

A Study On Consumer Buying Behaviour Of Imitation Jewellery Embedded With Gemstones In Tirunelveli

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Abstract

In a person's life, colour and waves are very important. Precious stone also has an impact on colour and waves. One person's seven circles accept these colours . The use of precious stones alters the mental state of the person. Subsequently, it begins to have an impact on the body. Precious stone has an impact on work after the body and mind. The advantage of the gem starts later, but the losses are immediate.

Imitation jewels have been part of our culture for almost 300 years. The precious stones are sold based on the weight. Due to the hike in prices of gold people who prefer to buy jewellery with gemstones hesitate to purchase and so they opt to buy imitation jewellery embedded with gemstones where the price becomes reasonable for them to purchase. The imitation jewels have gained great potential and prosperity. Fashion-conscious Indian women with higher available incomes are the driving force behind the fashion and jewellery market in India. This study was therefore undertaken to explore the various aspects of the knowledge, attitudes, and consumer buying behaviour of the gemstone imitation jewellery

Introduction

A gem, or gem, is a type of material that can be cut and polished for use in jewelry or other ornamental applications. Gems are often made of minerals. As you may already know, minerals are crystalline, inorganic and natural solids of defined chemical composition. There are also some "gems" that are actually rocks or fossils, not minerals..Precious stones are the soul of fantasy jewels. They have been used since ancient times to embellish jewels. Their colour, shine, cutting style and rarity are what distinguish them from other mineral crystals and define their value. Moreover, their extraordinary healing powers are not hidden from the world. Synthetic and simulated gemstones are available in all shapes, including cabochons and brilliant cut, and are usually set in sterling silver, vermeil or costume jewelry. Some created gems and CZs are even embedded in precious metals, such as 14kt-18kt gold or platinum, especially those found in jewellery collection.

Jewels with precious stone go in the style of fashion jewelry, to the classics of every day, even from the bride with engagement ring and synthetic moissanite and CZ wedding rings.

They are perfect travel accessories, for a luxurious look and tranquility. As per our taste and convenience bracelets, earrings, necklaces and rings are available

Origin Of Gemstones

Gemstones form beneath the surface of the Earth and can sometimes show traces of other minerals, called inclusions. Precious stones are a product of the earth. Some, like diamond and zircon, formed deep in the earth and were brought to the surface by explosions of molten rock. Many, like topaz, tourmaline and aquamarine, slowly crystallized from hot fluids and gases as they cooled and solidified away from the earth's surface. Others consisted of liquids filtered into cracks and rock pockets, such as the Australian opal. Some, like garnet and jade, were formed when the rocks were heated and pressurized by the movements of the earth and recombined to form new different minerals.

History Of Gemstones In India

Several pieces of hand-carved gemstone jewelry have been discovered in the remnants of ancient civilizations, highlighting the fact that gemstone jewelry was popular at that time. In addition, several Indian writings such as the Mahabharata and Ramayana document the mystical healing powers of gems and the way they are adorned with kings and queens to enhance their process.

Furthermore, it is said that they are the rich gemological reserves of India that have fascinated the Mughals to establish their empire in India. In the Mughal era, stone crafts flourished in all parts of India. Many new forms of precious stones and semi-precious stones have been used to create beautiful jewels that will complete the daily life of the royal family. However, it was during the sponsorship of the Victorian empire that India became a perfectly integrated trading center of precious and semi-precious stones to create splendid stone jewelry adorned with nails.

Even today, India produces some of the most beautiful jewels sprinkled with precious stones in the world.

Literature Review

Manisha Panwala (July 2017) 'Buying of increasing diamonds among Indians class' (Times of India, TNN | 12 December 2014, 10.53 A FOG) Diamonds have become the best friends of the middle class Indian consumers. The diamond of the consumer survey on purchases "carried out by the largest concluded the diamond mining company De Beers that the rate of diamond acquisition between India middle-class consumers increased sharply by two in 2002 at 9% in 2014.ⁱ

Leela Tiangsoonnern (Nov 2011) There have been other possible problems that can be explored. It may consider studying the effects of mediation or the moderating effects of psychological constructs such as the perceived risk of the buyer, the personality of the buyer and macroeconomic factors on the relationship between purchasing behavior and attitudes of buyers of precious stones. A future repeated study could help to better treat non-significant H1 strategies (the product purchased and the price purchased) and H2 (the intention to purchase) in this study.ⁱⁱ

Different forms of jewellery in precious and semi-precious stones spread in India

Precious and semi-precious gemstones are set in various ways by Indian designers and artisans. Some of these art forms date back 5,000 years, while others are still experimental.

1. Kundan Jewellery

Brightly coloured enameling has led to various variations in Kundan's art. Furthermore, Kundan's silver jewelry is very popular with young people from Rajasthan, Punjab and Bihar.

2. Jadau Jewels

Today Jadau art is completed by a meenakari or enamel that gives the ornament a unique colour palette. Furthermore, a Polki or uncut diamond is chosen as the central stone to add further aesthetic value to the piece.

3. Jewels of the lake

Previously, indigenous tribes used mirrors and glass beads to embellish lacquer ornaments. Now, even semi-precious stones are encrusted to add aesthetics. Furthermore, as this form of jewelry is relatively inexpensive, it is very popular among young people.

4. Navratna Jewellery

Traditionally, the Navratna combination was mainly used in rings and pendants, but now it is used to embellish a series of ornaments, including earrings, bracelets, bangles and many others. As it consists of a variety of colours; this is fine with various Indian customs.

5. Pachchikam Jewellery

Although gold and platinum have previously been used as the basis for Pachchikam's works of art, silver is now used to make it a little more comfortable with pockets.

6. Pearl Jewellery

A unique combination of pearl ornaments and stone jewelry is now available. In these pieces, the stones are encrusted in the central part while the pearls are strung on the periphery to make the ornament extraordinary.

7. Contemporary stone Jewellery

This form of jewelry uses an amalgamation of different art forms to create a fashionable and fashionable ornament. Generally, a combination of precious and semi-precious stones is used in an unconventional way to create a contemporary jewel. Since then, this type of jewelry oscillates between fashion and fashion, sterling silver is widely used as a base for setting stones. Rarely, copper and brass are also used as base metals to make ornaments more economical.

Gemstones and Myth

Precious stones are not only popular for their aesthetic properties, but also for their mystical healing powers. Based on our astrological map, a precious stone can be used to bring health, wealth and prosperity into a person's life. Furthermore, even scientifically proven facts suggest that the colours and luster of precious stones can be used to treat various diseases. Below is a brief overview of how different stones and gems can affect a person's life.

Ruby: Ruled by the sun, this gem blesses the worshiper with beauty and health. Furthermore, it can be used to reorganize love life.

Pearl: This white gem inculcates values such as honesty, purity and innocence. It has also been documented to help increase concentration power.

Coral: Ruled by Mars, this precious stone is known to promote creativity. Moreover, it is known to make him adoring wise and enthusiastic.

Sapphire: This gem promotes universal love and is useful for those seeking spiritual knowledge.

Diamond: Recognized as a symbol of purity, diamonds induce fearlessness and visual clarity.

Hessonite: Hessonite protects the wearer from accidents and drives away evil spirits. Moreover, it brings wealth and prosperity.

Cat's Eye: This precious stone can strengthen the spirit of the worshiper and bring him an indomitable determination and will.

Emerald: This green stone brings good luck to the wearer.

Furthermore, semi-precious stones can also be used in the treatment of precious stones because they have a predominant colour, which can help alleviate the symptoms of depression, stress, insomnia, anorexia and many others. illnesses. Therefore, apart from their visual appeal, precious stones also have therapeutic properties that make the jewelled inlaid stone even more precious.

Types of precious stones

There are many types of gems and they can be grouped according to the way they are formed. As mentioned above, gems can be formed from minerals, organic materials, other inorganic materials or rocks (mixtures of minerals, crystals and other rocks).

In the world of precious stones, precious stones have been created to imitate nature or to resemble nature. These precious stones are called synthetic, imitations or simulants. We will explore what the difference is and what are the most common gems on the market.

Natural precious stones

Natural stones are minerals extracted from the soil and cut into precious stones. They can be treated with different techniques to improve colour and sharpness, such as heating, but the

main mineral must come from nature. Creating natural stones can take millions of years and people have been fascinated by their beauty since the beginning of time.

Synthetic precious stones

Synthetic stones are those that exactly imitate natural stones but were created by humans in the laboratory. The most common synthetic stones are synthetic diamonds, synthetic sapphires and synthetic quartz. Synthetic gemstones have exactly the same chemical composition, the same crystalline structure and the same properties as natural gemstones. It is very difficult for an inexperienced expert to distinguish between a synthetic and a natural gem.

Imitated or simulated precious stones

Imitations or stimulants are gems that try to look like reality. The most used gemstones on the market are those that try to reproduce a diamond. Stimulants like synthetic rutile or strontium titanate have been used for decades to try to replicate Diamond's shine. Although these precious stones are imitation, they have no natural counterparts and are therefore neither classified nor synthetic. Glass and plastic are other common imitations. Blue glass is often offered as a blue sapphire to unsuspecting buyers, while plastic beads can be sold as natural pearls. Goldstone is an imitation glass crossed by spots often sold as a natural product.

Factors That Determines The Gem's Value

Color : Color is one of the important factors. There are three common components like saturation, hue and tone where color can be separated.

- Saturation - Amount of Color is described
- Hue - The name of the stone is described
- Tone - Darkness /Brightness of a Color is described

Clarity : Clarity refers to the landscape inclusions which lies internal in a gem.

Inclusions - Tiny gas bubbles, small pockets of fluid, necklines and crystals of same and other minerals.

Cut : Cut refers to a gem's shape. Variable parts of gem is proportionate to its finishes such as faceted relations and polishing. Cutting is essential to create the full potential of beauty in a precious stone.

Carat : Precious stones are usually weighed in two pan scale. Carat is a weight equivalent to one fifth of a gram. The gems were in a saucepan and the carob beans were used on the other side. The word carat derives from "carob". Today we use digital electronic scales to weigh precious stones.

Statement of problem

People face many problems while purchasing imitation jewellery with gemstones

- ❖ Feel insecure to purchase online the imitation jewels with gems

- ❖ Lack of information in regard to the gemstone jewellery
- ❖ Problem of duplicate stones sold.

Research Objectives

The objectives of the study are

- ❖ To analyze consumer buying preferences of imitation jewellery embedded with gemstones.
- ❖ To identify the factors relating to selection on the type and purity of gemstones.
- ❖ To identify which age group and gender of people prefer using imitation jewellery with gemstones.
- ❖ To analyze the motive of buying imitation jewellery with gemstones.
- ❖ To analyze whether people prefer buying gemstone jewellery through online mode.

Limitations Of The Study

- ❖ The choosing of the vast topic creates a pressure on the researcher to delimit the topic and some of the significant parameters to be left out. The present study is no exception.
- ❖ Small sample size. The respondents might have given biased responses which has high probability.
- ❖ The sample size is limited 92 due to shortage of time.

Research Methodology

This study is descriptive in nature and covers both primary and secondary data.

Collection Of Data

a) Secondary data: They have been collected from internal sources. Secondary data was collected in newspapers, articles, newspapers, management books and the Internet.

(b) Primary data: This was the primary source of primary data. The main method of data collection would be a direct personal interview through a structured questionnaire.

A total of 92 samples taken using an adequate sampling technique. The statistical tools used are the simple percentage analysis, the chi-square test and the Garrett ranking. The study describes the behaviour of customers regarding the purchase of gemstone imitation jewellery in Tirunelveli, Tamil Nadu.

TABLE 1

Demographic Variables

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	63	68.48
2	Female	29	31.52
Sl. No.	Age group	No. of Respondents	Percentage
1	30 – 40 years	20	21.74
2	40 – 50 years	42	45.65
3	Above 50 years	30	32.61
Sl. No.	Marital Status	No. of Respondents	Percentage
1	Married	72	78.26
3	Unmarried	20	21.74
Sl. No.	Profession	No. of Respondents	Percentage
1	Government Employee	21	22.83
2	Non-Government Employee	23	25
3	Business	48	52.17
Sl. No.	Monthly Income	No. of Respondents	Percentage
1	Rs. 20,001 - 30,000	21	22.83
2	Rs. 30,001 - 40,000	10	10.87
3	Rs. 40,001 - 50,000	33	35.87
4	Above Rs.50,000	28	30.43

TABLE 2 :

Satisfaction Level On The Factors While Purchasing Gemstone Embedded Imitation Jewellery

Sl. No.	Factors	Profession		Total	Chi-square Value	P-value
		Private Sector Employee	Government Employee			
1	Colour	4.12	4.24	4.18	7.638	.106
2	Clarity	4.02	4.02	4.02	8.571	.073
3	Cut	4.00	4.05	4.10	4.133	.388
4	Carat	4.24	4.10	4.16	4.267	.371

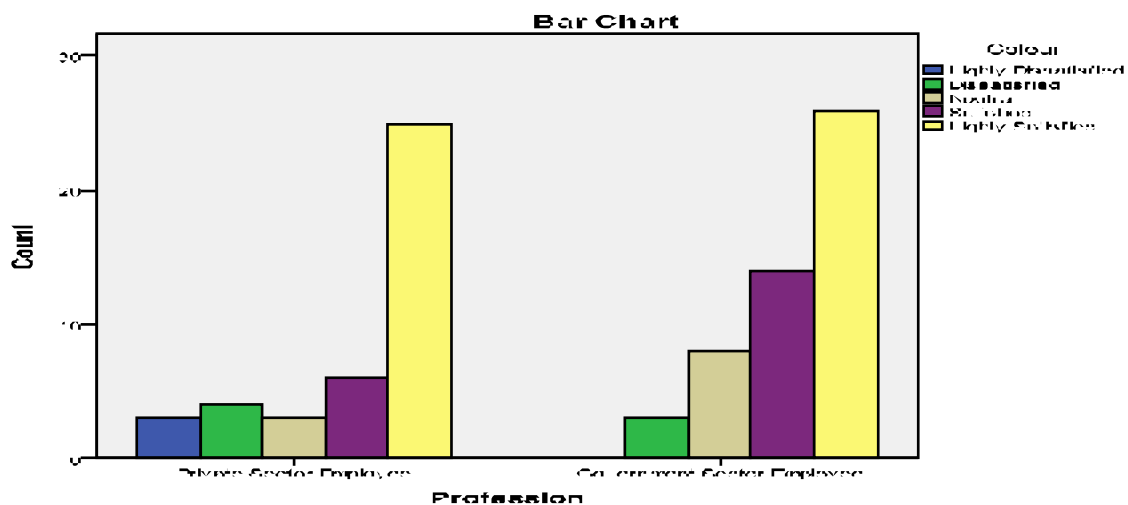
The above table reveals that among the above factors colour of the gemstone was taken into account while making purchase of a gemstone jewellery with overall mean score of 4.18.

The above analysis has been further tested in the light of Chi-square analysis and in this connection the following null hypothesis has been framed.

H_01 : There is no association between the profession and the factors of purchasing gemstone embedded imitation jewellery.

The above analysis reveal that the framed hypothesis has been accepted and it confirms that there is no significant difference between profession and the factors – colour, clarity, cut and carat. Based on the Mean score and Chi-square value we can conclude that colour factor was mostly considered by the respondents while making a purchase on gemstone embedded fashion jewellery.

Chart 1.1 Depicting The Factor of Colour of Gemstone with Profession



SUGGESTIONS

Each and every stone has its own physical properties which can react distinctively to light and heat

- ❖ A salesperson in the store you purchase the imitation jewelley with gemstones should tell you if the gem you're looking at has been processed and if the stone requires special care.
- ❖ Enhancements and treatments pertaining gem stones has to be studied before buying it.

- ❖ In order to identify the originality of the gem stone it has to be tested by a gemologist.
- ❖ Do not scrub the stone while cleaning as it may cause damage
- ❖ Do not use chemicals like ammonia to clean the gem stone.
- ❖ After cleaning it has to be wiped with a soft lint free cloth to enhance its shine.

CONCLUSIONS From the analysis and findings the following conclusions are made.

- ❖ Pertaining to gender - male respondents are the majority people using imitation jewellery embedded with gem stones particularly the stones are embedded on rings for wearing.
- ❖ Respondents have clearly shown that they are not completely ready for buying gemstone embedded imitation jewellery products from online retailers.
- ❖ Study shows that there is lack of awareness among the respondents regarding the originality of the stone and not aware about the trusted sellers.
- ❖ The basic motive to buy gemstone imitation jewellery - it is not worn for fashion but they prefer it wearing as a lucky stone, benefits of wearing gives various positive effects on life.
- ❖ People do not prefer to buy imitation jewellery embedded with diamonds.

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