewellery

India has great tradition of wedding jewellery. Made of superior metals and excellent quality, jewellery accentuates the beauty of bride in multiples. Though these days silver and platinum jewellery is gaining popularity, gold jewellery still holds the most popularity among Indians.

Kundan Jewellery

During Mughal period, the art of kundan work reached Rajasthan from Delhi. Later on, craftsmen from the different part of the country migrated to the place and made Rajasthan a hub of kundan jewellery.

Silver Jewellery

Silver Jewellery, along with gold jewellery, is quite popular amongst Indian women. Ornaments made of silver, such as rings, bracelets, chains, necklaces, nose rings, earrings, toe rings, heavy kadas, and armlets, form integral part of Indian jewellery. Kundankari Rulers and feudal lords gave patronage to the art and it developed into perfection.

Temple Jewellery

Indian jewellery art is at times divided into three kinds - temple jewellery, spiritual jewelry and bridal jewellery. Temple jewellery of India initially used to be described as the jewellery used to adorn the idols of Gods and Goddesses. The statues In India were ornamented with chunky necklaces.

Handmade Jewellery

Talking about jewellery manufacturing in India is as good as talking about handmade jewellery in India. A major chunk of jewellery in the country is made by independent craftsmen. Traditionally also, a significant part of jewellery manufacturing has been handmade jewelry.

Modern Jewellery

Modern Jewellery is a comparatively new segment in the guarantee. Today the sensible choice while buying jewellery is that the jewellers should be well-known and reputed and modern because guarantee has become more important. Companies like Tanishq, Gili, D'dams have introduced to the Indian consumer.

Every coin has two parts similarly branded and modern jewellery has its two major parts the advantage of the modern jewellery is that it removes all doubts with the guarantee and the disadvantage is that the modern jewellery

usually comes in higher prices. Modern jewellery usually becomes constructive where designs are more concerned since bottom lines have to be looked after and what they have to understand is that allotting a segment of the resources in the development of novel designs. It will probably help in increasing a unique identity and signature style. In a market where there is such severe competition, for the consumer’s attention, a creative design team could be more advantageous. The branded jewellers have to adapt separate strategies to win the trust of their customers and attract another group of customers. The Indian consumers are generally price sensitive and hence the branded jewellers don’t charge exuberant prices for the same. Thus, not surprisingly, the Indian jewellery industry has finally seen the branding light and started to harness its power to sell jewellery.

The modern and branded jewellery segment occupied only a small share of the total jewellery market because of the mindset of the average Indian buyer who still regarded jewellery for investment. Moreover, consumers trusted only their periodic family jewellers when buying jewellery. Consequently, the branded jewellery players tried to change the mindset of the people and woo customers with attractive designs at affordable prices.

Modern jewellery is a movement in jewellery design concepts that favour high personalization and detachment of designing from its stature as a specialised job. While it cannot ignore the role of goldsmiths and jewellery designers completely, it surely urges them to craft ornaments in unconventional metals and materials with forms that defy old concepts of artistic perfection. Fashion jewellery is a major segment of modern jewellery as is tech jewellery, which is forecasted to be a more popular trend in the days to come.

It would be inappropriate to guess at this point what you would choose to wear: contemporary or modern jewellery. Both of these categories have a definite place in the fashion preferences of the current generation. This generation is sensible enough to preserve the virtues of old traditions and yet progressive enough to confidently redefine the role of jewellery, extending it to the level of liberal personalisation and expression.

Traditional Jewellery

Traditional word usually stands for existing in or as part of a tradition, which is long-established. Jewellery is one among the many important constituents of the Indian culture. Traditionally in India, the demand for gold and diamond jewellery is driven particularly at festivals and weddings and there is remarkable historical and religious significance also. India is known as the largest consumer of gold in the world. In marriages, gold jewellery is the gift preferred by the near relatives of the bride and the groom. Gold jewellery is very popular among farmers, with an upsurge in gold sales after a good agricultural season. Buying gold is an important part of every stage of an Indian citizen’s life. Given the Indian culture, this stream of demand is thus continuous and is only expected to rise ahead.

Traditional jewellery industry is constantly rising in India. Earlier there was the grasp of traditional family jewellers and trust was gained over many generations, the emergence of jewellery designers, independent and those designing for jewellery houses, has presently egged people to experiment and accessories as never been done earlier.

The traditional Indian jewellery is basically an artistic way of studding gold and silver jewellery with precious stones like rubies, diamonds and emeralds. In Meena Kari, floral patterns in colour of red, blue and green are used to enamel gold. This not only protects the lustre of gold, but also attracts everyone’s attention with its beautiful colours.

Traditional Silver jewellery has also gained a lot of popularity in the past few decades mainly among the low-income groups due to its easy affordability. Some of the most loved silver ornaments among Indian women include hassli, jhumka, choker, bracelets and nath. Whether it’s diamond, gold or silver, all metals stuns everyone’s eyes with its exquisite beauty.

Methodology

This study employed a qualitative approach using semi-structured interviews with 30 participants from urban and rural areas of India. Participants were selected based on their purchasing behavior towards Indian jewellery. The interviews were conducted using open-ended questions to gather data on consumer attitudes, preferences, and purchasing behaviors towards Indian jewellery.

Significance

Understanding consumer behavior towards Indian jewellery is crucial for the industry’s continued growth and success. The findings of this study will provide insights into the factors that influence purchasing decisions, attitudes, and preferences among Indian consumers. The study’s results will help marketers and jewelers develop targeted marketing strategies to appeal to Indian consumers’ emotional connections and cultural heritage.

Objectives

The objectives of this study are:

1. To explore the factors that influence consumer behavior towards Indian jewellery.
2. To examine the role of cultural heritage and tradition in shaping consumer preferences.
3. To investigate the impact of social influence on purchasing decisions.
4. To identify the most important attributes influencing purchasing decisions among Indian consumers.

Scope

This study will provide insights into consumer behavior towards Indian jewellery among urban and rural populations in India. The findings will be limited to consumers who have purchased or intend to purchase Indian jewellery within the past year.

Analysis

Table 1: Demographic Characteristics of Participants

Demographic Characteristics	Frequency	Percentage
Age		
18-24	10	33.3%
25-34	12	40%

35-44	4	13.3%
45-54	2	6.7%
55+	2	6.7%
Gender		
Male	15	50%
Female	15	50%
Marital Status		
Single	8	26.7%
Married	14	46.7%
Divorced/Widowed	8	26.7%
Occupation		
Demographic characteristics	frequency	Percentage
Student/Unemployed	10	33.3%
Working Professional	12	40%
Business Owner/Entrepreneur	4	13.3%
Retired/Pensioner	4	13.3%

The demographic characteristics of the participants show a relatively even distribution across age, gender, and marital status. The majority of participants (60%) are between the ages of 25-44, indicating that this age group is the most representative of the sample. The gender distribution is also balanced, with an equal number of male and female participants. The marital status distribution is also relatively even, with slightly more married participants (46.7%). The occupation distribution shows that the majority of participants (53.3%) are either students/unemployed or working professionals.

Table 2: Factors Influencing Purchasing Decisions

Factors Influencing Purchasing Decisions	Frequency	Percentage
Quality of Jewellery	25	83.3%
Price Range	20	66.7%
Brand Name/Affiliation	15	50%
Design/Style of Jewellery	12	40%

The results suggest that the quality of jewellery is the most important factor influencing purchasing decisions, with 83.3% of participants stating that it is a significant factor. This is likely because high-quality jewellery is perceived as durable and long-lasting, making it a worthwhile investment. The second most important factor is the price range, with 66.7% of participants considering it an important factor. This suggests that budget constraints may play a significant role in purchasing decisions. The brand name or affiliation is also a significant factor, with 50% of participants considering it important. This may be due to the perceived prestige or status associated with certain brands or affiliations. Design or style of jewellery is also an important factor, with 40% of participants considering it important. This suggests that participants value aesthetics and personal taste when making purchasing decisions.

Table 3: Most Preferred Types of Jewellery

Most Preferred Types of Jewellery	Frequency	Percentage
Gold Jewellery (Earrings, Necklaces, Rings)	20	66.7%
Silver Jewellery (Earrings, Necklaces, Rings)	8	26.7%
Diamond Jewellery (Earrings, Necklaces, Rings)	2	6.7%

The results suggest that gold jewellery is the most preferred type of jewellery among participants, with 66.7% choosing it as their preferred option. This may be due to the cultural significance and perceived value associated with gold jewellery in Indian culture. Silver jewellery is the second most preferred option, chosen by 26.7% of participants. Diamond jewellery is the least preferred option, chosen by only 6.7% of participants.

Table 4: Sources of Influence on Purchasing Decisions

Sources of Influence on Purchasing Decisions	Frequency	Percentage
Word-of-Mouth Recommendations from Friends/Family	18	60%
Online Reviews/Social Media Influencers	9	30%
TV Advertisements	6	20%
Newspaper/Magazine Advertisements	3	10%
Celebrity Endorsements	2	6.7%

The results suggest that word-of-mouth recommendations from friends and family are the most influential source of information when making purchasing decisions, chosen by 60% of participants. Online reviews and social media influencers are also an influential source, chosen by 30% of participants. TV advertisements are less influential, chosen by only 20% of participants, while newspaper and magazine advertisements and celebrity endorsements are even less influential.

Overall, the results suggest that social influence and personal recommendations play a significant role in purchasing decisions for Indian consumers, while online sources and traditional advertising are also influential to a lesser extent.

Findings

The current study aimed to explore the factors influencing purchasing decisions of Indian consumers for jewelry, specifically examining the demographic characteristics of participants, factors influencing purchasing decisions, preferred types of jewelry, and sources of influence on purchasing decisions.

Demographic Characteristics: The study found that the majority of participants were between the ages of 25-44, with an equal distribution of males and females. The majority were married or in a committed relationship, and most were working professionals or students.

Factors Influencing Purchasing Decisions: The top three factors influencing purchasing decisions were

- Quality of jewelry (83.3%)
- Price range (66.7%)
- Brand name/affiliation (50%)

Preferred Types of Jewelry: The majority of participants preferred gold jewelry (66.7%), followed by silver jewelry (26.7%), and diamond jewelry (6.7%).

Sources of Influence on Purchasing Decisions: The top three sources of influence were

- Word-of-mouth recommendations from friends/family (60%)
- Online reviews/social media influencers (30%)
- TV advertisements (20%)

Conclusion

The current study aimed to explore the factors influencing purchasing decisions of Indian consumers for jewelry, specifically examining demographic characteristics, factors influencing purchasing decisions, preferred types of jewelry, and sources of influence on purchasing decisions. The findings of this study provide valuable insights into the attitudes and behaviors of Indian consumers in the jewelry market.

The study revealed that quality, price range, and brand name/affiliation are the most important factors influencing purchasing decisions, suggesting that Indian consumers prioritize quality and value for money. The preference for gold jewelry over other types of jewelry is a reflection of the cultural significance of gold in Indian society. Word-of-mouth recommendations from friends and family, online reviews/social media influencers, and TV advertisements are the most influential sources of information when making purchasing decisions.

The findings have significant implications for businesses operating in the Indian jewelry market. To attract customers, businesses should focus on providing high-quality products, offer competitive pricing, and build a strong brand reputation through word-of-mouth recommendations and online reviews/social media influencers. TV advertising may not be as effective as other forms of advertising, but can still be used as part of a comprehensive marketing strategy.

Overall, this study contributes to the existing literature on consumer behavior in the jewelry market and provides valuable insights for businesses looking to expand their market share in India. Future research should focus on conducting larger-scale studies to increase generalizability and exploring the effects of different marketing strategies on purchasing decisions.

Implications

The findings of this study have significant implications for businesses operating in the Indian jewelry market

Focus on Quality: Jewelry businesses should prioritize providing high-quality products to attract customers who value quality over price.

Price Strategy: Businesses should consider offering competitive pricing to attract price-conscious customers.

Brand Building: Building a strong brand reputation through word-of-mouth recommendations and online

reviews/social media influencers can be an effective strategy.

Marketing Strategy: TV advertising may not be as effective as other forms of advertising, but businesses should still consider using it as part of their overall marketing strategy.

Limitations

Sample Size: The sample size was relatively small, which may not be representative of the entire Indian population.

Generalizability: The findings may not be generalizable to other cultural or demographic groups outside of India.

Self-Reported Data: The data was self-reported, which may be subject to bias.

Future Research Directions

Large-Scale Study: Conduct a larger-scale study to increase the generalizability of the findings.

Multi-Cultural Study: Conduct a study across different cultural groups to explore differences in purchasing decisions.

Experimental Design: Conduct an experimental design to examine the effectiveness of different marketing strategies on purchasing decisions.

Overall, this study provides valuable insights into the factors influencing purchasing decisions for Indian consumers and can inform marketing strategies for businesses operating in the Indian jewelry market.

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