



# Unveiling Consumer Preferences: Exploring Factors Influencing Purchase Decisions in the Jewellery Market

Parth Soni, Rahul Chauhan\*, Mohit Patel, Himalay Patel, Kush Kalariya

Unitedworld Institute of Management, Karnavati University, Gandhinagar, India

\*Correspondence: Rahul Chauhan  
Email: [rj88chauhan@gmail.com](mailto:rj88chauhan@gmail.com)

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**Abstract:** This study investigates consumer-buying behavior in the traditional and branded jewellery market, focusing on factors influencing purchase decisions and overall satisfaction. Data from 240 respondents in Gujarat, India, were analyzed using factor analysis and Smart PLS. Results indicate a preference for traditional jewellery, with brand image and personal style significantly affecting overall satisfaction. Conversely, factors related to price and traditional values may not have a significant relationship with satisfaction. Future research could explore cultural influences on consumer preferences and conduct comparative studies across different regions. Understanding consumer behavior in the jewellery market has implications for businesses globally, enabling them to tailor marketing strategies and product offerings to meet customer needs effectively.

**Keywords:** Consumer Buying Behaviour, Jewellery Market, Traditional Jewellery, Branded Jewellery, Overall Satisfaction.

## Introduction

Consumer behaviour is the cornerstone of modern society, influencing every facet of our daily lives. Whether we are parents shopping for groceries, students choosing educational materials, or professionals making business purchases, our decisions as consumers shape not only our individual experiences but also the broader market landscape. At its core, consumer behaviour encompasses the mental, emotional, and physical actions that individuals undertake while selecting, purchasing, using, and disposing of goods and services to fulfil their needs and desires.

Understanding consumer behaviour extends beyond the individual making the purchase; it involves unravelling the intricate web of influences that surround the decision-making process. From family dynamics to social pressures and cultural norms, various factors converge to shape consumer choices. For instance, a parent shopping for their family must consider not only their own preferences but also the tastes and preferences of their spouse and children. Similarly, societal trends, advertising messages, and peer recommendations all play a role in influencing consumer behaviour, highlighting the interconnectedness of individuals within their social and cultural contexts.

Marketers rely on insights into consumer behaviour to navigate the complexities of the marketplace and drive business success. By understanding the factors that influence consumer decision-making, businesses can tailor their strategies to meet the evolving needs and preferences of their target audience. This involves analysing consumer motivations, perceptions, attitudes, and behaviours to identify market gaps, develop new products or services, and refine marketing messages. Moreover, understanding consumer behaviour enables marketers to anticipate trends, forecast demand, and adapt quickly to changing market conditions, thereby gaining a competitive edge in the marketplace.

Consumer behaviour manifests in various forms, ranging from routine purchases to high-involvement decisions, each influenced by different psychological, social, and economic factors. For example, habitual purchases, such as everyday groceries or household items, are often driven by convenience, familiarity, and brand loyalty. In contrast, high-involvement purchases, such as buying a car or a house, require extensive research, comparison, and deliberation, reflecting a deeper level of consumer engagement. By categorizing consumer behaviour into distinct types, marketers can tailor their marketing strategies to resonate with different consumer segments and drive desired outcomes.

Ultimately, consumer behaviour serves as a lens through which to understand human motivations, preferences, and interactions within the marketplace. By dissecting the intricacies of consumer decision-making, businesses can gain valuable insights into the drivers of consumer behaviour and develop strategies to engage, influence, and satisfy their target audience. In an ever-evolving market landscape characterized by rapid technological advancements and shifting consumer trends, a deep understanding of consumer behaviour is essential for businesses to thrive and succeed in meeting the needs and desires of their customers.

## Literature Review

The literature review reveals a comprehensive understanding of consumer buying behaviour across various contexts and industries. Ahmad (2020) emphasizes the transformative impact of organized retailing in Lucknow, highlighting the contributions of major retailers like the Raheja Group and Future Group in driving industry growth. Kakkar and Mathur (2020) delve into the factors influencing consumer behaviour in organized retail in India, emphasizing the significance of store design, product quality, and customer convenience. Kumar and Megharaj (2020) shed light on the social factors influencing consumer buying behaviour in the context of small cars in the Rayalaseema region, highlighting the role of social networks and status in shaping purchasing decisions.

Manjula Bai (2020) explores the influence of perception on online purchases, noting both challenges and benefits associated with e-commerce platforms like Amazon.com. Ragab and Ragab (2020) discuss the impact of social media marketing on consumer purchase intention in Egypt, emphasizing the growing importance of digital channels in influencing consumer behaviour. Rambabu and Porika (2020) examine the role of packaging strategies in influencing consumer buying behaviour, emphasizing the importance of creative packaging in attracting customers. Sari and Hermawati (2020) explore the

relationship between shopping lifestyle and impulsive purchases in the context of Berrybenka e-commerce. Varade (2020) and Veeragandham et al. (2020) analyze the impact of the COVID-19 pandemic on consumer buying behaviour, highlighting shifts towards online shopping and changes in preferences and payment methods.

The literature review offers insights into various factors influencing consumer buying behaviour across different contexts and industries. Jagodič and Vukasović (2019) emphasize the significant impact of media, particularly the internet, on Slovenian consumers' purchasing decisions, highlighting the role of online marketing in facilitating customer-company interactions and shaping consumer preferences. Kaur et al. (2019) discuss how digital media has revolutionized the retail landscape, emphasizing the importance of providing a seamless digital experience to attract and retain customers. Rana Jyoti (2019) explores the determinants affecting consumer purchase intentions for durable goods, revealing the influence of factors such as family members, information sources, and payment preferences on purchasing behaviour.

Rungsisawat et al. (2019) investigate the factors determining consumer buying behaviour in online shopping, emphasizing the significance of perceived advantages and psychological characteristics in driving online purchasing decisions. Sokhatska and Siddharth (2019) delve into the impact of social media marketing on consumer buying behaviour, stressing the importance of integrating social media engagement tools and maintaining message consistency to influence purchase decisions effectively. Sonwaney and Chincholkar (2019) identify various variables influencing online consumer buying behaviour, highlighting the transformative impact of the internet on traditional retailing and the role of socioeconomic and psychological factors in shaping purchasing intentions. Sultan et al. (2019) assess the effects of commercial advertising on consumer buying behaviour, underscoring the influence of advertisements on purchase decisions and the significance of consumer education and smartphone usage in shaping advertising perceptions. Abdullahi and Kabir (2018) investigate the impact of brand image and advertising on Nigerian consumer purchasing behaviour, revealing the positive influence of advertisements and brand image on consumer behaviour and the importance of understanding customer preferences for effective advertising strategies.

Ali and Sudan (2018) examine the influence of cultural factors on impulse buying tendency among Indian consumers, highlighting the role of cultural dimensions in shaping cognitive and emotional impulse purchasing behaviour. Auf et al. (2018) explore the roles of price, motivation, perceived cultural importance, and religious orientation in consumer buying behaviour, emphasizing the direct and indirect effects of these factors on consumer behaviour and the evolving consumer preferences in Saudi Arabia. Gauns et al. (2018) analyze the impact of celebrity endorsement on consumer buying behaviour in Goa, revealing the persuasive influence of celebrities on consumer perceptions and purchase intentions.

Gomes (2018) identifies the seven Ps—product, price, place, promotion, people, process, and tangible evidence—as key determinants of customer behaviour in retail stores, emphasizing the importance of understanding customer psychology and preferences for

effective retail strategies. Katrodia et al. (2018) investigate the determinants of shopping and buying behaviour in Durban shopping malls, highlighting the significance of services, accessibility, and sales dynamics in influencing customer purchasing decisions. Rao (2018) explores influential factors on female consumers' online purchase behaviour in India, emphasizing the growing importance of online retailing and the role of factors such as convenience and payment options in shaping female online shopping habits. Rima Battacherjee and Adhikari (2018) discuss the paradigm shift in consumer behaviour in emerging markets, emphasizing the influence of product quality, innovation, technology, cross-cultural factors, and economic variables on consumer purchasing decisions.

Siddique et al. (2018) examine the motivational effects of television advertisements on mobile phone consumers in Pakistan, highlighting the role of advertising in shaping consumer awareness, perception, and purchase motivation. Singh et al. (2018) assess the impact of various factors on consumer behaviour in online shopping, emphasizing the importance of customer benefits, transaction efficiency, technological advancements, and availability in driving online purchasing decisions. Kalpana and Shibu (2017) identify several variables influencing consumer behaviour, including prestige sensitivity, price-quality schema, and loyalty to local retailers, highlighting the complex interplay of factors affecting consumer-purchasing decisions in the FMCG sector. Oghenyerhovwo and Rita Inoni (2017) investigate the impact of product attributes and advertisements on consumer buying behaviour of instant noodles in Nigeria, revealing the significance of brand perception, product quality, and convenience in influencing consumer preferences and purchase decisions. Sreelata, Narasimham, and Gupta (2017) analyze consumer buying behaviour patterns in retail, focusing on geographical and income-related factors influencing purchasing habits in categories such as personal care products and groceries, highlighting the importance of understanding regional and income-based preferences in retail marketing strategies.

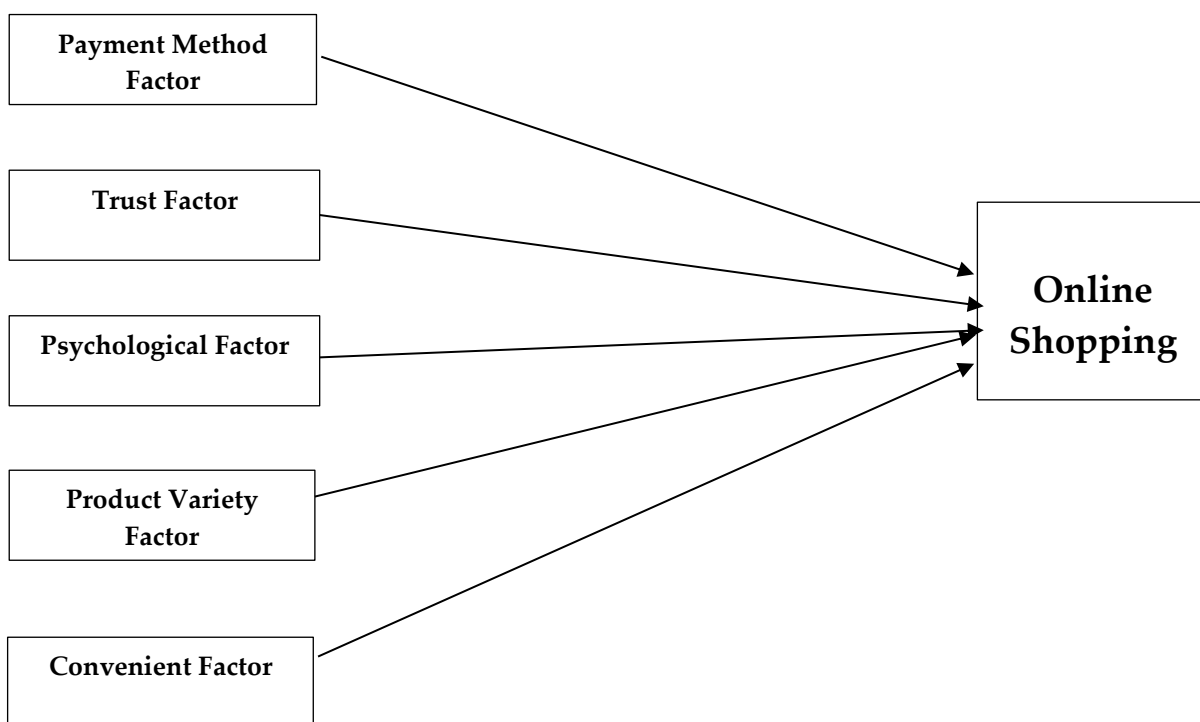
Lastly, Barros et al. (2019) and Chine et al. (2019) investigate situational and cultural influences on consumer behaviour, emphasizing the role of store atmosphere, peer influence, and product advertisements in shaping purchasing decisions.

## Research Method

The research methodology employed in this study encompasses a blend of exploratory and descriptive research designs to comprehensively understand the factors influencing online buying behaviour, particularly in the context of consumers from Gujarat, India. The objectives of the research revolve around examining the impact of payment method, trust, psychological factors, product variety, and convenience on online purchasing decisions specifically within the Gujarat region.

To validate the hypotheses, a systematic questionnaire was crafted, tailored to collect primary data from a sample of 240 consumers residing in Gujarat. Additionally, secondary data from reputable educational websites, textbooks, and periodicals were utilized to

enhance the understanding of the research variables and contextualize the findings within the regional landscape. The research design delineates the parameters for the investigation, specifying what aspects should be included and excluded, and establishes criteria for evaluating the results. By incorporating both exploratory and descriptive research designs, the study aims to identify variables and their interrelationships, thereby contributing valuable insights into the unique online consumer behaviour patterns prevalent in Gujarat. Through a systematic and methodical approach, the research endeavours to provide actionable insights that can inform practical strategies for businesses operating in the region to enhance their online shopping platforms and cater to the preferences of Gujarat consumers effectively.



**Figure 1 Research Model developed by author**

### Result and Discussion

The data analysis indicates that the dataset is suitable for factor analysis with some caution. The high KMO (Kaiser-Meyer-Olkin) measure (0.937) suggests strong correlations between variables, essential for factor analysis. However, the Bartlett's Test of Sphericity yields a significant result (p-value < 0.001), indicating potential violations of independence assumptions. Despite this, proceeding cautiously is advised. Moreover, the high Cronbach's Alpha value (0.935) signifies excellent internal consistency among the survey items, suggesting they effectively measure the same underlying construct. This strengthens the reliability of the data, with the survey items demonstrating a high level of correlation.

The demographic data reveals a male majority (56.7%) among respondents, with the largest age group being 18 to 25 years old (43.8%). Most respondents have postgraduate or graduate degrees (88.7%), and a significant portion belong to higher income brackets (68.8% earning above Rs.40,000 monthly). A vast majority (90%) intend to purchase jewellery, primarily occasionally (65.8%), with traditional offline stores being the preferred purchasing venue (83.3%). Annual spending on jewellery is substantial, with 48.3% spending over Rs.500,000. These insights underscore the importance of considering demographic factors when analysing consumer behaviour in the jewellery market.

**Table 1 Factor and AVE Values**

	Factors	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CF1	0.839	0.818	0.827	0.880	0.647
CF2	0.820				
CF3	0.777				
CF4	0.780				
OS1	0.845	0.874	0.877	0.914	0.725
OS2	0.854				
OS3	0.875				
OS4	0.832				
PMF1	0.723	0.814	0.815	0.878	0.644
PMF2	0.847				
PMF3	0.844				
PMF4	0.788				
PVF1	0.825	0.849	0.850	0.898	0.688
PVF2	0.841				
PVF3	0.820				
PVF4	0.831				
PsF1	0.828	0.871	0.876	0.912	0.721
PsF2	0.877				
PsF3	0.813				
PsF4	0.876				
TF1	0.799	0.858	0.863	0.904	0.701
TF2	0.874				
TF3	0.843				
TF4	0.833				

Note: CF: Convenient Factor, OS: Online Shopping, PMF: Payment Method Factor, PVF: Product Variety Factor, PsF: Psychology Factor , TF: Trust Factor

**Sources:** Smart PLS Analysis

The table presents the factor values and Average Variance Extracted (AVE) for five distinct factors: Convenient Factor (CF), Online Shopping (OS), Payment Method Factor (PMF), Product Variety Factor (PVF), Psychology Factor (PsF), and Trust Factor (TF). Each factor is assessed based on its Cronbach's alpha, composite reliability (rho\_a), composite reliability (rho\_c), and AVE.

The Cronbach's alpha values range from 0.723 to 0.877, indicating good to excellent internal consistency reliability among the items within each factor. Similarly, the composite reliability values (rho\_a and rho\_c) range from 0.814 to 0.874, demonstrating high reliability and consistency in measuring the constructs.

The AVE values, which measure the amount of variance captured by the construct relative to measurement error, range from 0.644 to 0.725. These values exceed the threshold of 0.5, suggesting that each factor explains a substantial proportion of the variance in its corresponding items. Overall, the results indicate that the measurement model is robust and reliable, with high internal consistency and reliability for each factor. This suggests that the constructs being measured are accurately captured by the survey items, providing confidence in the validity of the instrument used to assess consumer perceptions and behaviours in the study.

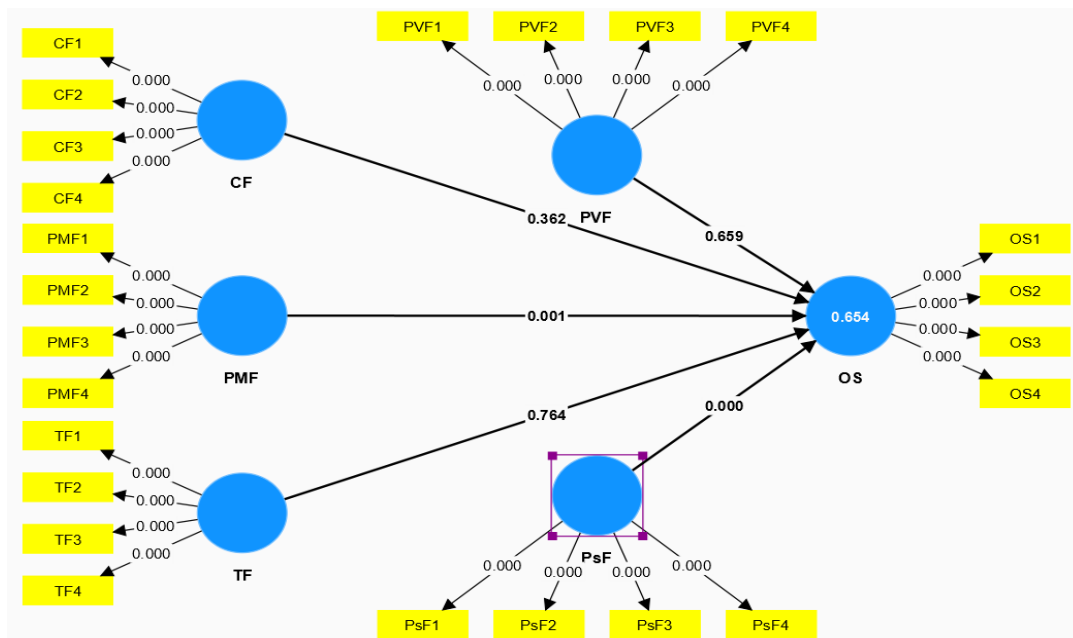
**Table 2 P Values, T Statistics and Hypothesis**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Decision
CF -> OS	-0.079	-0.082	0.087	0.912	0.362	Rejected
PMF -> OS	0.313	0.317	0.090	3.455	0.001**	Accepted
PVF -> OS	0.034	0.034	0.077	0.442	0.659	Rejected
PsF -> OS	0.562	0.560	0.095	5.896	0.000**	Accepted
TF -> OS	0.025	0.029	0.084	0.300	0.764	Rejected

Note: CF: Convenient Factor, OS: Online Shopping, PMF: Payment Method Factor, PVF: Product Variety Factor, PsF: Psychology Factor, TF: Trust Factor

**Sources:** Smart PLS Analysis

The table presents the results of hypothesis testing using T statistics and P values for the relationships between different factors (Convenient Factor - CF, Payment Method Factor - PMF, Product Variety Factor - PVF, Psychology Factor - PsF, and Trust Factor - TF) and Online Shopping (OS). For the CF -> OS relationship, the T statistic is 0.912, resulting in a P value of 0.362. Since the P value is greater than the significance level (usually 0.05), the null hypothesis is rejected, indicating that there is no significant relationship between the Convenient Factor and Online Shopping.



**Figure 2: Smart PLS Model**

However, for the PMF -> OS, PsF -> OS relationships, the T statistics are 3.455 and 5.896, respectively, resulting in P values of 0.001 and 0.000. These P values are less than the significance level, leading to the acceptance of the alternative hypotheses. Therefore, there are significant relationships between the Payment Method Factor, Psychology Factor, and Online Shopping. On the other hand, for the PVF -> OS and TF -> OS relationships, the T statistics are 0.442 and 0.300, respectively, resulting in P values of 0.659 and 0.764. Since these P values are greater than the significance level, the null hypotheses are rejected, indicating that there are no significant relationships between the Product Variety Factor, Trust Factor, and Online Shopping.

In summary, the findings suggest that while factors like Payment Method and Psychology have significant impacts on Online Shopping, the Convenient Factor, Product Variety Factor, and Trust Factor do not significantly influence Online Shopping behaviour.

### Conclusion

The analysis of consumer buying behaviour regarding branded and traditional jewellery reveals several important insights. Firstly, the data's adequacy and reliability are confirmed through measures such as the KMO measure and Bartlett's Test, indicating a strong basis for further analysis. Additionally, high Cronbach's Alpha values across all factors suggest the internal consistency and reliability of the measurement instrument used in the study.

Demographically, the sample consists of slightly more male respondents, with a relatively even distribution across age categories and a significant proportion having at least



a high school education. Income distribution varies, with a considerable portion of respondents falling into higher income categories.

In terms of buying behaviour, a large majority of respondents intend to purchase jewellery in the future, with most buying jewellery frequently. Traditional jewellery dominates the market share, indicating a preference for traditional over branded options among consumers. Spending on jewellery varies, with a significant portion of respondents spending a considerable amount annually.

Smart PLS analysis reveals that factors related to brand image and personal style have a statistically significant positive relationship with overall satisfaction, while factors related to price and traditional values may not have a significant impact.

Interpretation of the findings suggests that despite the prevalence of frequent jewellery buyers, traditional jewellery holds a stronger market share compared to branded options. This implies that factors beyond brand recognition, such as personal style and cultural preferences, may influence purchase decisions more significantly. Further research avenues include investigating the specific reasons behind the preference for traditional jewellery, exploring the factors influencing brand choice for branded jewellery purchases, and analysing how traditional and branded jewellery position themselves based on consumer preferences.

However, the study has its limitations, such as the potential mismatch between sample demographics and the target population, as well as the lack of insight into specific types of jewellery purchased or the motivations behind purchases. Addressing these limitations and conducting further analysis can provide a more comprehensive understanding of consumer buying behaviour regarding branded and traditional jewellery.

Further research could explore the role of cultural factors in influencing consumer preferences for traditional jewellery, as well as delve deeper into the motivations behind branded jewellery purchases. Additionally, conducting comparative studies across different regions or countries could provide valuable insights into cross-cultural differences in jewellery buying behaviour.

Understanding consumer preferences and buying behaviour in the jewellery market can have significant implications for businesses operating in the global jewellery industry. By identifying key factors driving consumer choices, businesses can tailor their marketing strategies and product offerings to better meet customer needs, ultimately leading to increased competitiveness and market success on a global scale.

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