RETAIL JEWELLERY OMNI-CHANNEL BRANDING AND CURATING IN INDIA

by

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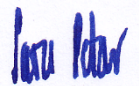
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DEDICATION

Ode to my children, Manya and Sharanya. To my loving mom and my father, who rests in heaven.   He took pride in all my achievements and hence I dedicate my stream of caliber in genes from his brilliant source.

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Lastly, I extend my humble gratitude to all the participants during research for their precious time and due patience over the long interviews, variable discussions and follow-up questionnaires. Your sincere commendable efforts in helping with the thesis truly mattered. I am grateful to all.

ABSTRACT

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This dissertation represents the buyer's choice in purchasing jewellery from either online or offline business model. It will also reflect on the preferred and leading jewellery brands of India. This research presents few findings contributing to the academic and practical fields in Indian jewellery market work is towards the theoretical foundation with inspirational study on the jewellery market in India, contributing to its growth adding value based on patterns of jewellery buyer's. The research is based on the case study of a renowned jewellery brand pan India. This study is based presented with the discussions and underlying reasons with an interesting insight followed by the interviews of the

volunteers, the qualitative research method with the questions asked gaining in-depth understanding on the adopted measures followed by the jewellery buyers in India over brands Jung Choo, H., Moon, H., Kim, H. and Yoon, N. (2012).

This study contributes to theory of jewellery brand creation and configure buying patterns of jewellery buyers in India by doing a case study on a jewellery brand exploring on its strategizes that impact the buyer's purchase both online and offline. This research will hence help into acknowledging the preferred analytics encoded in jewellery branding to provide value base services required by the choicest masses. According to (Knapp, 1999) Study have been done over this pattern by various patrons and I tend to present an exciting input for the growth of jewellery industry with a branded outlook for both online and offline mediums, studying the existing data with the new submission on the area of buyer's interest as time flickers with variable interest on how branding affects the mindset and how to maintain that interest equilibrium amongst the buyer's by adapting to something new in intervals. The importance of creating a brand is that the more your buyer's know about you, the more likely they are to get back on the purchases. (Kunz, May and Schmidt, 2020) Branding distinguishes your state-of-art jewellery from the others present in the market, giving it a niche in the society. The brand should reflect 'Why it should be chosen over others?

The findings of this brand creating study signifies that usually brands don't have a one-size-fits-all definition. (Dewey, 2024) The first impression is the 'LOGO' that objectifies you as a whole. Also, there is so much more that adds-on to successfully creating a jewellery brand image. The results, recommendations and discussions may be referenced for those incorporations of branding by Indian industry who are actively associated in the market with dull or no presence online or offline.

(Moore and Birtwistle, 2005) However, for the newly acquired jewellery brands, branding can lead to a lustrous advertising, creating distinctive edge in the market representation and its growth. The distinctive feature with radiant traits that is not served by the rest but only a particular brand becomes an asset as a value addition to customers is the base of this study.

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CHAPTER 1 INTRODUCTION

1. Introduction

Jewelry is known as special find since it is the greatest indicator of social and economic development of period. Based on Norbladh, the discussion on gold objects and jewelry provides expressions to the social and political dynamics of both the technology and culture of present modern period. In Indian culture, jewelry are seen as a strong mediocre to express rituals. Consumer yearn for designs with simplicity and spiritual while celebrating cultural blend in a gold object. Personalization has become common where people prefer customized jewels according to their needs. Additionally, in high tech age, finding solace in texture, color and other calming effect in items has become highlights as jewelry trends reflect the merge the incorporation of many cultures and consumer are confident in shopping color pebble studded jewelry (N. Jain, 2021).

The jewellery and gem industry is a shining, glamorous and traditional industry. The industry offer job opportunities to millions of people across the world. It is a global level industry from raw material processed and is on the way of transformation. With evolution of human kind, the various activities involved with industry like polishing mining, cutting, fabrication and retailing. India has a massive role in the world's jewellery market. The market size of India is the biggest in the global level and second to US market followed by other countries like China, Japan, and Italy. Indians are known to be a largest consumers of gold in the market. India has largest artisans for creating new design jewellery in the world, while there exist few challenges for goldsmith in present situation of power. Technologies are used to generate designs for the global markets is one of the main challenges among others.

Gold jewelry has significant economic, social and cultural prominence in India, with its utilization deeply imbedded in different rituals and ceremonies in a form of investment. The behavior of consumer in purchasing gold jewelry, especially in different region offers understanding of cultural preferences and socio-economic changes (L. Manikandan & K. Rajandran, 2024). Traditional Indian jewelleries are famous for its vivid colours, symbolism and intricate designs. These intricate designs are profoundly ingrained in culture of India and mostly inspired by mythology, religion and nature. Basically, most of the traditional jewelleries are made of precious metal especially gold and silver. Additionally, adorned with semi-precious and precious stones such as pearls. Emeralds, rubies and diamonds. Recently, there has been a shift from traditional to contemporary and modern styles of jewellery in India. Modern jewellery in Indian retail has designs which are more minimalistic and simpler along with geometric shapes and clean lines in the piece. They are mostly made of various materials including plastics, beads and wood with mix of silver and gold. The shift to modern branded jewels reflects the landscape change in social and economic. There are also other factor which influence the jewellery market.

1.1 Background of the study

Discover of precious metal, jewellery across the world took a turn in different dimension and started to ever glistening jewellery sector of modern world. Gold jewellery is considered as an appreciating and durable asset that fulfil a person's esteem and safety requirements. In India, there is a habit of gifting gold jewellery to loved ones especially during occasions (Basilea Catherine & Rajalingam, 2023). Indian jewellery has always been a part of rich traditional heritage for many centuries. It has an essential part in different aspect of peoples' life, from religious ceremonials to marriages to casual wear. Over the time, Indian jewellery market has

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experienced tremendous changes, with traditional designs paving way for contemporary and modern styles. Indian subcontinent over many centuries developed unique heritage for jewellery as men also use gold ornaments. Jewellery is considered a reliable and immediate resource as gold was gladly accessible in India. The changing geographical conditions provides the customers with the richest and valuable materials. Hindu religion had fascination with ornaments made of gold since its ancient period as it is related with prosperity and wealth of goddess Lakshmi (Ali & Abbas, 2022).

As gold purchase is considered as investment, the decision making process is made with utmost care after thorough inspection among buyers. The organized sector is a fast growing and more innovative in terms of designs and product. Based on online gold market in India report illustrate gold market is witnessing a robust push from large jewellers and digital players in India (Kurien, Kshatriya, & Bardia, 2021).

Due to adoption of the western styles, the jewellery sector witness radical ups and downs as consumer became more aware and demanding than ever. They seek more varieties and designs but those needs are well achieved by the branded jewellers comparatively. In addition, hallmark process is carried out to ensure the guarantee of the gold jewellery purchased. Branded jewellery stores mostly satisfy the changing requirement of consumer through pleasing purchase experience, offering different designs of products and after sale services. The market competition has been increased with entry of brands such as Kalyan, Malabar, Tanishq, Joyallukkas etc. Branded jewellery stores completely changed the market by competing with local jewellers. These branded stores make incredible efforts to comprehend Indian customers to be capable to fulfil the needs of various consumer base (Daultani, Goyal, & Pratap, 2020).

Branded retailing in gold jewelry industry has profound influence on traditional merchants of respective sector. Consumers have a high remarkable trust on brand names while confidence in workmanship and quality contribute more to the brand name. Traditional stores were pushed to form their own individual brands sooner or start stocking famous brand to maintain competence in the market. Shoppers now buy branded jewelers especially gold, in online because of Omni channel and e-commerce retailing strategies. Traditional stores adjusted to the market by creating offline and online present stronger than ever, also offer e-commerce options to sustain in the competitive market. Retailers are now working on personalization and customization trend to increase customer purchase rate. In order to do so, many shoppers hire master techies and craftspeople to offer comparable service. Traditional merchants must adopt ethical policies for sourcing while branded retailer increase using social media, digital marketing to increase the brand awareness among consumer. Ultimately this expands customer base, increase loyalty and attract younger audiences (Kumari & Singh, 2023).

Through offering a push features which lessens customer guilt and motivate people to buy luxury brands. The emergence of high quality designer, jewellery firms has modernized the complete market through satisfying demands of wealth customers also by looking through Omni channel strategies. Beyond Omni channel strategies, the decision to purchase gold jewellery is also motivated by consumer experience and emotion of customer on the brand. Factors to understand customer experience in jewellery purchase are Product variety and selection, Special promotions and events, online experience, availability of personalisation and customization, in-store presentation and ambiance, community and social engagement. The purchase habit of urban and rural customer is different where consumers in urban region includes fair price,

insistent hard labour, assurance, weight precision, brand comparisons and design style. Rural consumers focus on fair price, exchange rate and negotiations.

Organizing events and promotion create engagement and excitement among consumers making buying experience more rewarding and enjoyable (Kana, 2020). Recently, online stores provide different pricey jewellery items for convenience of buyers. Customers can personalise their ordered items with 3D representation and models which ultimately benefits retailer as customization option attract more consumers. The physical store create enjoyable and memorable environment with exterior and interior efforts along with hospitality. Increasing customer engagement using social media foster a sense of communal which deepen the connection with brand.

There are some main factors influencing customer jewellery purchase are:

✔ *Personal tastes and preferences* – Individual tastes and preference varies and affect the judgement of consumer. Some customer prefer traditional style while some choose contemporary and minimal designs where branding has benefit in creating preferences.

✔ *Product innovation and design* – Product innovation develops through a systematic and planning process while focusing on successful item characteristics and design specification

✔ *Affordability and Price* – Different customers have unpredictable range of price sensitivity and their readiness to spend money may base on their product perceived value and financial situation of buyer.

✔ *Perceived craftsmanship and quality* – Customers examine the jewellery quality before purchasing gold items such as material used to made, durability and designs crafted in the gold piece.

✔ ***Brand trust and reputation*** – Branded jewellery's attributes such as appealing designs, high quality finishing, product varieties and promotions motivates consumer to purchase gold.

✔ ***Sentimental value and emotional appeal*** – Indian women buy at reputed stores for special occasions in belief of preserving their social status and luck.

✔ ***Social trends and influence*** – Majority of consumers believes celebrity promotions and recommendations from friends, trends and family in choosing jewellery for occasions.

✔ ***In-store experience*** –The in-store visit experience including offering personalization and high standard customer service assistance consumer decision making and perception (Abirami, Antony, & Rajan, 2023).

Authenticity has always formed good brand image and added brand value in the market. Similarly, in organized retail main chain, as the retailers promote jewellery on affirming hallmark which helps in gaining consumer trust. Additionally, discounts along with assurance on value of resale has played vital role in transformation of customer from traditional to branded jeweller. Ultimately, this highlights the customer's decision making for deep involvement products demands various type of purchase behaviour compare to low involvement progression (Gulati & Tanwar, 2019).

Many branded jewellers attract consumer by offering gold saving schemes which involves customer to buy jewellery after completion of predetermined term. The factors which lead to consumption and buy gold are various in different circumstances which vary based on attitudes, motivation, personality, financial background, perception, values, cultural and social background, self-concept and family cycle. In addition, factors such as word of mouth, celebrity, new designs, years in industry, advertisement and brand name are the main reasons

which attract women to gold branded retail jewellery. Typically, Women purchase behaviour is different from men, as they purchase depending on their beliefs and tastes mostly (Shaan, 2024).

1.2 Retail jewellery in India – An overview

Jewellery retailing and purchasing in India goes long back to early periods where rich people used to buy and wear jewellery, especially customized jewellery. In the same way, poor category people buys jewellery in bits and pieces for savings. In both cases, jewellery pieces has played vital role in their financial security and as a showcase of wealth. Jewellery items are not just materialistic piece but a family treasure in many countries while jewelleries were passed down to next generation to treasure and utilize at times. Ancient people of India believed that spirits in objects endowed the lifeless ornaments with soul and that belief among people lingered resistant to the route of period. For instance, in India, ever since historic period artisans made tiger claw jewelleries for male born children to give the strength of tiger. The practice through modernized is alive even today in Kerala. As contemporary brides in Kerala usually prefer modern gold jewelleries of last three traditional gold wedding necklace which includes tiger claw units. The ideas of Kerala live on, narrate and morph the unbroken history about culture. The necessity to expressing identity through wearing a fashionable jewelleries implicate modern people's intention to purchase, customize and wear jewellery regardless of caste and situation (Yothers & Gangadharan, 2020).

Passion and obsession of jewels are renowned as it reflects numerous customary occasions. The bride's trousseau is incomplete without gold jewels in Indian marriages, this paved a way for gold business in very high rate. Indian's love for gold has been no secret across the world. Survey has found around 29% of retail investors are ready to invest in yellow metal in future

and gold jewellery and coins remained within top five option among Indian investors. In jewellery shopping behaviour, a decision-making process on purchasing jewels, gold retail store location and advertisement has no significant but little influence on shopping patterns of buyers. In addition, women are the main gold jewellery purchase in India (Yoganandham Ph D, Govindaraj Ph D, & Kumaran Ph D, 2020).

The retail business accounts 12% GDP in Indian economy and has produced on 18% of returns to stakeholders in period of 2018 to 2019. In the economy of India, retail industry has a vital role not because of employment but its contribution to the financial status of country. Retailing act as a basic part of country's economic composition and alter the lifestyle of people. Store retailing do more retail businesses compare to non-store businesses. Gold jewellery retail shops continue to afford high payment for their disability to attain the appropriate and quality goods to the suitable places at affordable prices and at the calculative time. It is found that 8% of gold items are out of stock when customers come to purchase, 1/3rd are sold at down price in the market (N. Zaware, 2021). The demand for effective management of data as gold jewellery retail shops numbers are multiplied with extreme varieties like size and style. Gold jewellery retail shops can actually reduce inventories according to demand in the market on some regions. The biggest test by gold jewellery retail store managers are to allocate the suitable combination of merchandise. Since, consumers are using multiple channels to evaluate and access the items to purchase (Zaware, 2020).

More number of jewellery arrived in the markets, rising competition among retailer where not just designs but only an innovative promotion and selling could allow retailers to maintain their position in the market. The online jewellery market in India is yet in its early phases as jewellery is considered as a high involvement item category. Many consumers are reluctant in

purchasing jewellery through online platforms due to significant influence of jewel's appearance in purchase intention of consumer. The main digital platforms are BlueStone, Flipkart, Amazon, Velvet case and CaratLane. In this only Bluestone and CaratLane sell their jewellery while all other platforms are used as a market place to sell or known as aggregators (M. S. Phophalia, M. Sharma, & S. Kastiya, 2022a).

The best jewellery brands in India and their retailing strategies are discussed below:

1. Tanishq

2. Malabar Gold and Diamonds

3. CaratLane

4. BlueStone

5. Kalyan jewellers

6. Reliance Jewels

7. Bhima Jewellers

8. Joyalukkas

9. TBZ jewellery

10. Senco Gold and Diamonds

Tanishq

Tanishq jewellers is the most renowned brands in the jewel industry while enrolling hallmarked jewels, the company offer best classy designs to suit every occasions. In addition, the brand is associated with Titan Company and consequently provides a wide range of service and products to the consumers. Tanishq prominent feature is its reputation in market through offering decent customer services, membership schemes on jewels, reasonable price and pure quality jewellery which makes it No.1 gold company in India.

Malabar

Indian weddings generally include much more than ceremonies, rituals and celebrations. Gold takes crucial part in Indian weddings as symbolic representation of promises. Malabar gold and diamonds have maintained great reputation as a best brand among competitors. Its tested diamonds and policies makes the most contribution in branding. Malabar offers several benefits to customers such as lifetime maintenance, zero deduction in exchange of gold, insured jewellery and 14 days return policy.

CaratLane

The brand CaratLane uplifts the brand as one of the most important and reputed jewellery in India after association with Tanishq. Achieving more than hundred crores of profit in initial phase has made the brand stronger in the market. This implies the customer satisfaction with the brilliant strategies of CaratLane. The main offering of this brand is, Lifetime exchange, free and insure shipping, 30 days money back and BIS hallmarked jewellery.

BlueStone

BlueStone has been most trusted online brand jewellery for many years now. It is also known as first brand to uncover a wide range of jewellery selection in the online market. In addition, the brand stands as no.1 in online jewellery branding through offering benefits to consumer such as certified jewellery, 100% refund policy, free shipping and allowing customization of jewellery.

Kalyan Jewellers

Kalyan jewellers functions as a solid contender in the jewellery industry and backed by having famous actor as a brand ambassador such as Amitabh Bachchan. Particularly, Kalyan was the first brand to start gold and diamond jewellery in Thrissur (Kerala). Kalyan marketing involves

offering few benefits also such as international brand, gifting options, good resale price and assurance certificate of four levels (Indianexpress, 2024).

Reliance Jewels

Reliance jewels is originated from reliance group and considered as a reliable brand to approach for customers with tight budget. This brand never fails to fulfil customers' demand regardless of area, such as meticulous classic design, creating modern items and detailed minimalist pieces. Through offering exceptional jewellery collection experience, high quality gold, purity check with diamonds internationally certified. In addition, provide BIS-hallmarked and 30-days return guarantee for its devoted shoppers.

Bhima Jewellers

Bhima is the oldest and reputed brands in jewellery industry of India due to its effort on authenticity, customer trust and quality. In order to maintain consistency in the market, the jewellers create stunning designs with eternal elegance and peerless craft. Their diamond ornaments exhibits proficiency and enduring grace, starting from intricately carved rings to magnificent earrings and necklace. In addition, purchase plans helps consumers to spend in gold with less risks. Through gold schemes, Bhima jewellers offer to protect customer against gold rates hike which attract more people to shop.

Joyalukkas

It is a renowned brand for its timeless designs and superior crafting in India. This brand offer customization, loyalty policies and gold schemes as a benefit to shoppers. In addition, the brand has introduced pay zero benefit charges of 18% on silver and gold bars, jewellery and coins, also diamonds, precious jewellery and rose cut are sold with 50% offer in order to attract customers (Sejal, 2024).

TBZ jewellery

TBZ (Tribhovandas Bhimji Zaveri) jewellery is an important brand in India's jewellery retail chain. The brand is famous for its traditional and heritage jewellery designs. They provide a wide range of designs from contemporary jewellery, artistic jewellery to an Italian styles to satisfy customer who visit store. Moreover, they offer personalized service for customer, customer-made ornaments, integrity and professionalism. The customer trust, loyalty are maintained by splendid craftsmanship which makes them best in India.

Senco Gold and Diamonds

This brand is originated from Calcutta and has a reputation of five decades in offering customers' passion, karigari and creativity with their new designs. They provide products in affordable categories with varieties and found to be best in offering an online service in digital platform. In addition, offers variety of services such as online gold booking, video calls and virtual trials on jewelleries (Javapoint, 2020).

The choice of jewellery purchase is generally based on many categories which also impact the sales and profits for the brand (Chigozirim, 2024). The differences between branded and non-branded jewellery are discussed below in table 1

Table 1 Branded Jewellery vs. Non-Branded Jewellery

Category	Branded jewellery	Non-Branded jewellery
Story and Heritage	Branded jewellery is from a rich heritage and honoured traditions with elegant collections.	In non-branded jewellery stores, exquisite jewelleries are made with artist's particular fascinations at different moment rather than following the cherished handworks.
Quality and Craftsmanship	Branded jewellery generally have reputation for flawless quality control and superior craftsmanship.	Unbranded jewellery vary in quality as it is formed with a several of manufacturers with different assurance to quality and levels of expertise.
Design and innovation	Branded jewellery are known for its exquisite craftsmanship and design sensibilities.	Unbranded jewellery mostly craft conventional designs but does not lack in allure.

Gemstones and Materials	Branded jewellery mostly inclined to apply top-notch gemstones and materials.	Unbranded jewellery employs different materials, demanding a meticulous examination of the calibre and background of the stones and metal utilized.
Investment and Price	Branded jewellery commands a greater cost because of brand recognition and established name.	Unbranded jewellery offer more friendly budges as alternative. Nevertheless, will not able to offer similar potential for long-standing investment.
Customization and Personalization	Branded jewellery stores offer opportunities for customization and personalization for consumer.	Independent artisans may also provide customization but with limitation

1.3 Omni channel strategies

In last few decades there has been a remarkable increase in consumer shopping online and physical stores. This resulted in new kind of retail touch points and channels which could influence consumer's behaviour. Omni channel is a new technique used to improve consumers' purchase experience and challenge any limitations of a multichannel method to retailing. Omni

channel is stated as the synergetic administration of the various available consumer touch points and channels in a way that could improve performance and experience of buyer effectively. Omni channel allows consumer to experience between physical, m-commerce and e-commerce platforms (Riaz, Baig, Meidute-Kavaliauskiene, & Ahmed, 2021). Omni channel includes incorporation of cross channels subjects with the perspective being consumer and brand compare to sales and retail focus. An Omni channel method to retailing function a wide aspect on channel incorporation and the way it effects consumers' purchase decision and behaviour. The Omni channel technique emphasis on the convergence of traditional and digital channels (Hickman, Kharouf, & Sekhon, 2020).

Omni channel are usually seen as channel hopping of customers within the similar consumer journey while retailing using Omni channel blur the lines between offline and online retailing which create advantages and increase competition among retailer. The benefit of Omni channel strategy are various when integrated and implemented from better persistence in unstable circumstances and stimulation of physical store purchases to bugger reach, Omni channel loyalty and higher efficiency in terms of profits. It is important to identify the influencing factors of Omni channel retailing to determine the appropriate promotional strategy for the growth of organization and to reach more consumers at the right place and time with offering seamless experience (Schrotenboer, Constantinides, Herrando, & de Vries, 2022).

Digital technology allows jewellers to influence all stage of a consumer journey from finding to browsing, making moves, purchasing and recommending. This helps to represent a complete range of jewellery to its consumer online and allow them to finalise the decision in buying. Retail jewellers applying digital technologies in sales, back-end and marketing significantly increase operational efficiencies (Belvedere, Martinelli, & Tunisini, 2021).

Marketing	Sales	Back-end
• Reach new generation shoppers • Geo-targeting • Targeted Email & SMS marketing • Online Retargeting • Online Influencers to tell brand stories • Social media for brand communication • Traffic generation for offline stores • CRM, Digital Loyalty system • Data, Analytics, Insights-driven personalized communication • Online forums for customer reviews & real-time feedback	• 24 x 7 selling • E-commerce • Social Commerce • Expanded geography • Virtual inventory • AI Chatbot	• Inventory management system • Digital procurement • Integrated Logistics & warehousing • Internal communication & collaboration

Figure 1 Benefits of digital technology in retail jewellers (Tulsian, 2022)

Embracing technological devices to offer convenient, complete and fluid consumer experience (Silva, Silva, & Dias, 2024). Customer centricity is a major key feature for Omni channel success. As brick and mortar jewellery merchants often face challenges in fulfilling consumer expectation, a close understanding of the consumer pain points in Omni channel jewellery retailing helps to improve labours in delivering seamless consume experience. With Omni channel marketing, consumer engagement increase as preferred brands making it much convenient for buyers to interact and shop. Convenience plays huge in preferring brands for shopping (Neslin, 2022)

Omni channel permits digital jewellers to attain a broader consumer. Through, offline and online channels as it allows jewellers to engage customer who have different preference in shopping. By providing option of channels, jewellers are able to find the patterns and choice of consumer. The integrated method enhance consumer satisfaction which also drive satisfaction, loyalty, with stores boasting dynamic Omni channel strategies retain averagely 89% of buyers compared to other business tactics as it could retain 33% of customer due to implementation of

weak strategies. To attract consumer, it's important to make their process of buying seamless such as m-commerce, such supporting device offer better experience and improve responsiveness which lead to successful transaction. Platforms such as Amazon, Flipkart, eBay and much more involves luxury business which includes gold jewellery sale (Ukhanov, 2022). Omni channel in retailing jewellery of India is not about focusing on offline and online present but about building interrelated touch points which provides a consistent, personalised and seamless shopping experience of consumer. The main reasons to adopt Omni channel strategies in jewellery industry are:

Improved customer experience

Through integrating channels like website, physical stores and mobile applications, jewellers are able to provide more customized and convenient purchase experience. Ultimately, this increase loyalty and satisfaction among consumer along with possibility of repeat business.

Increased accessibility and reach

With help of Omni channel strategies, jewel retailer are able to reach consumers without any geographical limitations. A consumer browsing store's collection online in Maharashtra can easily purchase a piece by reserving or buy it from local store. In addition, it helps retailer to offer customized suggestion on basis of consumer online activity such as frequently visited piece and its price range.

High Data Insight

Jewellers can collect data from various sources, offering comprehended insights into consumer behaviour and preference through Omni channel retailing. This data is generally used to alter inventory decisions and marketing approach which eventually increase the sales.

Many leading Omni channel jewellery retailing companies in India has set benchmark for victory. For example, companies like Kalyan and Tanishq use online platforms to increase store visit through providing exclusive previews in online and store pickup options for orders placed in website or application. These practice improves customer engagement a rise sales opportunities (Synergics, 2024).

Omni channel of the Indian jewellery industry transcends simple multi-channel as it involves crafting an incorporated purchase experience which resonates with personalization and luxury jewellery which customers seek. As the market grows, the jewellers who are experts in Omni channel retailing experience rise in sale and construct strong bond with consumer which helps for long-term relationship.

1.4 Problem Identification

Studying retail jewellery Omni channel branding and curating in India focus on many important challenges prevalent in the jewellery sectors after its transformation to an Omni channel retailing style. One main issue is the demand for seamless mixing of offline and online platforms which plays vital role for matching the changing expectation of customer who prefer a cohesive and convenience in shopping experience. In addition, retailers mostly struggle after obtaining incomplete consumer information because of isolated systems which fail to offer a useful perspective of customer interaction across various channels. The lack of data can affect customer relationship with management and effective marketing. Moreover, the comparison among non-branded and branded gold jewellery is very challenging as customers more and more look for trust and quality assurance offered from established brands. The influence of advertisements on purchase decision is an important factor as it is an effective strategy to be implemented in order to attract consumers in a competitive market. Finally, customer

satisfaction in shopping branded jewellery makes retailers to ensure the offerings to meet the high quality standard anticipated by customer. Through identifying factors influencing consumer behaviour, preference of consumer with focusing branded jewellers offer recommendations and insights for retailers in jewellery sector to improve consumer engagement and strategies in a competitive market.

1.5 Research Objective

- To identify the motivating buying pattern and concerning factors while consuming gold jewellery in India.

- To compare the preference of consumer towards choosing characteristics of branded and Non-branded gold jewellery in India.

- To analyse the advertisement impact while purchasing gold jewels in India.

- To understand the satisfaction level related to various factors provided by the branded jewellers in India.

- To create a brand value considering all the factors and provide customer cost effective value added service with branding jewellery in India.

1.6 Research questions

1. What is the buying pattern and preference of consumers among jewellery market in India?

2. What are the factors impacting the consumers to purchase in branded jewelleries in India?

1.7 Significance of the study

The significance of studying Omni channel branding and curating in retail jewellery of India is essential because of its significant transformation in market dynamics and customer behaviour in the jewellery sector. The incorporation of strategies in Omni channel to improve consumer experience through seamless communication in different touch points including offline and online platforms. Understanding purchase motivations like emotional connections to jewellery made of gold and significance of cultural belief is crucial for sellers to alter offerings effectively. In addition, examining the components impacting consumer decisions branding, customer services and product quality helps to differentiate the non-branded and branded jewellery which mostly affect customer satisfaction and trust. Similarly, the present study examines the impact of advertisements as it shape the shopping choices with effective promotions driving consumer engagement and brand visibility. Moreover, analysing satisfaction level in purchasing branded jewellery might help effectively in personalization of product and service quality. Through studying all these aspects, retailers can determine actionable recommendation and insights to improve the strategies to foster consumer loyalty and increase sales in a rapidly shifting market.

1.8 Scope of the study

The scope of the present study is multifaceted and extensive discussing important aspects of jewel market changes and customer behaviour in the respective sector. The study is fundamental for understanding purchase motivation which comprises emotional and cultural aspects, as these elements significantly influence customer purchase decision and preferences. Moreover, the current study examines the difference among branded and non-branded jewellery emphasizing the ways it impacts customer perceived value and trust. Also, investigates the impact of

advertisement in shaping consumer buying decisions, highlighting the vital part of successful marketing strategies in retaining and attracting customers. In addition, exploring satisfaction level in shopping branded jewellery reveals the importance of consumer experience in harboring loyalty. Through, examining these factors, the present study intend to offer effective suggestions and insights for retailers in jewellery sector to optimize Omni channel tactics which also contributes for understanding the transformation in consumer behaviour of jewellery market in India.

1.9 Thesis organization

- **Chapter 1 –** The commencing portion of the thesis describes the retail jewellery Omni-channel branding and curating in the India. Moreover, the section addresses about retail jewellery in India. This particular chapter also deliberates the scope and significance of the study and the aspects which has to be identified and solved.

- **Chapter 2 –** The review of literature address the general discussion on retail jewellery including branded and traditional. The section is sub-divided into retail jewellers, branded and traditional jewelleries. In addition, discusses consumer purchasing behaviour and consumer satisfaction in branded jewelleries. Also, this chapter further deliberate the research gap of written existing literatures and frames theoretical framework.

- **Chapter 3 –** This particular section of the study addresses the complete methodology employed such as research materials, techniques, design and sample related data utilized for analysis. In addition, illustrates the data collection process specifying instruments used and targeted respondents. Besides, the chapter concludes with ethical consideration and summary of research work.

- **Chapter 4 –** This particular chapter deals with intact analysis portion of the study. Also, highlights the research analysis method used to examine where mentions quantitative research analysis for the purpose of current study.

- **Chapter 5 –** Various discussions are acknowledged through comparing various studies associated with the subject of research to obtain accurate and precise outcomes are discussed in this chapter.

- **Chapter 6 –** This particular chapter emphasizes the implications found through analysis and summarize complete study with significant understanding and outcome obtained. Moreover, deliberates future recommendation and limitation of the present study.

1.10 Summary

The retail jewellery Omni-channel branding and curating in India has generally discussed through elaborating overall introductory idea of the subject focusing on the current study with deliberating background of the study based on Omni channel branding, retail jewellery, traditional jewellery in India. The difference among traditional and branded jewellery has been discussed along with the tendency of consumer in preferring jewelleries. The study majorly focus on Omni channel strategies, overviewing retail jewellery in India and comparing branded and retail jewellery purchase among people. It is determined there exist a significant difference in purchase level of retail and traditional jewellery among people with different geographical background, financial state and other factors. Besides, scope, problem identification, objectives and research question, rationale and thesis organization of the study have been mentioned in this section of thesis.

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

The retail jewellery division in our country has been experiencing a noteworthy modification which is excelled through an integration of omni-channel strategies (B. K. Sharma, Soni, Sharma, & Gautam, 2024). Moreover, omni channel strategies might be exemplified as a medium that amalgamates the online and in person experience of consumers. This particular chapter explores the evolution of branding and curating within the dynamic share market along with emphasizing the key factors and modernization of technologies. Omni-channel retailing has been considered as a predominant strategy for enhancing their brands all over India. This strategy has been utilized to convey unified and initialled shopping involvement to consumers across numerous touch points (Thaichon, Phau, Weaven, & Services, 2022).Likewise, exclusive modernizations such as online platforms, in person expertise, innovative apps associated with jewellery brands and nuanced stores has been acting as a medium that yields an advancement of the brand visibility and hence aids in reaching a maximized population along with optimizing customer involvement and satisfaction (Verhoef, 2021).

The innovative approach through Omni-channel has been emerging as a crucial strategy for the advancement of retail jewellery in India. Also, such innovations has been has extensively aided the consumers who prefer the amalgamated shopping experiences through digitalized platforms (Khurana & Khurana, 2022). A novel innovation such as Carat Lane has been adversely utilized among consumers especially due to the integrated shopping experience that has enabled the consumers to explore a wide-range of products through digital platforms and providing accessibility to visit in person retail stores. Also, jewellery brands which has implemented omni-channel comprise of eminent brands such as Malabar gold and diamonds, Tanishq and Kalyn

jewellers (G. V. Kumar, Prasad, & Priyadarshini, 2020). The prevailing study (Hajdas, Radomska, Silva, & Services, 2022) has demonstrated that an effectual strategy to augment the effectual omni-channel strategy comprise of consistent experience of branding, personalized recommendations, convenient shopping and integration of consumer data and privacy.

A consistent experience of branding incorporate the novelty of delivering an uninterrupted representation of brand image and communicative facilities all over the networks with an aim of constructing conviction and allegiance (Quach, Barari, Moudrý, Quach, & Services, 2022) . Similarly, personalized recommendations towards consumers through styling assistance and individual choices might construct a connectivity amidst jewellery brands and consumers (Tyrväinen, Karjaluoto, Saarijärvi, & Services, 2020).Another study, (Xu & Jackson, 2019) has illustrated that   an incorporation of modernized features such as ordering the jewel through online website of the jewellery brand, delivery within 24 hours of order and hassle less returns where the consumers have been provided an option to return the goods through websites irrespective of the reasons associated with returns.

Furthermore, (Mirzabeiki & Saghiri, 2020) has demonstrated that the data associated with the consumers of branding jewelries has an optimized strategy of protecting the data and utilize it for providing personalized recommendations in accordance with the choices analyzed through consumer data. Implementation of omni-channel branding and curating in India has been accomplished through the adaptation of various features such as consumer preferences, branding identity, investment within instigation of technology and improvisation of infrastructure, well-equipped employee assistance and consistent optimization. Moreover, (Ishfaq, Darby, & Gibson, 2024) illustrated the significance of omni-channel adaptation as it aids in creation of

advantageous rivalry, improvisation of consumer loyalty and an over-all development of the jewellery brands.

Likewise, (Mathur, Mathur, & Finance, 2019) has explained that the advancements through technology has a significant role in structuring the omni-channel setting of retail jewellery brands. Also, these advancements comprise the enclosure of Artificial intelligence (AI), virtual assistance (VR) and data analytics where, these innovations have exaggerated the convenience and satisfaction of consumers. The retail jewellery brands are reformulating the ethnic practices with the aid of omni-channel integration and curating approaches. Besides, the crucial discriminator of the engraving jewellery brand rivalry is the convenient experience of the consumer within our country (Shi, Zhang, & Chen, 2023).

Another factor known as hyper localization has turned out as a vital element in addition to the omni strategies among the jewellery companies with a goal-set to resonate with speculated establishments of consumers among various nationalities. Similarly, predominant jewellery brand such as kalyan jewellers has accomplished an effectual hyper-localization stratagems to satisfy the needs and demands of consumers (Gulati & Tanwar, 2019). Moreover, this contemporary research work has explained about the association amidst the technical revolutions and the experience of costumers with respect to the shopping experiences. The novel incorporation of modernized technologies within the retail jewellery sections has not been limited to the strategies of omni channel and hyper localization. Recent researches has demonstrated the adverse requirement for the utilization of digitalized methodologies to enhance the virtual experience and consumer satisfaction (Rodríguez-Torrico, Trabold Apadula, San-Martín, & San José Cabezudo, 2020).

Technologies has emphasized the significance of investments by the retailers within the specification of Customer Relationship Management (CRM) systemizations and data analytics with a goal-mouth of unambiguously understanding the engagements and predilections of consumers (Eckl, Lingenfelder, & Management, 2021). Such data centric initializations has allowed an advanced marketing commendations that are necessary for successful marketing in which, consumers preferences are placed in prior to the organizational demands (Hajdas et al., 2022). The jewellery brands might experience a necessity in further refining the omni channel stratagems and improvisations within technologies based on the demands of the further generations. This research work delves the additional requirement of consumers in emphasizing the trust and liability. Also, it has highlighted the rationale of integrating exclusive technologies in order to understand the preferences of consumer.

Also, (Rampal, Sahoo, & Sharma, 2024) has explained that the digitalization and incorporation of e-commerce technologies within various dynamic innovations has instigated the promotion of contemporary brands. Moreover, the traditional jewelries might implement necessary innovations of technology in order to promote and compete with present retail jewellery brands such as joyallukas, josallukas, Malabar gold and diamonds, kalyan jewellers, and tanishq. Likewise, (Zahid, Jaleel, Mehmood, Janjua, & Sciences, 2022)has illustrated that the incorporation of such innovations might upsurge the demand of traditional jewel collections among authentic people of all dynamics. There are instances in which people of marginalized community consider it difficult to afford high making charges to jewellery brands such as tanishq and hence, development of such traditional and SME's aid in paving ways to people of all classes to afford towards authentic and preferable cluster of jewellery.

Another research (Ali, Abbas, & Sciences, 2022) has predominantly signified the down surge of traditional jewelries in India precisely due to the intervention of various modernizations within the advanced up surging jewellery brands with the correlation of civilizations such as AI, 3D visualization, virtual assistance, personalized recommendations and data analytics. Also, the ideology of laser -cutting technology has furthermore added an advantage to the retail branding jewellery clusters in our country (Bryan-Kinns, Liu, Zhang, Tan, & Tan, 2024).

In summary, branded jewellery has been extensively obtaining the consumer satisfactory index when compared to traditional jewelries. Also, there is a necessity in accomplishing various digitalisations and modernised technologies within authentic jewelries to enhance the competitions with evolving and evolved branded jewelries.

2.2 Retail jewellers

The gold jewellery share market of India has predominantly modified into various small and medium-sized enterprises known as SME's. The retail jewellery industry of our country has embraced noteworthy modifications especially with respect to the customer partialities and dynamics associated with the marketing practices over the prior decades (Mathur et al., 2019). Also, the market size of the country has been recorder to remain at an approximation of 25.1 Million in the year 2013 and has also experienced an up surge of 50 Million in the year 2018. It is also observed that the successful retail jewellers might instigate a varied key segments in order to accomplish an effectual marketing strategy (Abrudan, Dabija, Grant, & Applications, 2020). Another significant factor for an advancement of the retail branding comprise the necessity of proposing an innovative sentence that aids in emphasizing the worth of the jewellery brand and further aids in discriminating the specific jewellery brand from prevailing brands. Such

instigation might assist in an easier accessibility and innovative accomplishments among the consumers (Climent & Cakir, 2021).

Likewise, another study (Hajdas et al., 2022) has demonstrated the implication of analysing and understanding the marketing strategies associated with the promotion of jewellery brand among the stake markets of contemporary rival world. Moreover, (Bijmolt et al., 2021) illustrated that such implications might aid in an improvised operational performance when compared to various jewellery brands. Also, these strategies aid in accumulating the reliability and involvement of consumers. The classical study (Shi et al., 2023) has deliberated the significance of technological intervention as it acts as a noteworthy driving force. Also, these intervention has aided in analysing and understanding the requirements and preferences of consumers which would aid in framing the decisions in accordance with necessities of consumers. Similarly, (Shi et al., 2023) demonstrated that the selection of product according to the preferences of consumers has optimized the productivity and profit obtained through the productivity. Similarly, such novelties has attracted a varied range of consumers.

Moreover, (Grilo, 2022) has illustrated that an utilization of creative and dynamic marketing strategy has been aiding in captivating consumer attention and such strategies has been inclusive of consistent branding and curating across all diagonal channels. The triumph of retail jewellery was successfully accomplished mainly due to factors such as design and manufacturing, sales and marketing, in-store experience and sustainability and ethics.

Depiction and Construction: The retail jewellery of India has been renovating and incorporating modernized ideologies and methodologies with an aim of attracting consumers, promoting their jewellery brand and implementing exclusive dynamics of jewellery collections (Choudhary,

2022) . One such innovation is the AI instigation within renowned retail jewellers such as kalyan jewellers, Malabar gold and diamonds and Tanishq. Furthermore, AI modernizations have been capable of detecting least sold designs and hence, aid in constructing numerous variations in order to attract consumers and improvise their productivity. AI innovation has also included another novelty of 3D picturing strategy through which precise formation of jewellery products has been accomplished within a limited span of time (Chakraborty et al., 2024). Also, the study has further demonstrated that the visualization through a 3D innovation which has paved pathways for the creation of cutting-edge designs within a limited time and rapidity.

Sales and Marketing: The prevailing study (Padmaragam, 2023) has illustrated the significance of promoting the retail jewellers via various digital platforms such as instagram, google, advertisements and various digitalized sources. The COVID-19 pandemic has further accelerated the necessity for an adaptation of safe transactions and precise monitoring of shopping experiences to assure the fearless and safe virtual shopping (Alviti, 2024).

In-store involvement: The prevailing study (Alexander, Kent, & Services, 2022) has explained the digitalization of technologies among physical stores and such innovations has attracted a varied range of consumers from a numerous touch point across the country. The renowned retail jewellers have inculcated an extensive innateness amidst the consumer and jewellery brands. Moreover, (Q. Li, Wang, Song, & services, 2022) has demonstrated that the utilization of digital platforms within mobile phones has increased the active involvement of consumers and hence has encouraged the retail jewellery brands to produce varied cluster of modernized jewels in accordance with the preferences of consumers.

Likewise, (Silva, Silva, Dias, & Management, 2024) has explained the actual necessity of incorporating technological innovations and modernizations among the over-all renowned brands to maintain the sustainability among present contemporary realm. Besides, the principles such as data privacy, preference acknowledgement and a safe data scrutiny has optimized the consistency of retail brands in India. The structure of retail jewellery market in India is highly differentiated when compared to various jewellery brands of the international countries. The classical study (Shi et al., 2023) has illustrated that there has been an observation of explicit transformation within the branded retail jewellery of our country. Also, the early period of 1990's contained an authentic consumers who chose traditional jewellery over modernised jewelries. Whereas, (Bhardwaj & Mohapatra, 2023) has demonstrated that the later 1990's period accumulated a dynamic generation of young budding minds who chose light weighted modernized jewellery over authentic traditional patterns.

Another study (N. J. V. I. I. R. J. Zaware, 2021) illustrated that the retail jewellery of India has been distinguished into store retailing brand and non-store retailing brand. Whereas, store retailing has been extensively yielding maximised beneficiary to the respective organization. Furthermore, (Phophalia, Sharma, & Kastiya, 2021) has demonstrated that the preferences of consumers has been explicitly grounded upon the accountability of branded retail jewellers rather than authentic traditional jewellery. Also, populates of our country has preferred the collections of retail jewellery mainly due to the dynamic collections and varied cluster of jewels within the predominant retail jewellery. The retail jewellery market of the Nation has been expected to accomplish an approximation of 2 trillion dollar by the year 2032 with an assistance of societal, financial and demographic elements such as modernization, monetary upsurge, and development

of nuclear families. Whereas, the e-commerce of India has been expected to attain an approximation of 350 billion dollar by 2030 (M. KUMAR, 2023).

The prevailing study (M. S. Phophalia, M. Sharma, & S. J. T. E. Kastiya, 2022b) has deliberated that an increased necessity of omni-channel branding and curating was observed during the pandemic era of COVID-19. Though the increase of restrictions prevailed as a dominant factor during the pandemic era, it has been observed that the demand and productivity of retail jewellers remained as a constant factor among the population of the Nation. Moreover, (Yadav, 2022) further demonstrated that an instigation of omni-channel strategy has yielded an additional productivity to the retail jewellery such as Tanishq, Malabar gold and diamonds and Kalyan jewellers.

Consumer preferences and behaviors are influenced by demographic factors like age, income, and education level. For instance, urban-consumers could place greater importance on the atmosphere of a store and the reputation of a brand, whereas resident of semi-urban consumers may pay more attention to pricing and discounts (Rejikumar et al., 2021). However, it is essential for brands to comprehend these different in order to appropriately customize their marketing tactics. Therefore, this level of customer service has the potential to greatly improve the overall experience for customers, support them feel appreciated and acknowledged. Along with an upsurge in the preferences and choices of consumers, it has been observed that there is an increment within the jewellery market share of our country (Keller-Aviram & Jewelry, 2021) .

2.3 Branded and traditional jewelries

The branded and traditional jewelries of our country has been on a rivalry right from the early 1990's. The prevailing study (Gulati & Tanwar, 2019) has demonstrated that the traditional

jewellers were considered as a predominant sector mainly due to the reliability mechanism expressed by the population of our country. In accordance with the population of our country, it has been observed that authentic people always prioritized traditional jewellers over branded jewellers. Another study (Kurien et al., 2021) has illustrated that the populates of India had always invested the money with a goal-set of preserving the jewellery as an asset and not as a materialistic element. Hence, they had always relied upon the traditional jewellers to create authentic designs as per the requirement of the family. Whereas, (Agrawal, 2022) has explained at a controversial note that the latter 1990's experienced the novelty of digitalization of modern technologies with an aim of attracting young minds in order to embellish gold jewellery rather than preserving it as an asset to aid in latter difficulties.

Another study (Agrawal, 2022) has demonstrated the presence of various reasons among people to purchase gold jewellery. The major reason mentioned or observed has been the influence via people among various methods such as societal, public, advertisements and digital platforms. Another reason was the concluding phenomena and novel innovations among the jewellery clusters within the retail jewellers when compared to traditional jewellers. Also, the major difference amidst branded and traditional jewellery was the construction and manufacturing of jewels in accordance with the preferences of consumers (Cappellieri, Tenuta, Testa, & craftsmanship, 2020). Likewise, the study has further explained the vast transformation of branding and traditional jewellers from 19th century to 21st century. Moreover, (Soni, Chauhan, Patel, Patel, & Kalariya, 2024) explained the significance of consumer behaviour by considering features such as nominations, purchase, and choices of all the family members.

Moreover, (Y. Li, Zhang, Shelby, Huan, & Management, 2022) has demonstrated that the innovation of digitalization has affected the small scale traditional jewellers and hence there is a

necessity for the traditional jewellery brands to incorporate the novel technologies such as AI, virtual processor, 3D imaging and data analytics in order to attract varied range of consumers and hence, increase the productivity. Moreover, branded jewellery has instigated a mechanism of reliability which prevailed as a lacking factor amidst the traditional jewellers. Besides, (Mandal, 2020) has explained that reliability upon the productivity of branded jewellery has been extensively high when compared to the consumers among various traditional jewellers. The evolving mind-set of contemporary consumers has always exhibited an optimized reliability towards the retail jewellers rather than traditional jewellers.

Besides, another study (Cappellieri et al., 2020) has deliberated about the craftsmanship of traditional and branded jewellers in which, the perspective of consumers has exhibited an extended reliability upon the craftsmanship of branded jewellery when compared to the craftsmanship of traditional jewellery. Such exhibitory phenomena has expressed the perspective of populates and it is irrespective of the actual craftsmanship of both retail and traditional jewellery. Likewise, traditional jewellery has been charging less making charges when compared to the branded retail jewellers. Yet, people have always opted the branded jewellery especially due to their innovations and structuralism represented within their jewellery products (SALZILLO, 2022).

Also, the study has further incorporated that the populates of our country has always enhanced the growth of organized branded jewellery which has acted as an indicator of arising predilection towards branded jewellery rather than traditional jewelries. Another study (Pathak, 2020) has explained about the migration done by the traditional jewellery artists who was unable to withstand mainly due to non-initialization of digitalization within their traditional artistries. Also, the study has proceeded with a conclusion that traditional jewelries must have instigated the

digitalized technologies in order to compete with various branded jewelries and hence, would have experienced an up surge in a gradual strategy.

The shift in trends of branded jewelries from an unorganized stratagems to an omni-channel branding and curating has been an extensive driving for the success of branded jewelries. Furthermore, (S. Kakkar & Chitrao, 2021) has explained the shifting mechanism of branded jewellery towards a modernized strategy has been found to lack within traditional jewellery. Moreover, it has also explained the actual practicality of traditional jewellery in which, they lack certain renovations that prevail as an impactful innovation within the branding jewelries. Besides, (Zhu & Wang, 2023) has demonstrated that the younger generations prefer branding and quality of branded jewelries over the traditional jewelries in spite of the production of advanced jewel assortments by traditional sectors.

However, the incorporation of novelties within traditional jewelries might incorporate an advancement in technologies and lead the traditional jewelries towards an enhanced rivalry amidst traditional and branded jewellery (da Silva Soveral, Padilha, & Simionato; Jamal, 2023). Another prevailing study (Phophalia et al., 2022b) has enhanced the impact of retail jewellery brands among people where the consumers have been evolved to an advancement of relying upon the retail jewellers. Such advancement from the cluster of consumers has been easily accomplished through the optimization of digitization and technological advancements. The retail jewellery has been enlarging at a rage of rapidness among the present contemporary realm when compared to the previous decades of 1980, 1990, 2010, and 2020.

The classical study (Praveenkumar, 2019) has briefed about the deep rooted culture of traditional legitimacy among the prior generation populates. Furthermore, the study has well-explained

about the existence of traditional families who still prioritize traditional jewelries over the modernized branded jewelries. Also, (Kanungo & Chakrabarti, 2021) has further detailed about the stagnant designs crafted and carved by traditional jewelries such as temple jewellery patterns and jhumkas that are entrusted by consumers to carry certain sentimental and cultural meanings and indications. The existing research work (Kanungo & Chakrabarti, 2021; Pereira, Teah, Sung, Teah, & Logistics, 2019) has explained that consumers has always determined the traditional jewelries for the sake of handcrafted uniqueness and varied designs that might not be obtainable among the advanced branded jewelries. There occur maximized circumstances where certain specification of people choose traditional jewellery for their wedding and festivals mainly due to the reason that each carving of antique jewellery has expressed a vibrant stories of traditional practices.

 Moreover, (Eyiler, 2019) has explained that the process of determining the brand value has always acted as a significant factor of brand accomplishment within the share market. It has further explained that the traditional market brands has been advancing through an innovative inculcation of modernizations. Likewise, (Chen, Chen, & Studies, 2023) has illustrated that the traditional jewellery has been following the pattern of patrimonial structure and hence the development of traditional jewellery has been lacking in certain specifications when compared to branded jewellery. The classical study (S. Jaggi & S. J. O. H. Bahl, 2019) has demonstrated that advertisements of jewellery industry has been playing a significant role in emphasizing the over-all development of jewellery brands in India. The major reason for the success of branded jewellery has been mainly due to the uniqueness of advertisements expressed through those antique collections and innovations.

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Similarly, (Chellam, 2019) has demonstrated that the phenomena of globalization has extensively led to an over-all up surge of branded jewellery within India. This duration of globalization led to an emphasized development of branded gold jewellery in an extended proportion. Similarly, (Bora, 2019) has explained that the emotional necessity of consumer as per occasions has been excellently revealed through traditional craftsmen rather than machinery efficiency. Also, traditional jewelries has been extensively producing a wide-ranging jewellery in accordance with the occasional requirement of consumers and such specification are minimized within branded jewelries. Likewise, (M. Sharma, Kastiya, & Phophalia, 2022) has demonstrated that the preferences of youth community has been altered from broader patterns to weightless ornaments and hence branded jewellery has understood and analyzed the preferences of youthful minds. This is the only phenomena utilized for attracting consumers from traditional jewelries.

The prevailing study (N. J. E. B. Jain, 2019) has deliberated the priorities to be considered in prior to the accomplishment of retail jewellery stores in India. The study has specified that consumer preferences has to be in prior to selecting the locality of branded jewellery. Correspondingly, (HARSHINI, 2022) demonstrated that women are the actual game changer and has an important portion in up surging the branded jewellery within India. Also, (M. S. J. E. J. o. C. D. o. A. Kakkar, 2019) has emphasized a noteworthy factor of hallmarking strategy that has accomplished an uninterrupted reliability upon the products of branded jewelries. Such specifications have seemed to be lacking within traditional jewellers.

2.4 Consumer purchasing behaviour in branded jewelries

The consumer behaviour has referred to the process of purchasing gold ornaments from jewellery marts of the share market (Zahid et al., 2022). The behavioural pattern of consumers

within the branded jewelries sectors has been chiselled through a complex construction of emotional aspects such as cultural diversity and financial aspects (Amitabh, 2019). Hence, the branded jewelries that obtain access of these emotions through ethical qualities such as reliability, quality of jewels, and effectual strategies of marketing have implemented in accomplishing vast-range of consumers from multiple touch points. Another study (S. Jaggi & S. K. J. O. H. Bahl, 2019) has explained various factors such as popularity, cultural diversity, quality of jewels, designs induced within jewel collections, monetary factors and awareness among consumers towards branded jewelries. The prevailing study (Austria, Peralta, Dacara, & Studies, 2022)

Furthermore,(Gyaneshwari & Management, 2021) has explained that gold ornament has been considered as an embellishing ornament that has specialized and rejuvenated the élite occasions of family gatherings and communal celebrations. Also, the study has further emphasized the consciousness of consumers in purchasing the innovative jewels from branded jewelries. Similarly, (Jenefa & Kadyan, 2019) demonstrated that driving elements within consumers while purchasing a gold ornament comprised of particulars such as purified ornaments, collections, motive of promotions towards the ornaments and compliments provided with gold acquisitions. Besides, the study further specified that tanishq has been prevailing as a dominant brand which is opted by maximized proportion of populates of the country. The prevailing study (Zahid et al., 2022) has specified that durability of modernized jewellery has been prevailing as a crucial factor for accomplishing liability among maximized consumers. The study has further incorporated an innovative methodology of netnography to collect the analytical data of renowned jewellery brands.

Furthermore, (L. Manikandan & K. J. I. J. o. A. S. M. R. Rajandran, 2024) has incorporated a novel concept where geographical factor has been playing a crucial role in emphasizing the consumer behaviour and dependability upon branded jewellery stores within the country. The prevailing study (Nim, Jaggi, Singh, & Advertising, 2022) has explained the actual reliability and satisfaction that are delivered through the proper implementation of brands among consumers within an uninterrupted chronological pattern. Also, it has demonstrated the correlation amidst the brand and consumer through an unwavering connectivity emphasized with an intention of treating the consumers with fair hospitality. The existing study (Hareesh, Umarani, & Practice, 2024) has illustrated that the preference of consumers while purchasing gold ornaments might variate due to cultural, social and geographical aspects.

The location of branded jewellery has been playing a vital role in influencing the consumer behaviour. Another study (Shaan, 2024) has explained the significant role of gold saving scheme among branded jewellery as it has aided in attracting the consumers and hence such influence might construct optimized behaviour within the preference of consumers. Also, (Jaggi & Nim, 2020) has demonstrated that consumer behaviour is an exact replica of how they have been treated by the branded jewellery firms. Similarly, (Pol, Parappagoudar, Rai, & Agrawalla, 2024) has demonstrated that marketing strategy and advertising tools have been initiating the behaviour of consumer within branded jewellery and hence it has also created an optimized arrival of consumers towards certain branded jewellery.

The classical study (S. Jaggi & S. K. J. O. H. Bahl, 2019) has explained that consumer behaviour has been influenced through the conscious nature of obtaining the accurate jewellery as per the price of the jewellery. There are enormous options available for the consumer through mobile phones, websites and social media sites. Yet, the preference of consumer has been grounded

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upon nomination the brand that reflect their self-esteem and hard work. Correspondingly, (Praveenkumar, 2019) has explained that consumer behaviour modifies as per the respective occasions they prefer to purchase ornaments. There are circumstances where, the consumers prefer ornaments from various brands and each preferences vary with respect to the choice and perspective of consumer. The prevailing study (Vinothini & Shanmugam, 2019) has briefed that the consumer purchasing behaviour vary with the aspects such as ritual concern and occasional concerns. Ritual concerns have been accomplished with respect to certain specified brands and occasional concerns have been fulfilled with respect to renowned brands within our country.

The prevailing study (Abirami et al., 2023) has demonstrated that consumer purchasing strategy might also amend with respect to the collections incorporated within the branded jewellery of our country. The maximized availability of varied designs and innovativeness has been the key element in attracting consumer world in an optimized mechanism. Also, the study has highlighted that branded jewelries utilize the changeover of jewellery collections to attract wide-range of consumers from multiple touch points. Similarly, (Verma & Naveen, 2021) has emphasized the factors such as price, purity and design has been playing a noteworthy role among the consumer realm and apart from these factors, it is observed that the influence and perspective of family members and peer circle upon branded jewellery has also been abridging and shaping the association amongst the branded jewellery and consumer purchasing behaviour.

The study has also explained the set out of branded jewellery and the reason behind this has been the artistry work and craftsmanship within branded jewellery that has depicted them as a varied sector from traditional jewellery brands. Another study (Angel, Rubert, & Jann, 2019) explained that consumer satisfaction has also been playing a vital role in emphasizing the consumer purchasing behaviour among branded jewellery of the country. Furthermore, (Prasad, Rahiman,

Nawaz, & Gajenderan, 2022) has depicted that advertisements has been effectively echoing within the consumer community in a repetitive manner and hence such strategy might aid in accelerating an effectual purchasing process by consumers. Also, any process heard or visualized a multiple times has an effective impact upon the attracting consumers towards branded outlets of jewellery shops. Moreover, (Munde & Kaur, 2024) has illustrated that

Another study (Marg, 2020) has illustrated that consumer behaviour while purchasing gold has been dependent upon various factors such as traditional specifications, priority of the family members, reliability upon traditional jewellers and hence such factors might act as a constraint in moving people from traditional jewellery to branded jewellery. Also, marriage has been another driving factor that prompts the consumers to purchase ornaments from branded jewellery. The prevailing research work (Zalega, 2020) has illustrated that sustainability has been prevailing as the driving factor of consumer purchase behaviour towards branded jewellery shops. Additionally, (Krishnasamy & Sivasankar, 2023) has explained that advertisements through social media platforms has inspired the dynamic teenagers to purchase the gold ornaments from reputed branded jewelries and hence the purchase behaviour has grounded upon the influences through such platforms.

Furthermore, (Dandasena et al., 2022) has explained that consumer preferences through online and offline representations has yielded an additional influence upon the consumers while purchasing from branded jewelries.

2.5 Customer satisfaction in branded jewellery

Gold is viewed as being the same as money because of its luxury of being converted into cash and its effectiveness as a form of indirect exchange. Moreover individuals worldwide has been

keen on purchasing gold to embellish themselves and display their affluence. However gold jewellery forms a strong emotional connection with various group of peoples, as it has been a luxurious and valuable metal. Also, gold symbolizes one's social status within society (S. Kakkar, Chitrao, & government, 2023). Even investing in a gold has been driven by people's interest in investment activities. Followed by, buying gold relies on the individual's personal needs and anticipations. Each individual's expectations and requirements for purchasing gold diverge (Qian, Ralescu, & Zhang, 2019). Therefore, buying gold offers a variety of advantages to buyers, such as being a low-risk investment, considered a global currency, a symbol of one's persona, and a highly valuable asset. The process of transforming unrefined gold into a desired wearable accessory is known as jewellery (de Sousa Tavares & de Magalhães). The satisfaction of customer is closely linked to the reputation and brand of jewellery stores. However, the quality control in the gold sales process greatly enhances customer happiness. The cost of jewellery, wastage, and additional charges all play a role in determining overall satisfaction levels. Moreover, customer satisfaction is impacted by the availability, reliability, display, and acceptance of cards (Cappellieri et al., 2020).

Customer satisfaction ratings can wield strong influence within companies. Moreover, customers emphasize to employees the significance of meeting customers' expectation. Organizations and researchers similar have shown significant interest in customer satisfaction. The main goal of companies has been increase profits and degrease expenses. Maximizing profits has been accomplished by increasing sale while reducing costs (Dirman & Law, 2020). Customer satisfaction has been a factor that can boost sales by nurturing customer loyalty, generating recommendations, and encouraging repeat consumption. Customer satisfaction, commonly

mentioned in marketing, is an evaluation of company's products and services meet the needs of its customer's exportation (Rane, Achari, Choudhary, & Science, 2023).

Satisfaction of customers with branded jewellery is crucial in the jewellery sectors, impacting consumer habits and loyalty to the brand. Branded jewellery frequently represents high quality, status, and dependability, critical elements that impact customer contentment. Consumer determine for branded jewellery to ensure high quality craftsmanship and ethical sourcing (Borstrock & Jewelry, 2021). Moreover, the brand's reputation, marketing tactics, and customer service frequently contribute to this perceived level of quality. Therefore, branded jewellery is typically viewed as more valuable than non-branded options. Also, this has been a result of various factors such as brand's background, the materials' quality, and the exclusivity linked to the brand. Even consumers frequently choose a pay extra for brand-name products as they trust that these items will meet or surpass their expectations in terms of design, longevity, and overall appearance (June, 2022).

Furthermore, the emotional bond that customers form with branded jewellery has been a key factors in their contentment (S. Jaggi & S. K. J. O. H. Bahl, 2019). However, people frequently buy jewellery for special events or as presents, and the emotional significant of these items can increase customer happiness. Even, when a brand recognizes a consumer's needs and preferences, it promotes loyalty and repeat purchases. And, satisfaction levels are also influenced by customer services and the shopping experiences overall. Therefore companies that offer excellent customer service, which includes individualized help and post-purchase support, typically experience increased satisfaction levels. Nevertheless, local independent jewelers maintain a considerable portion of the market, providing competitive prices, quick repairs, and personalized customer's interactions (Armano, 2020).

Customer satisfaction in branded jewellery has been view as a multifaceted concept that encompasses various factors influenced consumer experiences and perceptions (P. Sharma et al., 2024). The perceived quality of the products has been a key factors in dynamics customer satisfaction in branded jewellery. However customer are became more selective, observing for both visual appeal and the guarantee of quality and skill. Therefore, jewellery that carries a brand logo usually includes warranties and certifications to boost consumer trust (Keller-Aviram & Jewelry, 2021). Even this guarantee has been especially crucial in industries because where fake merchandise can damage confidence. Furthermore, the way a customer shop has been a key factors in their satisfactions. Branded jewellery stores usually has a sophisticated shopping atmosphere and well-informed staff who can offer custom-made assistance. Therefore, this level of customer service has the potential to greatly improve the overall experience for customers, support them feel appreciated and acknowledged.

Consumers could see the higher price of branded jewellery as worth it for the quality and service provided, even though it has been more typical expensive than non-branded options (Borstrock & Jewelry, 2021). Discount, loyalty programs, and promotions can improve customer satisfaction by offering perceived value, making customers feel they are receiving a good deal. Moreover, the sentimental bond that customers share with jewellery has been an important factors to consider. However, jewellery is commonly linked to important milestone in every occasions like, engagements, wedding, and anniversaries. Branded jewellery, with its marketing narratives and brand stories, can create emotional resonance that enhances customer satisfaction. Therefore, customer feel a connection to a brand, they are more likely to be satisfied with their purchases and recommend the brand to others. Even various factors such as perceived quality,

shopping experience, pricing, and emotional connections impacts customer satisfaction in branded jewellery(Zhang, Li, Zhong, Wang, & Communication, 2024).

Moreover this study incorporate with the quality and purity. In jewellery, customer satisfaction relies on the basic foundations of quality and purity. Moreover, consumers frequently place importance on the genuineness of materials like gold and diamond, impacting their buying choices greatly. Therefore, elevated levels of purity are linked to higher quality, resulting in greater trust and satisfaction from customers (Phophalia et al., 2021).Also this study establishes the design and pattern. The jewellery's design and pattern are essential in drawing in customers. Moreover, distinctive and complex patterns are commonly favored because they showcase individuals taste and standard. Also, customers are prepared to spend more money on jewellery's with unique artistry (Zheng, Chang, & Applications, 2022).

Furthermore, it shows the quality and cost. Even though cost plays a role, but cost influence has been typically moderate in comparison to other elements. However, customers frequently looks for a good deal, because it also considered both the quality and cost. On the other side advertising promotions might capture interest but does not consistently impact the ultimate purchasing choice (Brabenec, Suler, Horák, & Petras, 2020). The followed studies shows (Ansari, Kashif, & Logistics, 2020) the brand reputation. The reputation of a brand has been a significant impact on customer happiness. Also, brands that consume a reputation for delivering high-quality products and excellent customer service typically inspire greater trust among consumers. Almost has a favorable view of a brand might results in increased customer loyalty and frequently repeated buying.

This study has emphasizes on the advertising and promotional. Effective advertising and promotional strategies are essential for enhances brand visibility and attracting consumers. Moreover, marketing activities, such as social media strategies and collaborating with influencers, therefore it has the power to influences in what way customers view a product and affect their buying decisions. The furthermore study highlights the store ambiance. Customer experience is greatly impacted by the shopping environment, significantly affected customer

Experiences. A pleasant store ambiance, including layout, lighting, and overall aesthetics, contributes to a positive shopping experiences. However, it has been enhances customer satisfaction and encourage purchases. This study employed by customer service. Top-notch customer service is crucial for ensuring customer happiness. Moreover, the presence of experienced and approachable employees can improve the shopping journey by promptly and efficiently handling customer queries and issues, ultimately it has been build a favorable connection between the brand and customers. Consumer preferences and behaviors are influenced by demographic factors like age, income, and education level. For instance, urban-consumers could place greater importance on the atmosphere of a store and the reputation of a brand, whereas resident of semi-urban consumers may pay more attention to pricing and discounts.

However, it is essential for brands to comprehend these different in order to appropriately customize their marketing tactics (S. Jaggi & S. K. J. O. H. Bahl, 2019). This study (Lima, Correia, Müllensiefen, & Castro, 2020) has been highlighted the demography variations. Customer satisfaction in branded jewellery is influenced by product quality, brand reputation, and customer services (Munaro, Martins, & Kato, 2019). However, customers often evaluate their satisfaction based on the perceived performance of the jewellery relatives to their

expectations. Therefore, some key factors such as purity, pattern, and advertising significantly affects purchasing decisions, while emotional connections and personal significance also play crucial roles. Eventually, understanding and meeting customer expectations is vital for jewellery brands to nurture loyalty and ensure long-term success in a competitive marketer to appropriately customize their marketing tactics (Bonjean, 2022).

Similarly, (Khan, Abedin, & Ghouri, 2021) has demonstrated that jewellery purchased from the branded jewellery has instigated an over-all stress free phenomena due to the constant reliability upon these branded jewelries. Moreover, traditional jewelries do consist specified proportion of population who constantly visit traditional jewelers rather than branded jewelries. Yet, the presence of optimized satisfaction has been observed among the maximized population who purchase from brands such as kalyan jewelers, Malabar gold and diamonds, Tanishq, josallukas and joyallukas. Hence, maximized populates have been satisfied while purchasing the gold ornaments rather than traditional jewelers.

2.6 Theoretical framework

The Indian market for gold jewellery retails has been seen as a major change, moreover it has been moving from disorganized and fragmented to became more structure and regulated. However small independent retailors presently hold the majority share has been in retail jewellery market, while the presence of jewellery shops (both national and international) has been consistently growing over past decades (Agrawal, 2022). Therefore, Indian market for gold jewellery is shifting from a traditional, unorganized system to a more structured and regulated sector, and influenced by the rise of branded jewellery outlets. Jewellery store must guarantee a

unified, trustworthy, and personalized shopping experience on different platform such as physical stores, online platform, mobile apps, and social media.

Utilizing digital tools such as augmented reality, 3D visualization, and facial recognition has the potential to enhance the online shopping experiences and boost customer engagement. Moreover, effective inventory control is crucial for ensuring a seamless Omni-channel customer experience. However implementing Omni-channel strategies successfully in the Indian jewellery market enhances customer satisfaction, increases sales, and promotes brand loyalty, therefore it enables retailers to succeed in a competitive environment. Also, maintaining a brand reputation has been seem as a crucial for brand to attract and keep customers in a competitive market to develop integrated shopping experiences. As demography changes the jewellery sector in India has been ready for expansion, fueled by a mix of cultural importance, economic conditions, and the implementation of new retail tactics reaches to various customer group.

The overview of theoretical framework might aid in a detailed explanation about the instigation of renovations, digitalized modules and modernizations among the branded jewelries of India. Also, it has provided an over-view about the entire information discussed within the literature review of the current research work. The connectivity amidst help desk has acted as a common factor while discussing about the specializations present within branded and traditional jewelries among various parts of the country. The omni- channel branding and curating has aided in an extensive mode to enhance the significance of branded jewelries among the consumer world and the lacking of such modernizations has acted as the reason for non-popularity and less approaching mechanism among the traditional jewelries.

The platforms of social media are beneficial if utilized in an appropriate manner. The evolved branded jewelries has prevailed as an optimized instance for the prior provided statement. Therefore, the theoretical framework might aid the future researches to provide advanced information regarding traditional and branded jewelries of various parts of the country.

Information sharing, customer involvement and support

Effective communication, customer-centric approach

Loyalty program, personalization, feedback mechanism

Online & offline channels, customer service

Unified customer experience, data synchronization

Customer Engagement

Customer Help desk

Integration of channels

Authentic brand narrative, Omni-channel experience

Investment in Technology, customer experienceenhancem ent

Marketing Strategies

Prominent Branded jewellery approaches (Tanishq, Malabar gold, and Kalyan jewelers)

Technology Utilization

Content marketing Social media, Email marketing

RETAIL JEWELLERY OMNI-CHANNEL BRANDING AND CURATING IN INDIA

CRM system, Analytics tools, Augmented Reality

Sustainability and ethical practices, E-commerce, Market Trend analysis

Figure 2.1 Conceptual framework of approaches within branded jewellers

2.7 Research Gap

1. (Agrawal, 2022) has specifically concentrated the region of Nagpur and hence such specification might affect the generalizability of the study.

2. (Ali et al., 2022) has demonstrated the entire study based on cultural aspect and has failed to include various other factors within the research work.

3. (Angel et al., 2019) has sepcified the research work in specification with the nagapattinam district of Tamil Nadu and has failed to explain about various districts of the State of Tamil Nadu and the districts of India.

4. (Bora, 2019) has explained about the economic sustainability with respect to region of Ranthali and hence such phenomena might affect the generalizability of the study.

5. (Chellam, 2019) has particularly included the entire southern districts of Tamil Nadu and has failed to explain about northern districts of Tamil Nadu.

6. (Grilo, 2022) has specifically explained about the data analytics innovation within branded jewellery and has failed to explain various modernizations.

7. (Gulati & Tanwar, 2019) has deliberated the region of delhi with respect to the comparision of new jewellery house versus old school of merchants. Hence, it might affect the generalizability of the study.

8. (Gyaneshwari & Management, 2021) has explained about the demographic factors associated with the gold jewellery within the region of hyderabad and such phenomena might affect the over-all understanding of the current research work.

9. (HARSHINI, 2022) has especially considered the region of coimbatore to explain the consumer behaviour towards purchasing gold jewellery and it might not be considered for the current research work as it concentrates on the over-all consumer purchasing behaviour towards branded jewellery of the country.

10. (Kanungo & Chakrabarti, 2021) has illustrated about the gold governance and gold smithery of our country and has failed to explain various specifications such as modernizations, data analaytics, and various renovations.

11. (Praveenkumar, 2019) has explained about the region of Madurai district of Tamil Nadu and hence it might affect the generalizability of the contemporary research work.

12. (Shaan, 2024) has specifically explained about the region of kerala and hence it might affect the generalizability of our current research work.

Comparitive Analysis

S.No	Reference	Objective	Conclusion	Advantage/Limitation
1.	(Agrawal, 2022)	The study has concentrated on understanding the consumer behaviour within the region of Nagpur.	It has explained a clear explanation about the factors influencing the consumer behaviour especially within the region of Nagpur	The study has been limited only to the region of Nagpur and hence it might affect the generalizability of the study.
2.	(Ali et al., 2022)	The study has explicitly demonstrated about the cultural aspect of Indian jewellery mart.	It has explained about various factors associated with the cultural diversity of India in special reference with the branded jewellery.	The study has various advantages as it delivers an unambiguous ideology about the cultural modifications within the gold jewellery of India

3.	(Angel et al., 2019)	The study has explored the jewellery art of Nagapattinam district of Tamil Nadu.	The study has initiated the research work to explain about satisfaction of consumer in buying gold jewellery.	The noticeable constraint of the study is that it has been researched only within the Nagapattinam district and such constraint might affect the generalizability of the study.
4.	(Bora, 2019)	This particular study has explained about the economic sustainability of the consumer in special reference within the region of Ranthali	The study has aided in analysing the economic sustainability phenomena of consumer gold purchasing.	The study contain a limitation of affecting the generalizability of the study due to its special concentration upon the region of Ranthali.

5.	(Chellam, 2019)	The study has deliberated about the retail jewellery brands of Tamil Nadu in special reference with the southern districts of Tamil Nadu.	The study has explained about the factors associated with the retailing jewellery of southern districts of Tamil Nadu.	The study has a limitation mainly due to its inclusion of southern districts of Tamil Nadu. This particular constraint might affect the over-all generalizability of the study.
6.	(Grilo, 2022)	The study has explained about the data analytical strategy of retailing jewellery of India	The study has briefed about various features of data analytics utilized to protect the data privacy of consumer.	The study has aided in analysing the data analytic features associated with the protection of consumer privacy.

| 7. | (Gulati & Tanwar, 2019) | The study has deliberated the region of Delhi with respect to the comparison of new jewellery house versus old school of merchants | The study has mentioned new jewellery houses and old school of merchant to indicate retail jewellers and traditional jewellers respectively. Also, the study has deliberated about the comparison amidst these 2 categories. | The study has excellently demonstrated the factors of renovations within the traditional and branded jewelleries of India in special reference with the region of Delhi. |

8.	(Gyaneshwari & Management, 2021)	The study has demonstrated the demographic factors of gold jewellery by considering the jewellery mart within the region of Hyderabad	The study has explained the significance of demographic factors associated with the gold jewellery of our country.	The study has especially explained about the region of Hyderabad and hence it might affect the generalizability of the current research work.
9.	(HARSHINI, 2022)	The study has explained the consumer purchasing behaviour within the branded jewellery of our country	The study has demonstrated the consumer purchasing behaviour with special reference to Coimbatore	The study might affect the generalizability of the current research work due to inclusion of specific region of Coimbatore of Tamil Nadu.

10.	(Kanungo & Chakrabarti, 2021)	The research work has deliberated about the gold governance and art of smithery of our country.	The study has explained the specifications observed in the gold governance and gold smithery of India in a detailed perception	The study has aided in understanding the governance of gold and smithery art along with providing a clear insight about various aspects associated with the specialization of gold smithery.
11.	(Praveenkumar, 2019)	The study has illustrated about the gold jewellery mart within the District of Madurai in Tamil Nadu.	Consumer purchasing behaviour has been demonstrated in an unambiguous pattern with special reference to the region of Madurai district of Tamil Nadu.	The limitation of this study is that it has considered district of Madurai to explain the consumer purchasing behaviour and hence might affect the generalizability of the contemporary research work.

12.	(Shaan, 2024)	The research work has deliberated about inclination of consumers towards the gold saving schemes.	The gold saving schemes has been provided by branded jewellery of Kerala region and the factors due to which the consumer incline have been explained through this study.	The inclination of consumers has been explained with special reference to Kerala and such specification might affect the generalizability of the contemporary research work.

2.8 Summary

The current research work has explained various specifications correlated with the gold jewellery organization of our country. It has deliberated an introduction to traditional and branded jewellery of India. Moreover, various prevailing researches has been considered to explain the varied perspectives and features of retail jewellers. Also, appropriate research works has been considered to explain the features of branded and traditional jewelers. Likewise, the specializations of traditional and branded jewelries has been illustrated with the aid of prevailing research works and related studies. Also, the study has initiated to explain the behaviour of consumers while purchasing gold ornaments from renowned and branded jewelries along with explaining the satisfaction of consumer while purchasing gold ornaments from branded jewelries. The theoretical framework has provided an over-view about the review of literature

and an unambiguous ideology about the innovative modernizations incorporated within the branded jewelries of India. The research gaps have been explained using the unexplored specifications of prevailing researches included for the current research work. In conclusion, the current literature review might aid in understanding the innovation of branded jewelries along with providing the insights about the lacking elements of traditional jewelries.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design

The retail jewellery Omni-channel branding and curating in India has gone through a major change due to the amalgamation of online and offline channels, known as Omni-channel retailing. Therefore, this method has improved customer interaction and also has been aligning with evolving consumer preferences for continuous shopping experiences. In order to explore the dynamics of Omni-channel branding and curating in the Indian jewellery market, a mixed methodology approach is proposed, along with the combination of qualitative and quantitative research methods has been suggested (NARASIMHAN, 2022).

 The quantitative method for a tentative study has been utilized to investigate the qualities and factors that contribute to the success of Omni-channel retailing by analysing brand organizations, retailers, and knowledge partners. Moreover, qualitative research established the research instrument that has been self-administered used in an open-ended study of retailers and brand organizations in order to create a strategic model. The collected quantitative data was evaluated with the help of SPSS tool. For Questionnaire, data has been collected by around 385 respondents and for qualitative data has been collected from 3 experts in branded jewellery sectors. To constitute the association and correlation among the selected variable, research study is performed by executing the ANOVA evaluation, frequencies of the variables, correlation and the regression evaluation. The discussed process is illustrated in the Figure 3.1
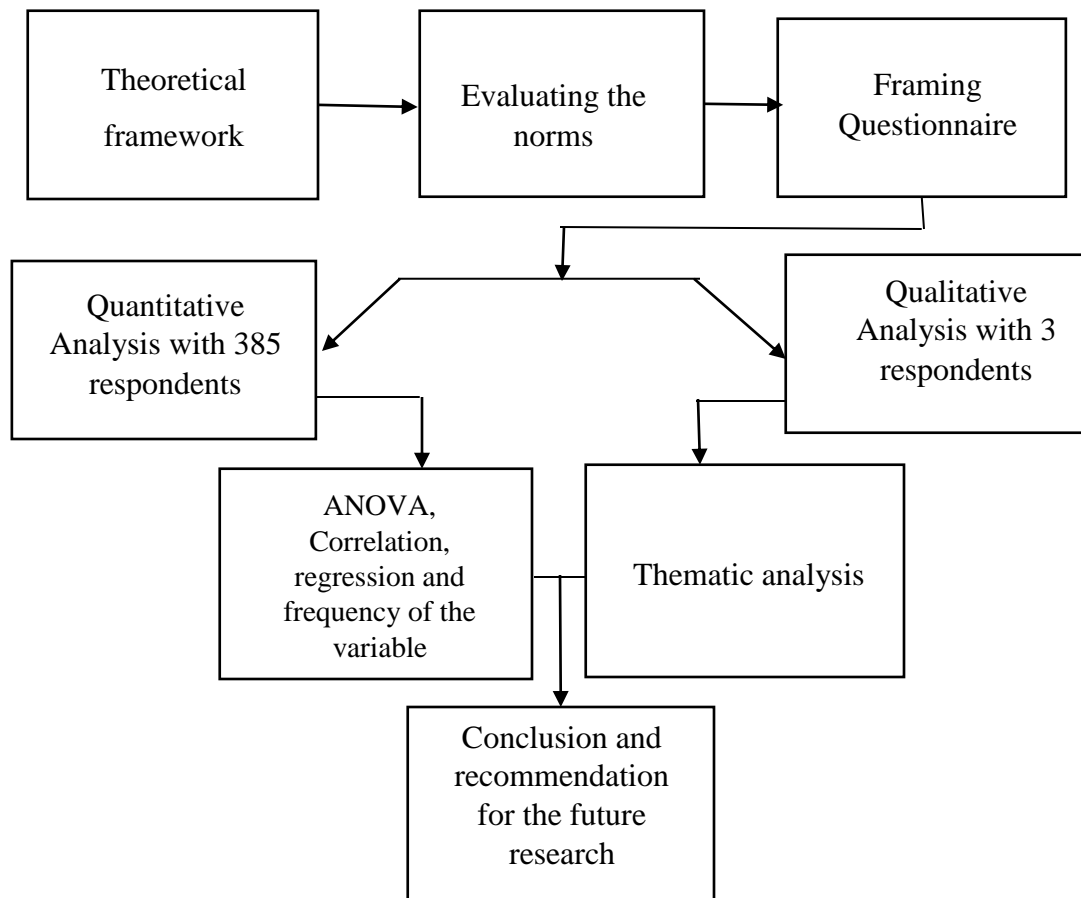
Figure 3.1. Research Design

Research method involves a variety of processes, methods, and tools used to collect data, eventually leading to the research objective's accomplishment. However the flow of study and inclusive construction of present study is represented through research design. It incorporates the responses in the direction of enquires about how it is appropriate for the current work. Several interconnected process are encompassed in the research framework. There are two types of method, namely

- Qualitative method

- Quantitative method

Qualitative method: Qualitative approach collects data has not in numerical form, such as narratives, incongruities, and sounds. Additionally, the information collected through reflection and conversations with participants' practices, methods and ideas. Also, it involves the process of collecting, assessing, and interpreting non-numeric information (S Mcleod, 2023). Furthermore, the information is analysed by categorizing it into sets or significant perceptions. Therefore, qualitative data focuses primarily on the characteristics and occurrence of data.

- **Comprehensive Analysis:** when qualitative method are used to collect data, it enables an in-depth analysis to be conducted. While collecting data, the researcher seeks to gather sufficient information by asking essential questions. However the accumulated information is utilized to gather a series of inquiries and responses.

- **Considering Consumer's Opinion:** During qualitative analysis, the researcher seeks to gain a deeper understanding of the participants. Also it enables business owners and market analysts to assess and enhance their product.

- **Risk Data:** The data obtained has utilized for both future work and implementation purposes. This analysis shows that applicants are able to express their opinions and focus in a flexible manner due to the presence of open-ended questions. The combined answer of open-ended questions defined the understanding of applicants.

Quantitative method: The quantitative method has been mainly use in structured surveys given to a varied group of customers who interact with jewellery brands in Omni-channel stores. Also, the focus group has been consist of customers from diverse demographic profiles to gain a thorough understanding of how factors like age, income, and location impact their shopping habits. This quantitative research approach seeks to offer practical insights into the success of Omni-channel branding and curating in the Indian jewellery industry. To determine the

influences of Retail jewellery, Omni-channel branding and curating in India, quantitative questionnaires are most appropriate which efficiently proves the research hypothesis from research objective and collecting data to assess the evidence (Sreekumar, 2023)..

- **Robust method of gathering data:** In collecting data, the quantitative method is rapid than the qualitative method. The method is appropriate for a consistent duration of the research. Additionally, collecting data quickly supports to regulate all forms of unauthorized access for data manipulation.

- **Protecting the participant's individualities:** The respondent's data is supported by quantitative methodology. Additionally, the approach relies heavily on consistency and the applicant's trust in collecting and obtaining the information. The applicants offer precise response towards the questionnaire owing towards the indefinite identities. The emphasis of quantitative method is predominantly based on analysis, questionnaire and responses. Consequently, when safeguarding the uniqueness of the applicant, there has been a rise in the accuracy of the data, which is acquired from research findings.

- **Data consistency:** Quantitative approaches is considered as a powerful approach because of its reliability. Besides the method gathers data in a statistical method, therefore, the attained outcomes are extremely consistent as well as balanced.

The present study engaged with both qualitative and quantitative method toward describing the persistence of the proposed research objective. The foremost purpose of this method is to produce consistent result. However, the both method has rich data and it has many difficulties such as non-existence of rigidness, accurateness also with simplification. The study aims to establish the current understanding of retail strategies and consumer behaviour in the changing Indian jewellery retail sectors by integrating consumer survey data with primary data.

3.2 Research Hypothesis

The hypothesis of current study has been mentioned below

$H_1 1$: There is significance impact of personal and economic factors on purchasing pattern of consumers

$H_0 1$: There is no significant impact of personal and economic factors on purchasing pattern of consumers

$H_1 2$: There is differences in consumer purchasing patterns among the traditional and branded jewelleries

$H_0 2$: There is no differences in consumer purchasing patterns among the traditional and branded jewelleries

$H_1 3$: There is significant association of advertisement and consumer purchasing behaviour of branded jewelleries

$H_0 3$: There is no significant association of advertisement and consumer purchasing behaviour of branded jewelleries.

$H_1 4$: There is relationship of brand identity and consumer satisfaction

$H_0 4$: There is no relationship of brand identity and consumer satisfaction

$H_1 5$: There is significant association of brand performance and consumer purchasing behaviour

$H_0 5$: There is no significant association of brand performance and consumer purchasing behaviour

3.3 Sampling Technique

In this research study involved with mixed methodology approach, additionally, random sampling method is used to collect the data. Random sampling method is a type of method,

where collected samples has an equal chance of analysis.(Lakens, 2022) Furthermore, the foremost ideology of selecting this method is mainly due to the exhibition of unbiased results and hence, every sample has an equal chance of occurrence within the analysis. Random sampling involves selecting a subset of data from a large group in order to make inferences about the entire population. Random sampling has the main benefit of decreasing bias and enhancing the trustworthiness of research results.

Similarly, the data to be collected in the present study will select the sample who are ready and have potential to provide accurate response will be considered. In our case, consumer will be the most suitable kind of respondent, since the subject involve around Retail jewellery Omni-channel branding and curating particularly in India. Random sampling has been seen shown as crucial method in statistic and research that enables collecting unprejudiced data and making valid inferences about the participants.

3.4 Sampling size and study area

The entire data were collected from the contributed participants in qualitative is 3 experts from Branded jewellery sector and for the quantitative sampling has been collected from the participants of 385 random consumers. After the quantitative data collection, it has been analysed by the SPSS tool, which accomplished the research aim. As the objective of the present study on contribution to compare the preference of consumer toward choosing characteristics of branded and non-branded gold jewellery in India. The significance focus of the research study is to create a brand value considering all the factors and provide customer cost effective value added service with branding jewellery in India.

The figure 3.2 has demonstrated about a precised information comprising of the population, sample unit, sample size, sampling technique, research instrument and statistical tool.

```
┌─────────────────────────────┐          ┌─────────────────────────────┐
│        Population           │          │        Sample Unit          │
│                             │─────────▶│                             │
│  Consumer and brand experts │          │  Branded jewellery shop in  │
│   in branded jewellery sector│          │            India            │
└─────────────────────────────┘          └─────────────────────────────┘
                                                        │
          ┌─────────────────────────────────────────────┘
          ▼
┌─────────────────────────────┐          ┌─────────────────────────────┐
│        Sample Size          │          │    Sampling Technique       │
│                             │          │                             │
│   Qualitative – 3 experts   │─────────▶│    Random Sampling          │
│                             │          │       technique             │
│  Quantitative- 385 consumers│          │                             │
└─────────────────────────────┘          └─────────────────────────────┘
                                                        │
          ┌─────────────────────────────────────────────┘
          ▼
┌─────────────────────────────┐          ┌─────────────────────────────┐
│    Research Instrument      │          │         Analysis            │
│                             │          │                             │
│  Structured Questionnaire   │─────────▶│ Statistical analysis (SPSS) │
│                             │          │                             │
│    Interview Questions      │          │    Thematic analysis        │
└─────────────────────────────┘          └─────────────────────────────┘
```
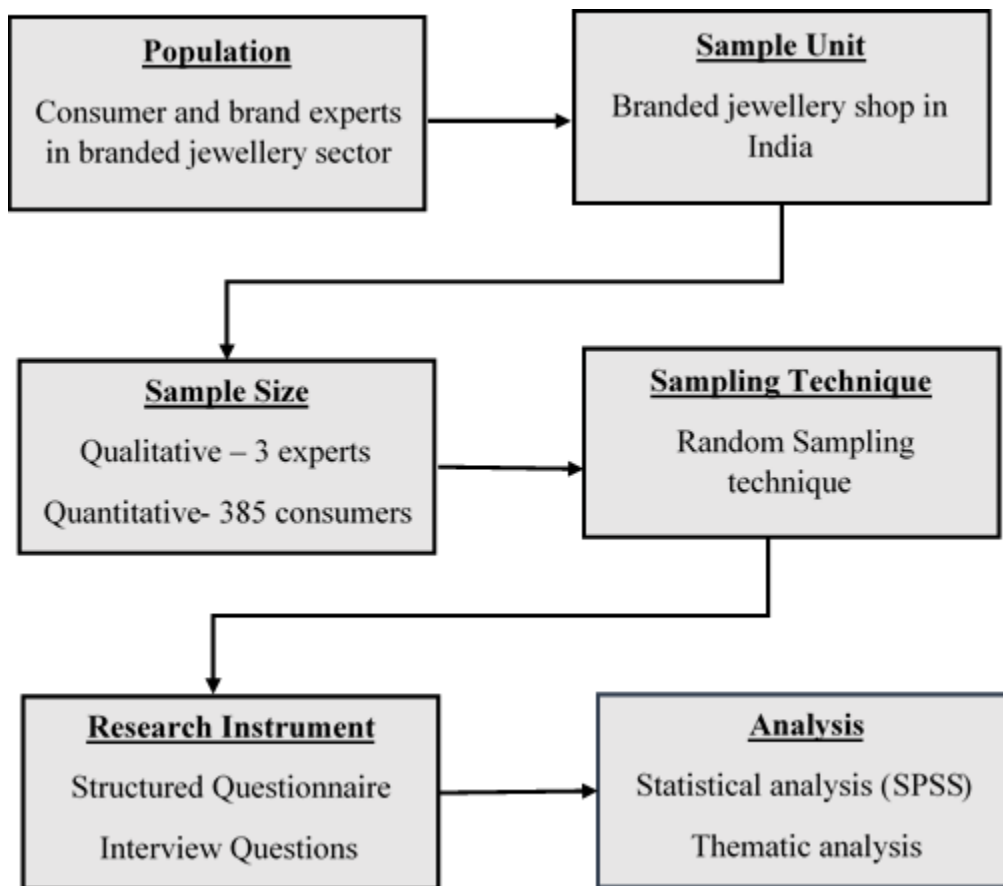
Figure 3.2 Demonstration of the procedure

3.5 Research instruments

The predominant research study was conduct on the retail jewellery Omni-channel branding and curating in India, a comprehensive approach has been employed that encompasses both qualitative and quantitative methodologies. The study has utilised the method of collecting response through the structured questionnaire along with producing liked scale options (Strongly agree, agree, neutral, disagree and strongly disagree).

1. **Survey and questionnaires** Survey has been designed to gather quantitative data from a broad audience. Key composed may include:

- *Demographic information:* The demographic landscape for retail jewellery in India, particularly in the context of Omni-channel branding, moreover, it also divulges significant perceptions into customer behaviours and market trends. And demographic includes with age, gender, education, income level and location.

- *Shopping preferences:* To understand the frequency of Omni-channel purchase, and reason for channel choice was consider for the prior shopping preference. Omni-channel strategies are crucial for boosting jewellery sales in India by providing a continuous, consistent, and personalized shopping experience across multiple channels. Therefore it enhances customer experiences and increases sales opportunities.

- *Brand awareness:* The Omni-channel method assimilates various sales channel like both Online and offline, it make a way for continues shopping experiences that meets the embryonic expectation of customers. Therefore recognition of jewellery brand that utilize Omni-channel strategies.

The demographic evidence of age, gender, qualification has been categorized into primary education, below 12th grade, under graduation, post graduate. Occupation has been categorized into student, employed (full time), employed (part time), home maker, unemployed and retired. Locality has been calculated into urban, rural and semi urban. Work experience has been classified into 0-5 years, 6-10 years, 11-15years, and More than 15 years.

2. Interview: The interview method is used to raise questions to the chosen participants from Branded jewellery sector in India to understand the challenges and strategies in implementing Omni-channel approaches and for revealing the data regarding this topic. This method instrument is utilised to gather descriptive type data for this research.

The first objective is about Purchasing pattern has been included (5) subdivision such as reason for purchasing jewellery, preference to purchase jewellery, aware of the jewellery brands existed in the market, aware of the jewellery brands existed in the market, checking for the delayed purchase. The second objective has been considered as consumer preference included with (5) subdivision such as The shop ambiance of branded jewelleries attracts the consumer, WOM (word of mouth) of branded jewellery influences me to purchase the particular brand, Various jewellery designs and upstaged trends are available only in the branded jewellery, In the trust perception, I prefer traditional jewellers rather than the branded one, Omni channel strategies of branded jewelleries influences me to prefer them.

Fourth objective has been consisted with the impact of Advertisement to the consumer it has (5) subdivisions such as the advertisement of branded jewellery attracts me to prefer them. Celebrity endorsement elevates the brand loyalty of the particular brands, the designs of the branded jewellers are exposed in the advertisement attracts the consumer rather than the traditional, Advertisement elevates the trustworthiness, expertise and attractiveness of

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brands, Advertisement aids to distinguish the branded from the competing traditional jewellers in the global market. Fifth objective has been included with Consumer satisfaction on branded jewellers, it has (5) subdivisions such as Purchasing of specific branded design improvise the happiness and satisfaction, The quality product are availed only in the branded jewellery, The unique design are existed only in the branded jewellery and can select the various design under one roof, My peer group influence me to purchase the branded jewels, The online platforms aids to compare the design of various brands. Final objective has been included with factors to elevate the consumer purchase in the branded jewellery and it has (5) subdivisions such as the branded jewellery should adopt the fixed prices for jewels, Member ship card is recommended to provide for female customers to enhance the brand loyalty, Branded jewellery focuses on the higher class people. It should afford reasonable prices, more gift schemes and discounts should provide to the loyal consumers for retaining them, recommend the branded jewellery to adopt the virtual technologies for achieving the better experiences in the digital world.

Variable definition

Defining a variable is closely linked to the key component of a complete mathematical set. However, a variable is also known as the structures of participants in a sample. In addition, these factors could be ambiguous and, as a result, may differ among certain type of candidates. The main benefit of a variable is, it supports in the functioning of data congregation procedure. Therefore, the variable of the study is categorised, namely

- Dependent variable

- Independent variable

Dependent Variable: A depended variable changes based on the influences of an independent variable. Our research focuses on the retail jewellery Omni-channel branding and curating in India as the dependent variables. Similarly, the dependent variable may remain constant as we consider the aim of our research work. The components of our research can be adjusted to identify the dependent variable, and it is clear that the dependent variable is entirely dependent on the independent variable. Hence, identifying the independent variable helps accurately established the dependent variable.

Independent Variable: An independent variable stays constant regardless of external influences. Variable that is not influenced by other factors. Omni channels are the independent variable in our research. Furthermore, the independent variable may also be referred to other terms like predictor variable, explanatory variables, and explanatory variables. These variables are necessary for creating an effective research design. Therefore, independent variables are identified by analysing variables and their impact on the research questions or hypothesis.

3.6 Data collection process

The data collection method can be listed as:

- Primary data collection method

- Secondary data collection method

The method of gathering information from chosen participants is referred to as data collection method. Moreover, the data gathered involved the procedures of gathering, determining, and analysing precise interpretation for this study has been using rigorous authentication methods. The process of collecting data involves two types: primary data and secondary data. Primary data were utilized for the assessment in this study. Because of its reliability and accuracy in contrast

to gathering primary data. The data for the current research has been collected through the use of questionnaire.

Primary data:

 The current research utilized original data gathered directly by the researcher from a particular area for analysis using questionnaires. Primary data is described as superior quality data that is gathered direct from the specific focussed audience. The data selected from the participants encountered the research criteria. Moreover, choosing data for the survey, it is crucial to consider the research goal and the number of respondents in the study.

The study utilized original data obtained through mixed methodology including quantitative has been participated with 385 and qualitative has been participated with 3 expects from branded jewellery sector, this survey has been conducted using structured forms. The participants responded to the questionnaire effectively and in a notable way. In order to predict results using SPSS software, it is crucial to classify the variable into independent and dependent components. The software utilized for analysing included correlation, Chi-square, and ANOVA for the sourced data. The finding on measured variables have both positive and negative effect on the study.

3.7 Data Analysis

The application of mixed methodology in this research study allows for a nuanced analysis of how Omni-channel strategies has been enhanced customer experiences. For instance, to create smooth shopping experiences is by merging online channels with physical stores. Therefore it allows customers to shop online, get customized suggestions, and have tactile experiences of shopping in person. This strategies not only satisfied the needs of contemporary customers but also encourages customer loyalty by providing a unified brand experience.

Protecting the participant's individualities

Quantitative technique has been used to rejuvenate the respondent's data. Furthermore, the approach primarily relies on the consistency and trustworthiness of applicants in collecting and obtaining the information. Moreover, the applicants provide exact retorts towards the questionnaire owing to the unlimited identities. Also the quantitative method predominantly focuses on analysis, questionnaires, and responses. Therefore, fortification in applicant's particularity will lead to an increase in data validity and it is gained through study outcomes.

Data consistency

Mixed methodology approach is considered as a powerful approach due to its reliability. Besides, the method aids in accumulating data in a statistical and descriptive method, therefore, the attained outcomes are extremely consisted as well as balanced (Dawadi, Shrestha, & Giri, 2021).

SPSS Software

The technique of data analysis is seen as significant. Each concern tends to analyze and categorized the data in order to attain important insights. Additionally, the Statistical Package for the Social Science (SPSS) continue to be the leading tool for statistical analysis. The SPSS software is utilized for analysing organized data. SPSS offers quick virtual demonstrative support for the most basic complex models. Moreover, SPSS utilizes the data gathered for market research, data mining, and analysis purposes. Many researches use SPSS for its simplicity, detailed user guide, and straightforward commands, resulting in numerous field studies. Researchers and data researcher use SPSS software for analysing data. In the same way, various industries like marketing firms, healthcare, education, business, and government employ SPSS (Williams, 20 October 2023).

SPSS software includes features for conducting qualitative and empirical analysis. The gathered information from the selected participants was examines. The software will address and modified the size of the questions. This software assists the researcher in enhancing the projects' appearances. Moreover, the program detects the research problems and offers solutions for identified issues in statistical analysis. The SPSS is used to test hypothesis of the study and presume statistical effect on study variable.

The main effects of SPSS software are listed below:

- **Data Organization:** It helps in attaining data extraction, event identification, and file restructuring

- **Arithmetical Analysis:** It combined cross tabulation, frequencies, and bivariate statistics

- **Data Conception:** It enables researchers to represents the data in a visual format.

- **Analytical Modelling:** It enables researcher to develop and confirm predictive models through advanced statistical methods

Thematic analysis

This kind of analysis is the progress of identifying the themes within obtained qualitative data. Moreover, the thematic analysis is a technique used to examine qualitative data, including different types including interview, focus groups, and open-ended survey answer. Therefore the main aim is to identify patterns of meaning that arise from the data, also enabling researchers to understand complex qualitative information. Thematic analysis is performed in six stage which are, familiarity in data, creation of initial code, theme generation from the created codes, reviewing themes, defining themes, and writing report based on inferences discovered.

3.8 Ethical Considerations

Present study has followed some ethical during the period of research analysis. The study is grounded upon the assessment of the Indian market particularly for gold jewellery. Moreover, the confidentiality and privacy are ensured by preventing the individuality of the participants during the study. Furthermore, all data has been gathered and stored in accordance with the relevant regulation and is kept safe. Data security ensured that data is managed and stored in compliance with relevant security guidelines and protocols. By making sure only authorized individuals can access the data, unauthorized entry is prevented.

- **Participant selection**: participants are chosen based on their voluntary decision to participate.

- **Comprehension and Reactivity**: the research is designed and supported by different norms and criteria depending on the situations.

- **Questing and Feedback**: the opportunity to ask question is given to clarify the study results and possible implication. Additionally, ensure that the participants gives feedback on the study materials.

- **Accountability and Disclosure**: The research guarantees opens in the methods, procedure, and findings.

3.9 Summary

The chapter provides a detailed description of how data is collected and analysed. The current research can only utilize the mixed methodology method to gather information from the participants. For the data collection, the current study may utilized a primary data collection method through a survey-based approaches with the use of inquire forms. The current research study has the ability to include 385 random consumers and 3 expects from branded jewellery

sectors. Additionally, the chapter provides information on the method that can be used in the study of collected data. Therefore, the present investigation can utilizes SPSS software to calculate gathered dated in mathematical format, alongside a thematically analysis of employee motivation and performance using questionnaires to identify themes and codes.

CHAPTER 4 RESULTS

4.1 Introduction

The data are examined through analyzing the hypothesis of the research. The present study adopted mixed approach as it is suitable with a purpose of describing and enlightening in various aspect. For the objective of the proposed research, the data is congregated from 385 participants. The data is assessed through various statistical techniques such as ANOVA, Regression, Correlation and T-test, frequency of the variables. The present research focuses on the factors impacting the consumer preferences in the jewellery market in India. In this section, the omni-channel strategy of branded jewellers and the consumer purchasing patterns are analysed in order to demonstrate the factors influencing the buying behaviour of consumers. Also, the study examines the consumer satisfaction and discusses the implications. Thematic analysis has been applied for the collected qualitative data from 3 experts in the jewellery industry.

4.2 Quantitative Analysis

The present study has selected 385 consumers of jewellery in India to investigate the consumer preferences and satisfaction with aid of survey method The core intention of employing quantitative approach is to assess the correlation among variables in the study and to achieve expected outcome (Saul McLeod, 2019). The quantitative data obtained through structured questionnaire is analysed using SPSS software tool.

4.3 Demographic analysis

Age

The age group of the respondent are as follows:

Table 4.1 Age

Age	Count (C)	Percentage (%)
18-25 years	64	16.6
26-35 years	33	8.6
36-60 years	256	66.5
Above 60 years	32	8.3
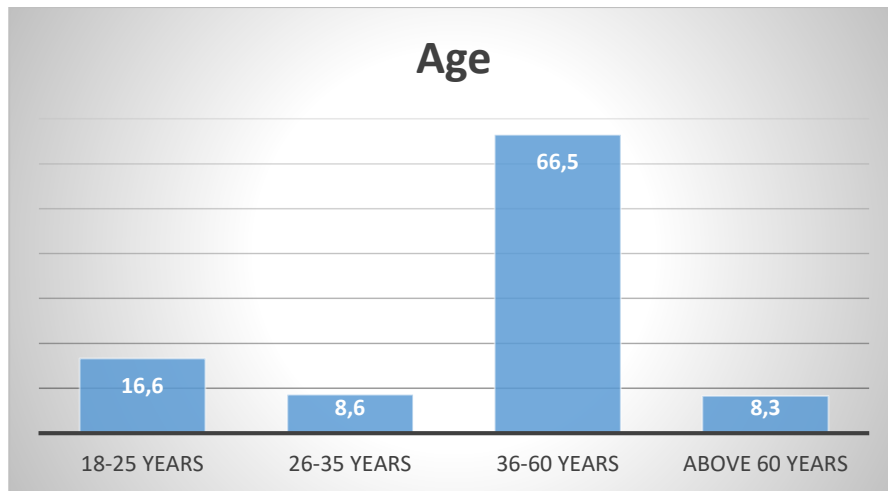
Figure 4.1 Age

The table figure 4.1 determine the age distribution of participants who contributed to the research. The count of the youngest individuals, aged 18 years, is 64, representing 16.6% of the total sample. The participants' age lies between 36-60 years contributes 66.5% for research purposes. This shows that the participation of middle ages people is relatively high in the study. The participants' aged 26-35 years includes 33 participants, accounting for 8.6% of the sample. The participants' aged above 60 years has the lowest number, with 32 individuals making up

8.3% of the sample. The significant participation of middle ages in this research can enhance the relevance of the outcomes.

Gender

The gender of the respondents are described as follows:

Table 4.2 Gender

Gender	C	%
Female	224	58.2
male	161	41.8
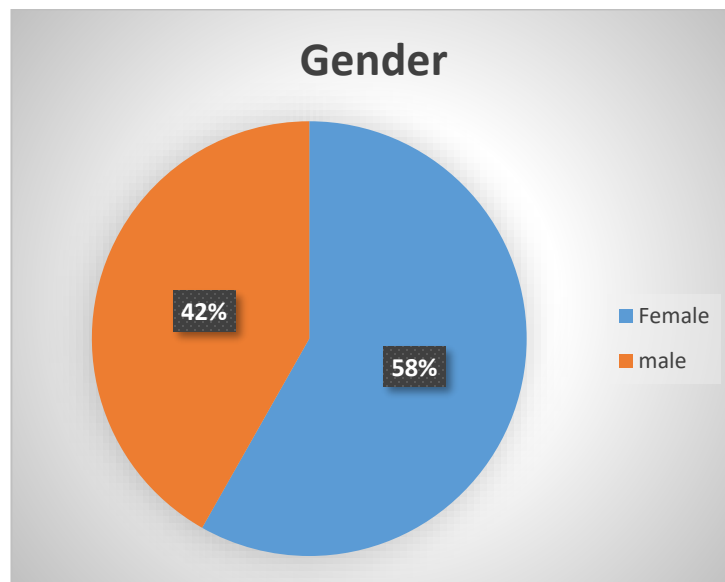
Figure 4.2 Gender

The above table describes the gender category of the survey participants. 58% of participants are male and remaining 42% are female participants. This implies male consumers' contribution is higher than female which enhance the study to attain precise output.

Marital status

The marital status of the respondents are as follows:

Table 4.3 Marital status

Marital status	C	%
Married	224	58.2
single	161	41.8
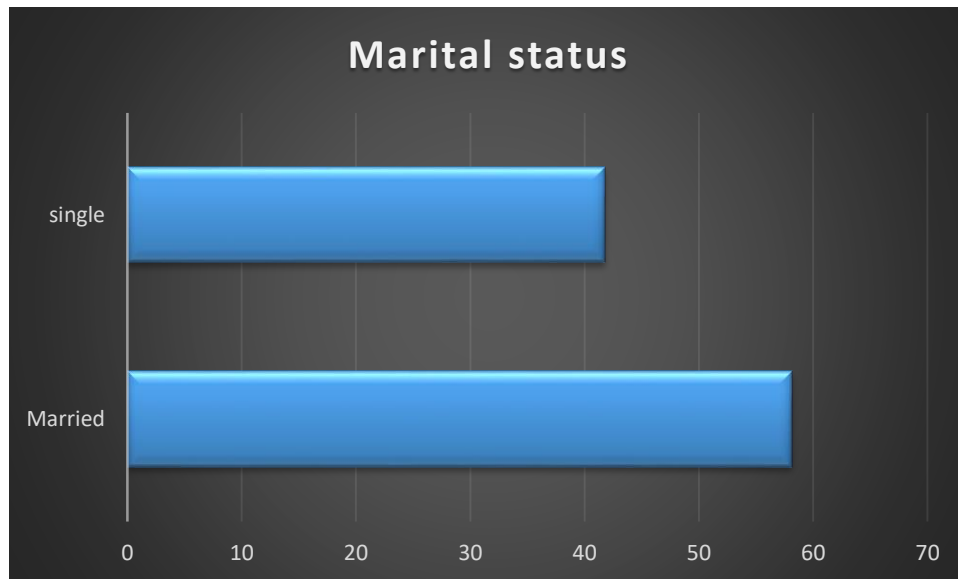
Figure 4.3 Marital status

The above table describes the marital status of the contributors participated in the survey Out of 385 respondents, 58.2% are married and 41.8% are single. This implies major contribution for survey has been done from the married participants.

Locality

Table 4.4 Locality of participants

Locality	C	%
rural	33	8.6
semi urban	32	8.3
urban	320	83.1
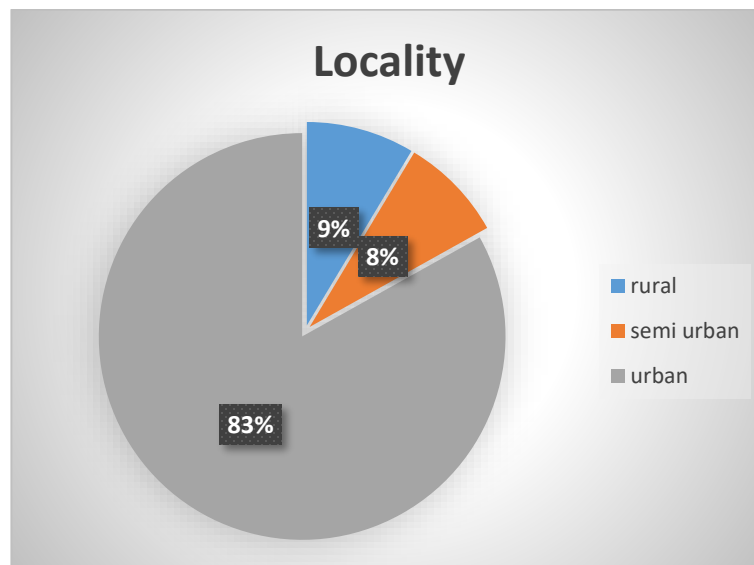
Figure 4.4 Locality of participants

The above table describes the locality of the contributors participated in the survey Out of 385 respondents, 83.1% are belongs to urban and 8.6% are belongs to rural category. Remaining, 8.3% are belongs to semi-urban region. This implies major contribution for survey has been done from the urban consumers of jewellery market.

Educational background

<div align="center">

Table 4.5 Education

Education	C	%
diploma	32	8.3
high school	97	25.2
UG	128	33.3
post graduate	96	24.9
Phd/doctorate	32	8.3

</div>
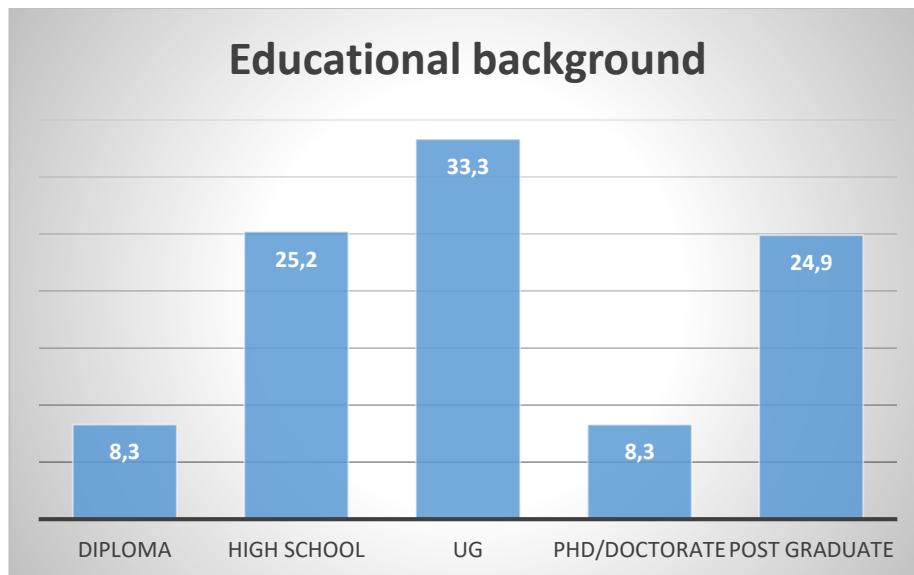
Figure 4.5 Educational background

The above table describes education background of the respondents participated in the survey.

Out of 100 respondents, more than half of the contributor which is 33.3% belongs to under

graduate category, 25.2% of respondents are completed high school education background while

24.9% of them are from post graduate category. Remaining 8.3% of contributors belongs to post

graduate and phd/doctorate category. This implies participants with under graduate education

qualification has contributed more to the study and different education background people has

been involved in the survey.

Occupation

Table 4.6 Occupation

Occupation	C	%
Private employee	96	24.9
public employee	33	8.6
retired	32	8.3
self-employed	128	33.2
student	64	16.7
unemployed	32	8.3
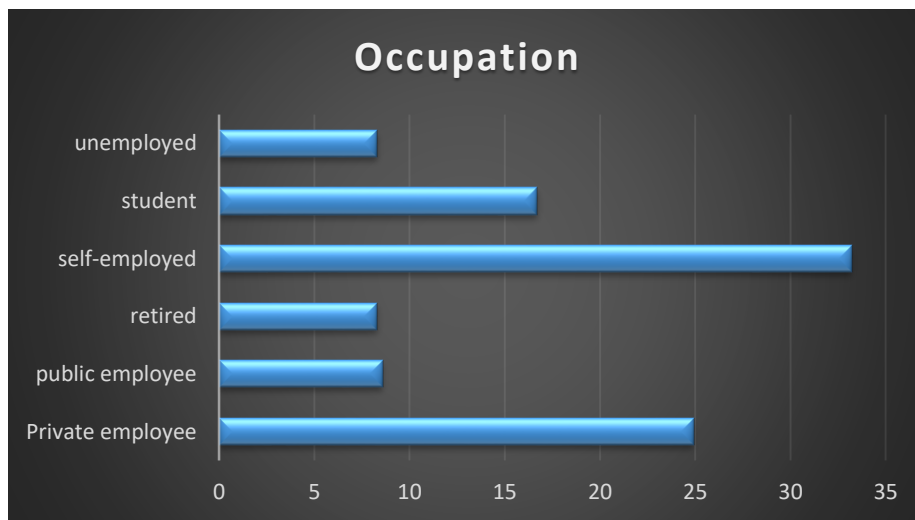
Figure 4.6 Occupation

The above table describes the occupational status of the participants contributed to the survey.

Out of 385 respondents, 33.2% are self-employed, 24.9% of participants are private employees,

8.6% of respondents are public employees, while 16.7% are students and 8.3% are retired and

unemployed respectively. This implies contributors of different occupational status has contributed to the study which improves the result of the study more effectively.

Work experience

Table 4.7 Experience

Work experience	C	%
0-5 years	320	83.1
6-10 years	33	8.6
more than 15 years	32	8.3
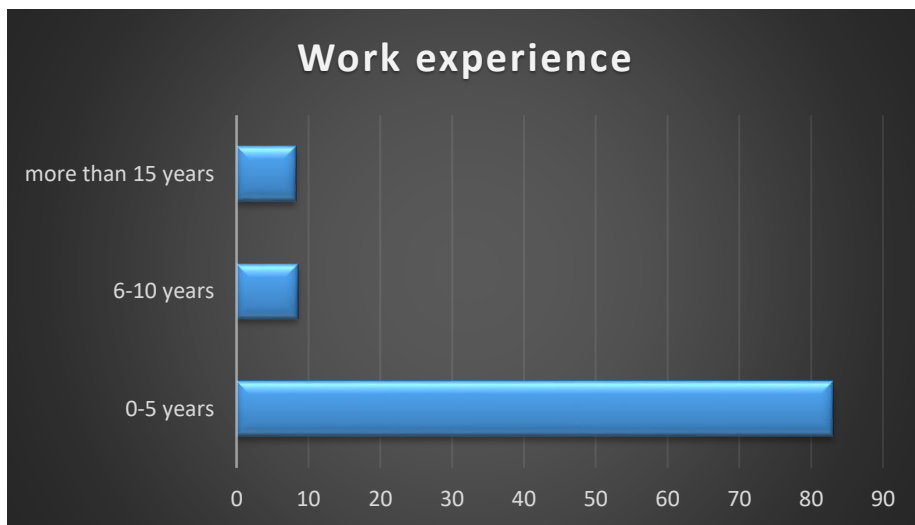
Figure 4.7 Experience

The above table describes work experience of respondents who participated in the survey. Out of 385 respondents, 83.1% has 0 to 5 years of work experience, 8.6 % has 6 to 10 years, while 8.3% has more than 15 years of experience. This implies many experienced participants has contributed to the study which enhanced the outcome of the analysis performed.

Industrial domain

Table 4.8 Industrial background

Industrial domain	C	%
commercial	32	8.3
none	32	8.3
Service	321	83.4
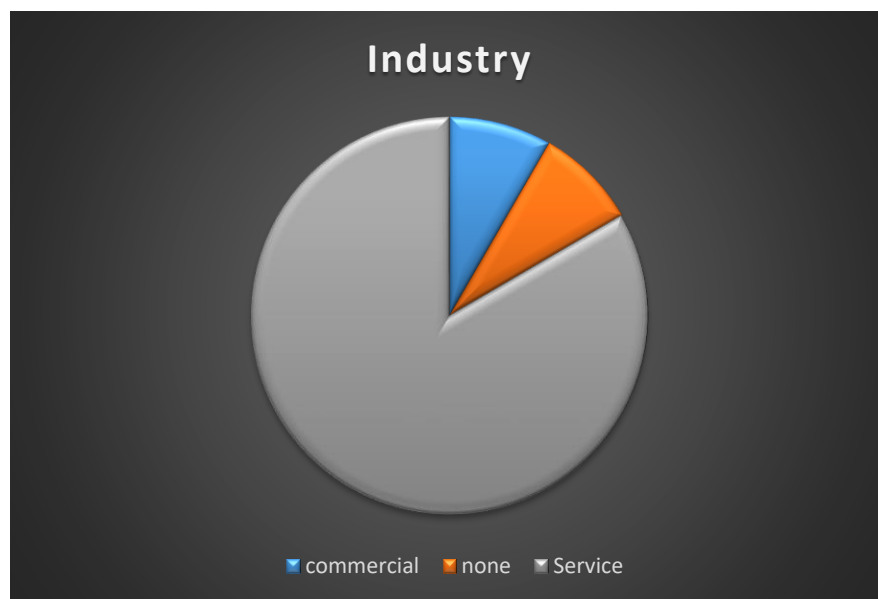
Figure 4.8 Industrial background

The above table describes industrial background of respondents who participated in the survey.

Out of 385 respondents, 83.4% belongs to service sector, 8.3 % belongs to commercial sector,

while remaining 8.3% belongs to none category. This implies many participants of service sector

has contributed to the study significantly.

Reliability analysis

Reliability is well-defined as the evaluation of internal consistency. Hence, it is employed to assess the likert questions for validating whether it is consistent or not.

Table 4.9 Case Processing Summary		N	%
Cases	Valid	385	100.0
	Excluded[a]	0	.0
	Total (T)	385	100.0
a. Listwise omission			

Table 4.10 Reliability Statistics	
Cronbach's Alpha	N of Items
.790	26

Table 4.10 exemplifies the Cronbach's α value for the assessment of reliability. The alpha value should be greater than 0.7. The α value is determined to be 0.790. It designates the superior level of internal consistency for the reliability with exact sample.

Hypothesis 1

H01: There is no significant impact of personal and economic factors on purchasing pattern of consumers

H1: There is significant impact of personal and economic factors on purchasing pattern of consumers

Frequency analysis

Preference of purchasing jewels

<table>
<tr><th colspan="6">Table 4.11 Preferences</th></tr>
<tr><td></td><td></td><td>F</td><td>%</td><td>V%</td><td>C (%)</td></tr>
<tr><td>Valid</td><td>legacy jewellers</td><td>213</td><td>55.3</td><td>55.3</td><td>55.3</td></tr>
<tr><td></td><td>branded store</td><td>172</td><td>44.7</td><td>44.7</td><td>100.0</td></tr>
<tr><td></td><td>T</td><td>385</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

Where do you prefer to purchase jewellery?

Figure 4.9 Preferences of jewellery purchases

The above table describes the opinion of a survey contributors regarding their preferences of purchasing jewels in the store. Out of 385 respondents, 55.3% states that they prefer legacy jewellers. And, 44.7 % of respondents prefer branded store for purchasing. This implies up consumers prefer legacy and branded almost equally.

Jewellery brands

Table 4.12 Awareness of the jewellery brands existed in the market					
		F	%	V%	C (%)
Valid	yes	385	100.0	100.0	100.0

The above table describes the opinion of a survey contributors regarding their awareness of jewellery brands prevailed in the market. Out of 385 respondents, 100% states that they were aware of the jewellery brands prevailed in the global market.

Recent purchase

Table 4.13 Purchase of any branded jewellery recently					
		F	%	V%	C (%)
Valid	yes	193	50.1	50.1	50.1
	no	192	49.9	49.9	100.0
	T	385	100.0	100.0	

Figure 4.10 Purchasing branded jewellery

The above table describes the opinion of a survey contributors regarding their purchase of the branded jewellery recently. Out of 385 respondents, 50.1% states that they were purchase the branded jewellery recently. While remaining, 49.9% of the respondents state that they were not purchase any branded jewellery in recent days.

		F	%	V%	C (%)
	Table 4.14 Factors retarding me for the delayed purchase				
Valid	Financial constraints	64	16.6	16.6	16.6
	Market response	97	25.2	25.2	41.8
	Pricefall	96	24.9	24.9	66.8
	Waiting for innovative design	128	33.2	33.2	100.0
	T	385	100.0	100.0	
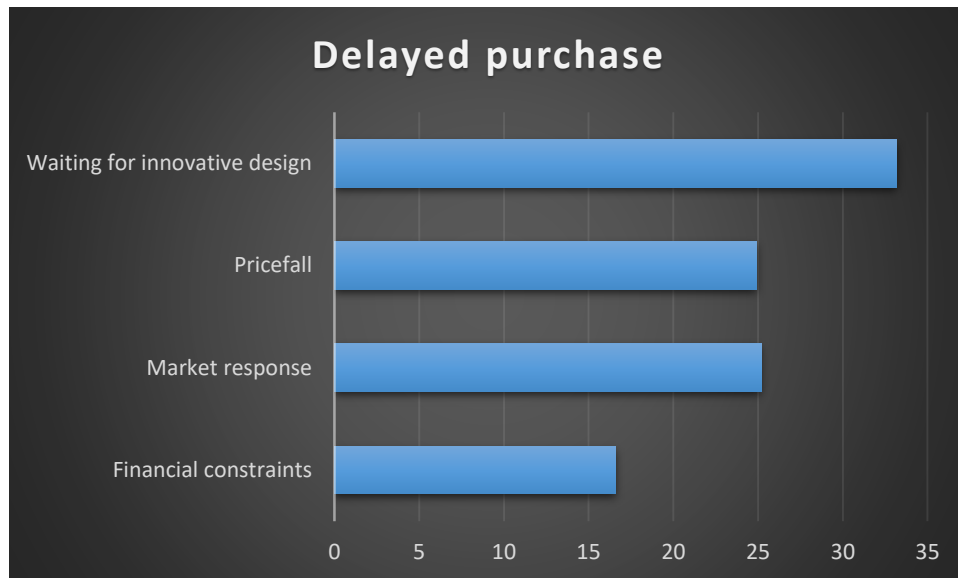
Figure 4.10 Delayed purchase

The above table describes the opinion of a survey contributors regarding the factors impacting the jewel purchase among consumers. Out of 385 respondents, 33.2% states that they are waiting for the innovative design and followed by, 25.2% states that the market response is a dominant factor. 24.9% states that the price fall affects their purchasing behaviour. While remaining, 16.6% of the respondents state that the financial constraints affects their purchasing attitude.

One-way ANOVA

This method is employed for examining the influence of independent variable and research objective on dependent factor while also assessing variations. The contemporary study implemented one-way ANOVA for determining the personal and economic factors and its influences in the organization.

Gender and reason for purchasing jewels

Table 4.15 Descriptives								
Reason for purchasing jewellery								
					95% CI for M			
	N	M	SD	SE	LB	UB	Min.	Max.
male	161	2.80	.748	.059	2.68	2.92	2	4
female	224	3.00	1.071	.072	2.86	3.14	1	4
T	385	2.92	.954	.049	2.82	3.01	1	4

Table 4.16 ANOVA					
Reason for purchasing jewellery					
	SOS	df	M^2	F	S
Between Groups	3.701	1	3.701	4.100	.044
Within Groups	345.640	383	.902		
T	349.340	384			

The above table exemplify the consequence of ANOVA test concerning the differences of personal and economic background and purchasing pattern of consumers. Rendering to the consequence of the ANOVA test, 161 male consumers and 224 female consumers agree that the purchasing jewels has several reasons such as investment, fashion, occasion and festivals.

Moreover, the consequence are analysed to check whether there is connotation amongst independent variable (personal and economic background) as well as dependent variable (purchasing behaviour). Moreover, the p-value is .000 that represents personal and economic background have significant impact on the purchasing pattern of the consumers.

Independent t-test

Independent sample t test is applied to two individual group sample which are unrelated to one another in perspective. The present study considered student and private employee as well as the factors retarding the delayed purchase.

<table>
<tr><td colspan="6" align="center">Table 4.17 Group Statistics</td></tr>
<tr><td></td><td>Occupation</td><td>N</td><td>M</td><td>SD</td><td>SE M</td></tr>
<tr><td rowspan="2">Factors retarding me for the delayed purchase</td><td>student</td><td>64</td><td>4.00</td><td>.000</td><td>.000</td></tr>
<tr><td>private employee</td><td>96</td><td>2.33</td><td>.948</td><td>.097</td></tr>
</table>

Table 4.18 Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% CI of the Diff.	
		F	S	t	df	S (2-tailed)	MD	SE Diff.	L	U
Factors retarding me for the delayed purchase	Equal variances assumed	505.600	.000	14.053	158	.000	1.667	.119	1.432	1.901
	Equal variances not assumed			17.230	95.000	.000	1.667	.097	1.475	1.859

The above table determines the result of independent sample t test which attained significant p value 0.000. This proves the different perception among students and private employees regarding their factors impacting the delayed purchase. Hence, the obtained results show the different perspective of individual working in different sector. Therefore, the null hypothesis is contradicted.

Regression

This test is utilised to govern the arithmetic quantity of concepts (Hope, 2020). Additionally, the examination is utilised to evaluate the inference among the study construct that encompasses independent as well as dependent construct. Furthermore, the present study applied regression assessment to examine the convergence of personal and economic background as well as purchasing pattern of consumers.

Table 4.19 Model Summary

Model	R	R^2	Adj. R^2	SE of the Est.
1	.393[a]	.554	.152	.461

a. Predictors: (Constant), Education

Table 4.20 ANOVAa

Model		SOS	df	M^2	F	S
1	R	14.845	1	14.845	69.846	.000[b]
	Re	81.404	383	.213		
	T	96.249	384			

a. Dependent Variable: Do you purchase any branded jewellery recently?

b. Predictors: (Constant), Education

Table 4.21 Coefficients[a]						
		Unstd Coeff.		Std Coeff		
Model		B	SE	β	t	S.
1	(Constant)	1.065	.057		18.718	.000
	Education	.153	.018	.393	8.357	.000
a. Dependent Variable: Do you purchase any branded jewellery recently?						

The above tables illustrates the result acquired from performing regression analysis for proving the impact of personal and economic background on the purchasing pattern of consumers. Obtained p value is less than 0.05 and r square value is greater than 50 which implicates that considered independent variable influence the dependent variable. This confirms that personal and family background influence the purchasing pattern of the consumers. Hence, the null hypothesis is invalid.

Occupation and purchasing pattern

Table 4.22 Model Summary				
Model	R	R^2	Adj. R^2	SE of the Est.
1	.163[a]	.57	.024	.942
a. Predictors: (Constant), Occupation				

Table 4.23 ANOVA[a]

Model		SOS	df	M^2	F	S
1	R	9.288	1	9.288	10.461	.001[b]
	Re	340.053	383	.888		
	T	349.340	384			
a. Dependent Variable: What is the reason for purchasing jewellery?						
b. Predictors: (Constant), Occupation						

Table 4.24 Coefficients[a]

Model		Unstd Coeff		Std Coeff	t	S.
		B	SE	β		
1	(Constant)	3.241	.111		29.154	.000
	Occupation	.102	.032	.163	3.234	.001
a. Dependent Variable: What is the reason for purchasing jewellery?						

The above tables illustrates the result acquired from performing regression analysis for proving the impact of personal and economic background on the purchasing pattern of consumers. Obtained p value is less than 0.05 and r square value is greater than 50 which implicates that considered independent variable influence the dependent variable. The economic background likely occupation impacts the purchasing pattern of consumers. This confirms that personal and family background influence the purchasing pattern of the consumers. Hence, the null hypothesis is invalid.

Therefore, the hypothesis **H1: There is significant impact of personal and economic factors on purchasing pattern of consumers** has been proved from the above analysis.

Hypothesis 2

H02: There is no differences in consumer purchasing patterns among the traditional and branded jewelleries

H2: There is differences in consumer purchasing patterns among the traditional and branded jewelleries

Frequency analysis

Gifting purposes

<table>
<tr><td colspan="6">Table 4.25 Preferences of branded than the traditional jewellers for gifting purposes</td></tr>
<tr><td></td><td></td><td>F</td><td>%</td><td>V%</td><td>C (%)</td></tr>
<tr><td>Valid</td><td>strongly disagree (SD)</td><td>12</td><td>3.1</td><td>3.1</td><td>3.1</td></tr>
<tr><td></td><td>Disagree (D)</td><td>161</td><td>41.8</td><td>41.8</td><td>44.9</td></tr>
<tr><td></td><td>Neutral (N)</td><td>160</td><td>41.6</td><td>41.6</td><td>86.5</td></tr>
<tr><td></td><td>Agree (A)</td><td>20</td><td>5.2</td><td>5.2</td><td>91.7</td></tr>
<tr><td></td><td>strongly agree (SA)</td><td>32</td><td>8.3</td><td>8.3</td><td>100.0</td></tr>
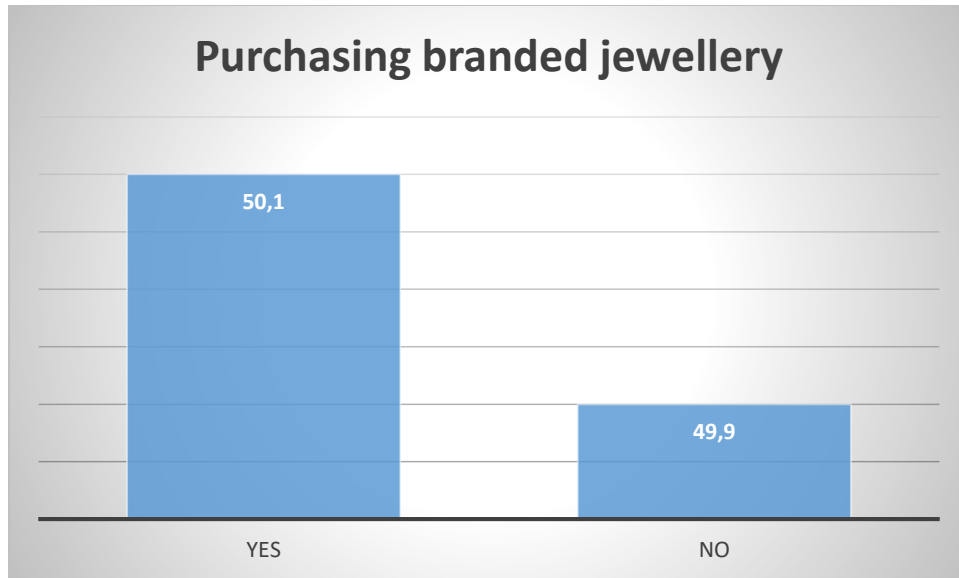<tr><td></td><td>T</td><td>385</td><td>100.0</td><td>100.0</td><td></td></tr>
</table>

The above table describes the opinion of a survey contributors regarding their preferences of branded jewelleries or legacy jewellers for gifting purposes. Out of 385 respondents, 41.8% disagree the statement and conveys that they prefer legacy jewellers rather than the branded jewellers. And, 41.6% of respondents conveys that they are neutral regarding the statement. 13.5% conveys that they prefer branded jewelleries for gifting purposes.

Shop ambiance

		F	%	V%	C (%)
**Table 4.26 The shop ambiance of branded jewelleries attracts the consumer**
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	64	16.6	16.6	17.4
	A	286	74.3	74.3	91.7
	SA	32	8.3	8.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the shopping ambiance of branded jewelleries which attracts the consumer. Out of 385 respondents, 74.3% agree the statement and 8.3% strongly agree the statement and conveys that the shopping ambiance of branded jewelleries attracts the consumers. And, 16.6% of respondents conveys that they are neutral regarding the statement. 0.5% conveys that they disagree the statement and 0.3% strongly disagree the statement.

Impact of WOM

Table 4.27 WOM (word of mouth) of branded jewellery influences me to purchase the particular brand					
		F	%	V%	C (%)
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	94	24.4	24.4	25.2
	A	256	66.5	66.5	91.7
	SA	32	8.3	8.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the impact of WOM on purchasing preference of branded jewels. Out of 385 respondents, 66.5% agree the statement and 8.3% strongly agree the statement and conveys that the WOM influences the consumers to purchase the particular brand. And, 24.4% of respondents conveys that they are neutral regarding the statement. 0.5% conveys that they disagree the statement and 0.3% strongly disagree the statement.

Modern trends

		F	%	V%	C (%)
Table 4.28 Various jewellery designs and upstaged trends are available only in the branded jewellery					
Valid	SD	1	.3	.3	.3
	D	193	50.1	50.1	50.4
	N	32	8.3	8.3	58.7
	A	127	33.0	33.0	91.7
	SA	32	8.3	8.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the design and upstaged trends available in the branded jewellers. Out of 385 respondents, 50.1% disagree the statement and 0.3% strongly disagree the statement and conveys that the jewellery design and trends are available in the traditional jewellery also. And, 33% of respondents agrees the statement and conveys that the various attractive jewellery designs and modern trends are available in the branded jewellery. 8.3% strongly agrees the statement and remaining 8.3% are neutral regarding the statement.

Trust

		F	%	V%	C (%)
Table 4.29 In the trust perception, I prefer traditional jewellers rather than the branded one					
Valid	SD	1	.3	.3	.3
	D	34	8.8	8.8	9.1
	A	126	32.7	32.7	41.8
	SA	224	58.2	58.2	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the trust of consumers on the traditional jewellers rather than the branded. Out of 385 respondents, 58.2% strongly agrees the statement and 32.7% agree the statement and conveys that in case of trust, they relies on the traditional jewellers. And, 8.8% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that the they trust the branded jewellery. Most of the consumers prefer traditional rather than the branded one.

Omni-channel strategies

		F	%	V%	C (%)
Table 4.30 Omni channel strategies of branded jewelleries influences me to prefer them					
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	31	8.1	8.1	8.8
	A	287	74.5	74.5	83.4
	SA	64	16.6	16.6	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the omni-channel strategies and its impact on the consumer preferences in the branded jewellery. Out of 385 respondents, 74.5% agrees the statement and 16.6% strongly agrees the statement and conveys that omni-channel strategies influences them to prefer branded rather than the traditional jewellers. And, 0.3% of respondents disagrees and 0.5% strongly disagrees the statement and conveys that that the omni-channel stratagems does not attract the consumers to purchase in the branded jewellery.

One-way ANOVA

Age and purchasing pattern

<table>
<tr><th colspan="11">Table 4.31 Descriptives</th></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td><td colspan="2">95% CI for M</td><td></td><td></td></tr>
<tr><td></td><td></td><td>N</td><td>M</td><td>SD</td><td>SE</td><td>LB</td><td>UB</td><td>Min.</td><td>Max.</td></tr>
<tr><td rowspan="5">The shop ambiance of branded jewelleries attracts the consumer</td><td>18-25 years</td><td>64</td><td>4.45</td><td>.665</td><td>.083</td><td>4.29</td><td>4.62</td><td>1</td><td>5</td></tr>
<tr><td>26-35 years</td><td>33</td><td>4.00</td><td>.000</td><td>.000</td><td>4.00</td><td>4.00</td><td>4</td><td>4</td></tr>
<tr><td>36-60 years</td><td>256</td><td>3.74</td><td>.447</td><td>.028</td><td>3.69</td><td>3.80</td><td>2</td><td>4</td></tr>
<tr><td>above 60 years</td><td>32</td><td>3.94</td><td>.354</td><td>.062</td><td>3.81</td><td>4.06</td><td>2</td><td>4</td></tr>
<tr><td>T</td><td>385</td><td>3.90</td><td>.533</td><td>.027</td><td>3.85</td><td>3.95</td><td>1</td><td>5</td></tr>
<tr><td rowspan="5">For gifting purposes, I often prefer branded than the traditional jewellers</td><td>18-25 years</td><td>64</td><td>2.44</td><td>1.125</td><td>.141</td><td>2.16</td><td>2.72</td><td>1</td><td>4</td></tr>
<tr><td>26-35 years</td><td>33</td><td>3.00</td><td>.000</td><td>.000</td><td>3.00</td><td>3.00</td><td>3</td><td>3</td></tr>
<tr><td>36-60 years</td><td>256</td><td>2.75</td><td>.970</td><td>.061</td><td>2.63</td><td>2.87</td><td>2</td><td>5</td></tr>
<tr><td>above 60 years</td><td>32</td><td>2.97</td><td>.177</td><td>.031</td><td>2.91</td><td>3.03</td><td>2</td><td>3</td></tr>
<tr><td>T</td><td>385</td><td>2.74</td><td>.928</td><td>.047</td><td>2.64</td><td>2.83</td><td>1</td><td>5</td></tr>
</table>

Table 4.32 ANOVA						
		SOS	df	M^2	F	S.
The shop ambiance of branded jewelleries attracts the consumer	Between Groups	26.331	3	8.777	40.426	.000
	Within Groups	82.719	381	.217		
	T	109.049	384			
For gifting purposes, I often prefer branded than the traditional jewellers	Between Groups	9.785	3	3.262	3.875	.009
	Within Groups	320.719	381	.842		
	T	330.504	384			

The above table exemplify the consequence of ANOVA test concerning the differences of purchasing pattern of consumer on traditional versus branded jewellery. Rendering to the consequence of the ANOVA test, 256 consumers at the age of 36-60 years agree that the shopping ambiance of branded jewellers attract the consumer to prefer the branded one rather than the legacy jewellers. Subsequently, for gifting purposes the consumer prefers the branded jewellers to exhibit their status to the concerned persons. The differential purchasing pattern are analysed and proved that the differences in the buying pattern as per the attractive factors such as shopping infrastructure and status of consumer are the pre-dominant determinants of preferring banded jewellers. Moreover, the p-value is .000 that represents there is noteworthy differences of purchasing pattern of consumer for branded rather than the traditional jewellery.

Trust and locality

Table 4.33 Descriptives								
						95% CI for M		
		N	M	SD	SE	LB	UB	Min.	Max.
In the trust perception, I prefer traditional jewellers rather than the branded one	urban	320	4.48	.953	.053	4.38	4.59	1	5
	semi-urban	32	3.94	.354	.062	3.81	4.06	2	4
	rural	33	4.00	.000	.000	4.00	4.00	4	4
	T	385	4.40	.896	.046	4.31	4.49	1	5
Various jewellery designs and upstaged trends are available only in the branded jewellery	urban	320	2.79	1.081	.060	2.67	2.91	1	5
	semi-urban	32	3.94	.354	.062	3.81	4.06	2	4
	rural	33	4.00	.000	.000	4.00	4.00	4	4
	T	385	2.99	1.085	.055	2.88	3.10	1	5

Table 4.34 ANOVA		SOS	df	M^2	F	S.
In the trust perception, I prefer traditional jewellers rather than the branded one	Between Groups	14.401	2	7.200	9.362	.000
	Within Groups	293.797	382	.769		
	T	308.197	384			
Various jewellery designs and upstaged trends are available only in the branded jewellery	Between Groups	75.112	2	37.556	38.069	.000
	Within Groups	376.847	382	.987		
	T	451.958	384			

The above table exemplify the consequence of ANOVA test concerning the differences of purchasing pattern of consumer on traditional versus branded jewellery. Rendering to the consequence of the ANOVA test, 320 consumers in the urban region agree that in case of trust perception, they prefer the traditional rather than the branded one. Subsequently, the upcoming trends and various jewellery designs are available in the branded jewellers compared to legacy jewellery. The differential purchasing pattern are analysed and proved that the differences in the buying pattern as per the determinants such as trust and availability of modern designs. In case of trust, most of the consumers prefer legacy but availability of modern design insists the consumer to prefer branded jewellers. Moreover, the p-value is .000 that represents there is noteworthy differences of purchasing pattern of consumer for branded and legacy jewellery.

Independent t-test

Omni-channel stratagems and occupation of consumers

Table 4.35 Group Statistics					
	Occupation	N	M	SD	SE M
Omni channel strategies of branded jewelleries influences me to prefer them	private employee	96	3.65	.542	.055
	public employee	33	4.00	.000	.000

Table 4.36 Independent Samples Test		L test for Equality of Variances		t-test							
										95% CI	
		F	S.	t	df	S. (2-tailed)	MD	SE	L	U
Omni channel strategies of branded jewelleries influences me to prefer them	Equal variances assumed	106.167	.000	3.741	127	.000	.354	.095	.542	.167
	Equal variances not assumed			6.397	95.000	.000	.354	.055	.464	.244

The above table determines the result of independent sample t test which attained significant p value 0.000. This proves the differential purchasing pattern among private and public employees on the basis of omni-channel stratagems influencing their purchase to branded jewellers. Hence, the obtained results show the different perspective of individual working in different sector likely public and private sectors. Therefore, the null hypothesis is contradicted.

Therefore, the hypothesis H2,

H2: There is differences in consumer purchasing patterns among the traditional and branded jewelleries has been proved from the above analysis.

Hypothesis 3

H03: There is no significant association of advertisement and consumer purchasing behaviour of branded jewelleries

H3: There is significant association of advertisement and consumer purchasing behaviour of branded jewelleries

Advertisement

Table 4.37 The advertisement of branded jewellery attracts me to prefer them					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	159	41.3	41.3	42.1
	A	127	33.0	33.0	75.1
	SA	96	24.9	24.9	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the advertisement of branded jewellery that attracts the consumer to prefer them. Out of 385 respondents, 57.9% agrees the statement and conveys that the advertisement influences them to prefer branded rather than the traditional jewellers. And, 41.3% of respondents are neutral regarding the statement. Remaining 0.8% disagree the statement and reveals that the advertisement does not impact them to purchase jewels.

Celebrity endorsement

<table>
<thead>
<tr><th colspan="6">Table 4.38 Celebrity endorsement elevates the brand loyalty of the particular brands</th></tr>
<tr><th></th><th></th><th>F</th><th>%</th><th>V%</th><th>C%</th></tr>
</thead>
<tbody>
<tr><td>Valid</td><td>SD</td><td>1</td><td>.3</td><td>.3</td><td>.3</td></tr>
<tr><td></td><td>D</td><td>2</td><td>.5</td><td>.5</td><td>.8</td></tr>
<tr><td></td><td>A</td><td>254</td><td>66.0</td><td>66.0</td><td>66.8</td></tr>
<tr><td></td><td>SA</td><td>128</td><td>33.2</td><td>33.2</td><td>100.0</td></tr>
<tr><td></td><td>T</td><td>385</td><td>100.0</td><td>100.0</td><td></td></tr>
</tbody>
</table>

The above table describes the opinion of a survey contributors regarding the celebrity endorsement in the advertisement and its impact on the consumer preferences in the branded jewellery. Out of 385 respondents, 66% agrees the statement and 33.2% strongly agrees the statement and conveys that celebrity endorsement in the advertisement influences them to prefer branded rather than the traditional jewellers. And, 0.3% of respondents disagrees and 0.5% strongly disagrees the statement and conveys that the celebrity endorsement does not attract the consumers to purchase in the branded jewellery.

Design exposure in advertisement

		F	%	V%	C%
Table 4.39 The designs of the branded jewellers are exposed in the advertisement attracts the consumer rather than the traditional					
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	64	16.6	16.6	17.4
	A	222	57.7	57.7	75.1
	SA	96	24.9	24.9	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the design exposure in the advertisement and its impact on the consumer preferences in the branded jewellery. Out of 385 respondents, 57.7% agrees the statement and 24.9% strongly agrees the statement and conveys that design exposure influences them to prefer branded rather than the traditional jewellers. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that that the design exposure in the advertisement does not attract the consumers to purchase in the branded jewellery.

Beneficiaries of advertisement

Table 4.40 Advertisement elevates the trustworthiness, expertise and attractiveness of brands			F	%	V%	C%
Valid	SD		1	.3	.3	.3
	D		2	.5	.5	.8
	N		127	33.0	33.0	33.8
	A		159	41.3	41.3	75.1
	SA		96	24.9	24.9	100.0
	T		385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the beneficiaries of advertisement and its impact on the consumer preferences in the branded jewellery. Out of 385 respondents, 41.3% agrees the statement and 24.9% strongly agrees the statement and conveys that beneficiaries of advertisement such as trustworthiness, expertise and attractiveness influences them to prefer branded rather than the traditional jewellers. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that that the beneficiaries of advertisement does not attract the consumers to purchase in the branded jewellery. Most of the consumers are attracted by the beneficiaries of advertisement likely trust, expertise and attractiveness and prefer branded jewellers.

Competencies

Table 4.41 Advertisement aids to distinguish the branded from the competing traditional jewellers in the global market					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	66	17.1	17.1	17.4
	N	63	16.4	16.4	33.8
	A	159	41.3	41.3	75.1
	SA	96	24.9	24.9	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the significance of advertisement that distinguish the branded from the traditional jewelleries in terms of competencies in the global market. Out of 385 respondents, 24.9% strongly agrees the statement and 413% agrees the statement and conveys that the advertisement supports the branded jewellers to compete with the legacy jewellers in the global market. And, 17.1% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that that the advertisement does not supports the branded jewellers to compete legacy jewellers.

Regression

Table 4.42 Model Summary				
Model	R	R^2	Adj. R^2	SE
1	.236[a]	.56	.53	.800
a. Predictors: (Constant), Marital status				

Table 4.43 ANOVA[a]						
Model		SOS	df	M^2	F	S
1	R	14.400	1	14.400	22.523	.000[b]
	Re	244.873	383	.639		
	T	259.273	384			
a. Dependent Variable: The advertisement of branded jewellery attracts me to prefer them						
b. Predictors: (Constant), Marital status						

Table 4.44 Coefficients[a]						
		Unstd. Coeff.		Std Coeff		
Model		B	SE	β	t	S.
1	(Constant)	3.198	.137		23.362	.000
	Marital status	.392	.083	.236	4.746	.000
a. Dependent Variable: The advertisement of branded jewellery attracts me to prefer them						

The above tables illustrates the result acquired from performing regression analysis for proving the impact of advertisement on the purchasing pattern of consumers. Obtained p value is less than 0.05 and r square value is greater than 50 which implicates that considered independent

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variable influence the dependent variable. This confirms that advertisement influence the purchasing pattern of the consumers. Hence, the null hypothesis is invalid.

One-way ANOVA test

Table 4.45 Descriptives								
Omni channel strategies of branded jewelleries influences me to prefer them								
					95% CI			
	N	M	SD	SE	LB	UB	Min.	Max.
student	64	4.50	.504	.063	4.37	4.63	4	5
private employee	96	3.65	.542	.055	3.54	3.76	1	4
public employee	33	4.00	.000	.000	4.00	4.00	4	4
self-employed	128	4.23	.478	.042	4.15	4.32	2	5
retired	32	3.94	.354	.062	3.81	4.06	2	4
unemployed	32	4.00	.000	.000	4.00	4.00	4	4
T	385	4.07	.536	.027	4.01	4.12	1	5

Table 4.46 ANOVA					
Omni channel strategies of branded jewelleries influences me to prefer them					
	SOS	df	M^2	F	Sig.
Between Groups	33.442	5	6.688	33.006	.000
Within Groups	76.802	379	.203		
T	110.244	384			

The above table deliberates the ANOVA test outcome, concerning the significance of advertisement and purchasing pattern of consumers. Rendering to the consequence of the ANOVA test, 128 self-employed with high mean value of 4.23 agree that the advertisement has noteworthy impact on the purchasing pattern of the branded jewelleries. Moreover, the consequence are analysed to check whether there is connotation amongst advertisement and purchasing pattern of consumers. Moreover, the p-value is .000 that represents advertisement have significant impact on the purchasing pattern of the consumers.

Independent t-test

Advertisement and educational background

Table 4.47 Group Statistics					
	Education	**N**	**M**	**SD**	**SE M**
Celebrity endorsement elevates the brand loyalty of the particular brands	diploma	32	4.00	.000	.000
	UG	128	4.48	.588	.052

Table 4.48 Independent Samples Test										
		L test Equality of Variances		t-test						
									95% CI the Difference	
		F	S	t	df	S. (2-tailed)	MD	SE	L	U
Celebrity endorsement elevates the brand loyalty of the particular brands	Equal variances assumed	125.090	.000	4.573	158	.000	.477	.104	.682	.271
	Equal variances not assumed			9.167	127.000	.000	.477	.052	.579	.374

The above table determines the outcome of independent sample t test which attained significant p value 0.000. This proves the different perception among diploma and undergraduate consumers regarding the significance of advertisement impacting the purchasing pattern of consumers. Hence, the obtained results show the different perspective of individual of diploma and undergraduate consumers on the advertisement and its impact on the purchasing pattern. Therefore, the null hypothesis is contradicted.

Bivariate correlation

<table>
<tr><td colspan="7" align="center">**Table 4.49 Correlations**</td></tr>
<tr>
<td></td>
<td></td>
<td>The advertiseme nt of branded jewellery attracts me to prefer them</td>
<td>Celebrity endorseme nt elevates the brand loyalty of the particular brands</td>
<td>The designs of the branded jewellers are exposed in the advertiseme nt attracts the consumer rather than the traditional</td>
<td>Advertisemen t elevates the trustworthines s, expertise and attractiveness of brands</td>
<td>Advertiseme nt aids to distinguish the branded from the competing traditional jewellers in the global market</td>
</tr>
<tr>
<td rowspan="3">The advertisement of branded jewellery attracts me to prefer them</td>
<td>Cr</td>
<td align="right">1</td>
<td align="right">.618**</td>
<td align="right">.851**</td>
<td align="right">.942**</td>
<td align="right">.881**</td>
</tr>
<tr>
<td>S (2-tailed)</td>
<td></td>
<td align="right">.000</td>
<td align="right">.000</td>
<td align="right">.000</td>
<td align="right">.000</td>
</tr>
<tr>
<td>N</td>
<td align="right">385</td>
<td align="right">385</td>
<td align="right">385</td>
<td align="right">385</td>
<td align="right">385</td>
</tr>
<tr>
<td rowspan="2">Celebrity endorsement elevates the brand loyalty</td>
<td>Cr</td>
<td align="right">.618**</td>
<td align="right">1</td>
<td align="right">.768**</td>
<td align="right">.585**</td>
<td align="right">.543**</td>
</tr>
<tr>
<td>S (2-tailed)</td>
<td align="right">.000</td>
<td></td>
<td align="right">.000</td>
<td align="right">.000</td>
<td align="right">.000</td>
</tr>
</table>

of the particular brands	N	385	385	385	385	385
The designs of the branded jewellers are exposed in the advertisement attracts the consumer rather than the traditional	Cr	.851**	.768**	1	.882**	.929**
	S (2-tailed)	.000	.000		.000	.000
	N	385	385	385	385	385
Advertisement elevates the trustworthiness, expertise and attractiveness of brands	Cr	.942**	.585**	.882**	1	.950**
	S(2-tailed)	.000	.000	.000		.000
	N	385	385	385	385	385
Advertisement aids to distinguish the branded	Cr	.881**	.543**	.929**	.950**	1
	S (2-tailed)	.000	.000	.000	.000	

from the competing traditional jewellers in the global market	N					
		385	385	385	385	385

The above table depicts the correlation of the variables in the advertisement such as attraction, celebrity endorsement, modern trends and updated designs, exhibiting trustworthiness, expertise and attractiveness and finally providing competencies. These variables are tested for correlation in the bivariate correlation. The significant "p" value achieved for all the constructs are 0.000 which determined to be less than the edge value of 0.05 proving that there is noteworthy association of the variables and proving that the advertisement has substantial association of purchasing behaviour of branded jewellers.

Therefore, hypothesis H3,

H3: There is significant association of advertisement and consumer purchasing behaviour of branded jewelleries has been proved from the above analysis.

Hypothesis 4

H04: There is no relationship of brand identity and consumer satisfaction

H4: There is relationship of brand identity and consumer satisfaction

Brand and consumer satisfaction

		F	%	V%	C%
Table 4.50 Purchasing of specific branded design improvise the happiness and satisfaction					
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	96	24.9	24.9	25.7
	A	129	33.5	33.5	59.2
	SA	157	40.8	40.8	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the purchase of specific brands and its impact on the consumer satisfaction in the branded jewellery. Out of 385 respondents, 33.5% agrees the statement and 40.8% strongly agrees the statement and conveys that purchasing the branded design elevates the happiness and satisfaction among consumers. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that that the purchasing the branded design does not provide happiness and satisfaction. 24.9% of respondents are neutral regarding the statement.

Quality product

Table 4.51 The quality product are availed only in the branded jewellery					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	65	16.9	16.9	17.1
	N	254	66.0	66.0	83.1
	A	64	16.6	16.6	99.7
	SA	1	.3	.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the availability of quality products in the branded jewellery. Out of 385 respondents, 16.9% disagrees the statement and 0.3% strongly disagrees the statement and conveys that quality product are also availed in the legacy jewellers. And, 16.6% of respondents agrees and 0.3% strongly agrees the statement and conveys that that the quality product are availed in the branded jewellery.

Design availability

Table 4.52 The unique design are existed only in the branded jewellery and can select the various design under one roof					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	257	16.6	66.8	67.0
	N	62	16.1	16.1	83.1
	A	64	66.8	16.6	99.7
	SA	1	.3	.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the availability of unique designs in the branded jewellery and can select the various design under one roof. Out of 385 respondents, 66.8% agrees the statement and 0.3% strongly agrees the statement and conveys that they can select their favourable design in branded jewellery. And, 16.6% of respondents disagrees and 0.3% strongly disagrees the statement and 16.1% of respondents are neutral regarding the statement.

Influences of peer group

Table 4.53 My peer group influence me to purchase the branded jewels					
		F	%	V%	C%
Valid	SD	33	8.6	8.6	8.6
	D	161	41.8	41.8	50.4
	N	2	.5	.5	50.9
	A	188	48.8	48.8	99.7
	SA	1	.3	.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors regarding the peer group and their impact on the consumer preferences in the branded jewellery. Out of 385 respondents, 48.8% agrees the statement and 0.3% completely denies the statement and conveys that peer group influences them to prefer branded rather than the traditional jewellers. And, 41.8% of respondents disagrees and 8.6% strongly disagrees the statement and conveys that that the peer group does not attract the consumers to purchase in the branded jewellery.

Online platform

Table 4.54 The online platforms aids to compare the design of various brands					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	32	8.3	8.3	9.1
	A	350	90.9	90.9	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey respondents concerning the online platform and its impact on the comparison of various brands in the branded jewellers. Out of 385 respondents, 90.9% agrees the statement and conveys that online platform aids to compare the design to prefer branded rather than the traditional jewellers. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that the online platform does not attract the consumers to purchase in the branded jewellery.

Correlation Test

Brand identity and consumer satisfaction

Table 4.55 Correlations				
Control Variables			Purchasing of specific branded design improvise the happiness and satisfaction	The unique design are existed only in the branded jewellery and can select the various design under one roof
Where do you prefer to purchase jewellery?	Purchasing of specific branded design improvise the happiness and satisfaction	Cr	1.000	.197
		S (2-tailed)	.	.000
		df	0	382
	The unique design are existed only in the branded jewellery and can select the various design under one roof	Cr	.197	1.000
		S (2-tailed)	.000	.
		df	382	0

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The above table illustrates the correlation of the brand identity and consumer satisfaction. The purchasing of specific brands and unique design availability in the branded jewelleries. The purchasing of branded design elevate the happiness and satisfaction of the consumer. There is noteworthy connotation amongst the purchase of specific brands and unique design availability in the branded jewelers. Since, the significant "p" value is 0.000 proving the noteworthy association among brand identity and consumer satisfaction.

ANOVA test

Brand identity and consumer satisfaction

Table 4.56 Descriptives									
						95% CI for M			
		N	M	SD	SE	LB	UB	Min	Max
The quality product are availed only in the branded jewellery	SD	33	2.94	.348	.061	2.82	3.06	1	3
	D	161	2.61	.525	.041	2.53	2.70	2	5
	N	2	3.50	.707	.500	2.85	9.85	3	4
	A	188	3.34	.473	.035	3.27	3.40	3	4
	SA	1	2.00	.	.	.	.	2	2
	T	385	3.00	.597	.030	2.94	3.06	1	5
The unique design are existed only in the branded jewellery and can select the various design under one roof	SD	33	1.97	.174	.030	1.91	2.03	1	2
	D	161	2.21	.453	.036	2.14	2.28	2	5
	N	2	3.00	1.414	1.000	9.71	15.71	2	4
	A	188	2.84	.901	.066	2.71	2.96	2	4
	SA	1	2.00	.	.	.	.	2	2
	T	385	2.50	.778	.040	2.42	2.58	1	5

Table 4.57 ANOVA						
		SOS	df	M^2	F	S.
The quality product are availed only in the branded jewellery	Between-Groups	46.606	4	11.652	48.982	.000
	Within-Groups	90.391	380	.238		
	T	136.997	384			
The unique design are existed only in the branded jewellery and can select the various design under one roof	Between-Groups	44.571	4	11.143	22.561	.000
	Within-Groups	187.678	380	.494		
	T	232.249	384			

The above table outcome of ANOVA test regarding the brand identity and its impact on consumer satisfaction. From the consequence of the ANOVA test, 188 consumers strongly agrees that the purchasing jewels in the branded jewellers has quality products and provide opportunity to choose various design under one roof. Moreover, the consequence are analysed to check whether there is association amongst independent variable (brand identity) as well as dependent variable (consumer satisfaction). Moreover, the obtained p-value is .000 that represents noteworthy association of brand identity and consumer satisfaction in the branded jewellers.

Therefore, hypothesis H4,

H4: There is relationship of brand identity and consumer satisfaction has been proved from the above analysis.

Hypothesis 5

H05: There is no significant association of brand performance and consumer purchasing behaviour

H5: There is significant association of brand performance and consumer purchasing behaviour

Virtual technologies

		F	%	V(%)	C(%)
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	95	24.7	24.7	25.5
	A	128	33.2	33.2	58.7
	SA	159	41.3	41.3	100.0
	T	385	100.0	100.0	

Table 4.58 I recommend the branded jewellery to adopt the virtual technologies for achieving the better experiences in the digital world

The above table describes the opinion of a survey contributors about the adoption of branded technologies in the branded jewellery for achieving better consumer experiences. Out of 385 respondents, 41.3% strongly agrees the statement and 33.2% agrees the statement and conveys that they recommend the branded jewellers to adopt virtual technologies so that the consumers will achieve virtual experience in selecting the designs appropriate for them. And, 0.5% of

respondents disagrees and 0.3% strongly disagrees the statement. Moreover, 24.7% remain neutral regarding the statement.

Fixed price

Table 4.59 The branded jewellery should adopt the fixed prices for jewels					
		F	%	V(%)	C(%)
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	95	24.7	24.7	25.5
	A	285	74.0	74.0	99.5
	SA	2	.5	.5	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey participants regarding the adoption of fixed price in the branded jewellery. Out of 385 respondents, 74% agrees the statement and 0.5% strongly agrees the statement and conveys that they recommend the branded jewellers to adopt fixed prices for the eradication of price variance. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement. Moreover, 24.7% of consumers are neutral regarding the statement.

Membership card

Table 4.60 Membership card is recommended to provide for regular customers to enhance the brand loyalty					
		F	%	V%	C%
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	A	96	24.9	24.9	25.7
	SA	286	74.3	74.3	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors on the supply of membership card for regular consumers in the branded jewellery that elevates the brand loyalty of the consumers. Out of 385 respondents, 74.3% strongly agrees the statement and 24.9% agrees the statement and conveys that they recommend the supply of membership card to regular consumers for elevating the brand loyalty. And, 0.5% of respondents disagrees and 0.3% strongly disagrees the statement. Hence, membership card will elevate the brand loyalty among consumers.

Reasonable prices

		F	%	V (%)	C (%)
Table 4.61 Branded jewellery focuses on the higher class people. It should afford reasonable prices					
Valid	SD	1	.3	.3	.3
	D	129	33.5	33.5	33.8
	N	3	.8	.8	34.5
	A	126	32.7	32.7	67.3
	SA	126	32.7	32.7	100.0
	T	385	100.0	100.0	

The above table describes the opinion of a survey contributors about the consumer's perception on the branded jewellery. Out of 385 respondents, 32.7% agrees the statement and 32.7% strongly agrees the statement and conveys thatbranded jewellery focuses on the higher class people and recommended to afford reasonable prices. And, 33.5% of respondents disagrees and 0.3% strongly disagrees the statement and conveys that the branded jewellery does not focuses on the higher class people. Moreover, 0.8% of consumers are neutral regarding the statement.

Gift schemes

		F	%	V (%)	C (%)
Valid	SD	1	.3	.3	.3
	D	2	.5	.5	.8
	N	2	.5	.5	1.3
	A	95	24.7	24.7	26.0
	SA	285	74.0	74.0	100.0
	T	385	100.0	100.0	

Table 4.62 More gift schemes and discounts should provide to the loyal consumers for retaining them

The above table describes the opinion of a survey contributors concerning the consumer's perception on the branded jewellery. Out of 385 respondents, 74% strongly agrees the statement and 24.7% agrees the statement and conveys thatjewellery should provide more gift schemes and discounts to retain the loyal consumers. While, 0.5% of participants contradict and 0.3% completely disagrees the statement. Moreover, 0.5% of consumers are neutral regarding the statement.

ANOVA test

Legacy and branded jewelers

Table 4.63 Descriptives									
						95% CI for M			
		N	M	SD	SE	L	U	Min.	Max.
I recommend the branded jewellery to adopt the virtual tech2logies for achieving the better experiences in the digital world	legacy jewellers	256	3.98	.892	.056	3.87	4.09	1	5
	branded jewellers	129	4.48	.546	.048	4.39	4.58	2	5
	T	385	4.15	.827	.042	4.07	4.23	1	5
The branded jewellery should adopt the fixed prices for jewels	legacy jewellers	256	3.61	.527	.033	3.55	3.68	1	5
	branded jewellers	129	3.99	.197	.017	3.96	4.03	2	5
	T	385	3.74	.479	.024	3.69	3.79	1	5

Membership card is recommended to provide for 2 customers to enhance the brand loyalty	legacy jewellers	256	4.85	.447	.028	4.79	4.90	1	5
	branded jewellers	129	4.48	.546	.048	4.39	4.58	2	5
	T	385	4.72	.512	.026	4.67	4.78	1	5

Table 4.64 ANOVA

		SOS	df	M^2	F	S.
I recommend the branded jewellery to adopt the virtual technologies for achieving the better experiences in the digital world	Between-Groups	21.457	1	21.457	34.085	.000
	Within-Groups	241.104	383	.630		
	T	262.561	384			
The branded jewellery should adopt the fixed prices for jewels	Between-Groups	12.319	1	12.319	62.321	.000
	Within-Groups	75.707	383	.198		
	T	88.026	384			
Membership card is recommended to	Between-Groups	11.555	1	11.555	49.582	.000

provide for regular	Within-Groups	89.260	383	.233		
customers to enhance the brand loyalty	T	100.816	384			

The above table deliberates the ANOVA test outcome regarding the differences of brand performance and purchasing behaviour of consumers. Moreover, the consequence are analysed to check whether there is association amongst independent variable (brand performance) and dependent variable (purchasing behaviour). Moreover, the determined p-value is .000 that represents brand performance have significant impact on the purchasing pattern of the consumers.

Gift schemes and consumer buying behaviour

Table 4.65 Descriptives								
More gift schemes and discounts should provide to the loyal consumers for retaining them								
					95% CI for M			
	N	M	SD	SE	L	U	Min.	Max.
legacy jewellers	256	4.84	.462	.029	4.78	4.90	1	5
branded jewellers	129	4.47	.560	.049	4.38	4.57	2	5
T	385	4.72	.526	.027	4.66	4.77	1	5

Table 4.66 ANOVA					
More gift schemes and discounts should provide to the loyal consumers for retaining them					
	SOS	df	M^2	F	S
Between-Groups	11.552	1	11.552	46.774	.000
Within-Groups	94.589	383	.247		
T	106.140	384			

The above table deliberates the ANOVA test outcome related to the differences of brand performance and purchasing behaviour of consumers. Moreover, the consequence are analysed to check whether there is connotation amongst independent variable (brand performance such as availing gift schemes) & dependent variable (purchasing behaviour). Moreover, the obtained p-value is .000 which confirms brand performance have significant impact on the purchasing

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pattern of the consumers. The gift schemes aids in generating the loyal consumers to the jewellery stores. It will elevate the consumer engagement that leads to increased business performance.

Partial correlation

<table>
<tr><th colspan="7">Table 4.67 Correlations</th></tr>
<tr><td colspan="3" rowspan="2"></td><td>I recommend the branded jewellery to adopt the virtual tech2logies for achieving the better experiences in the digital world</td><td>The branded jewellery should adopt the fixed prices for jewels</td><td>Membership card is recommended to provide for regular customers to enhance the brand loyalty</td></tr>
<tr><td>Control Variables</td></tr>
<tr><td>Where do you prefer to</td><td>I recommend the branded</td><td>Cr</td><td>1.000</td><td>.122</td><td>.596</td></tr>
<tr><td></td><td></td><td>S</td><td>.</td><td>.016</td><td>.000</td></tr>
</table>

purchase jewellery?	jewellery to adopt the virtual technologies for achieving the better experiences in the digital world	df	0	382	382
	The branded jewellery should adopt the fixed prices for jewels	Cr	.122	1.000	.491
		S	.016	.	.000
		Df	382	0	382
	Membership card is recommended to provide for regular customers to enhance the brand loyalty	Cr	.596	.491	1.000
		S	.000	.000	.
		df	382	382	0

The above table illustrates the correlation of the brand performance and consumer purchasing behavior. The availability of virtual technologies, fixed price for jewels, providing membership card will elevate the brand loyalty among the consumers. This leads to modify the purchasing attitude of consumer towards the specific brand. There is noteworthy connotation amongst the brand performance and purchasing behavior of consumers. Since, the significant "p" value is

0.000 proving the noteworthy association among brand performance and purchasing behavior of consumers.

Regression

<table>
<tr><td colspan="5" align="center">**Table 4.68 Model**</td></tr>
<tr><td>Model</td><td>R</td><td>R^2</td><td>Adj. R^2</td><td>SE</td></tr>
<tr><td>1</td><td>.330[a]</td><td>.609</td><td>.607</td><td>.497</td></tr>
<tr><td colspan="5">a. Predictors: (Constant), Where do you prefer to purchase jewellery?</td></tr>
</table>

<table>
<tr><td colspan="7" align="center">**Table 4.69 ANOVA[a]**</td></tr>
<tr><td colspan="2">Model</td><td>SOS</td><td>df</td><td>M^2</td><td>F</td><td>S</td></tr>
<tr><td>1</td><td>R</td><td>11.552</td><td>1</td><td>11.552</td><td>46.774</td><td>.000[b]</td></tr>
<tr><td></td><td>Re</td><td>94.589</td><td>383</td><td>.247</td><td></td><td></td></tr>
<tr><td></td><td>T</td><td>106.140</td><td>384</td><td></td><td></td><td></td></tr>
<tr><td colspan="7">a. Dependent Variable: More gift schemes and discounts should provide to the loyal consumers for retaining them</td></tr>
<tr><td colspan="7">b. Predictors: (Constant), Where do you prefer to purchase jewellery?</td></tr>
</table>

Table 4.70 Coefficients[a]						
		Unstd Coeff.		Std Coeff.		
Model		B	SE	β	t	S
1	(Constant)	5.207	.076		68.527	.000
	Where do you prefer to purchase jewellery?	.367	.054	.330	6.839	.000
a. Dependent Variable: More gift schemes and discounts should provide to the loyal consumers for retaining them						

The above tables illustrates the result acquired from performing regression analysis for proving the impact of brand performance on the purchasing pattern of consumers. Obtained p value is less than 0.05 and r square value is greater than 50 which implicates that considered independent variable influence the dependent variable. This confirms that brand performance influence the purchasing pattern of the consumers. Hence, the null hypothesis is invalid.

Therefore, the hypothesis H5,

H5: There is a significant association of brand performance and consumer purchasing behaviour has been proved from the above analysis.

4.4 Qualitative analysis

The present study has selected three experts from the jewellery industry in India to investigate the with aid of interview questions. On basis of information collected from target respondents, the analysis is performed by means of thematic approach. This is performed to gain understanding and insights concerning the purchasing behaviour of consumers along with

comparison among legacy and branded jewellers. Qualitative approach collect data using open ended questions and interpret the responses (Kandel, 2020).

4.5 Thematic analysis

This kind of analysis is the process of identifying the themes within obtained qualitative data. The thematic analysis is performed in six stage which are,

I. First stage: Familiarity in Data

The first phase involves attaining familiarity with collected data in thematic analysis. This particular phase is very crucial in the analysis process. The transcripts formed through interview process are repetitively examined for the purpose of data familiarity.

II. Second stage: Creation of Initial codes

The second phase in thematic analysis involve creation of codes from the information gathered from respondents. The codes can provide an expressive label, which directly indicates the text itself. The code function as a label to retrieve and categorize same data. Consequently, can determine and examine the entire data collected and assembled in dataset concerning the respective code (Dawadi, 2020).

According to the response received from respondent, the codes are created. Firstly, the classification of text occur during the participants' response are present in the transcript format, and later, codes are generated. The classification of data process helps the present study to understand the objective in a systematic way. The process of coding reduce the data association and break it into small data. The below table represents the codes generated using data collected through interview from experts in the jewellery stores.

Table 4.71 Retrieval of Initial codes from experts' response

SNO	Questions	Response obtained in the form of transcript from principals	Codes generated
R1	What are the factors impacting the consumer to buy the jewels in the branded jewelleries?	The infrastructure of the branded jewellers attracts the consumers and employee behaviour towards the consumers with the pleasant atmosphere engage the consumers to store	[C1]Attractive ambiance [C2] Pleasant environment [C3] Employee behaviour
	Does the advertisement impacts the consumer to purchase specific brands?	The advertisement attracts the consumer to purchase. Subsequently, the exposure of design in the advertisement influence the consumer to purchase in the branded store	[C4] Advertisement attractiveness [C5] Exposure of unique design

	Describe the omni-channel strategies followed to improvise the business performance	This aids us to engage with the consumers so that the consumer preferences can be fetched through the omni-channel. It will leads to generate innovative design to influence the consumers	[C6] Consumer preferences [C7] consumer engagement [C8] Innovative design
	Recommend few steps to improvise the consumer engagement in the legacy jewellers	In the digital world, it is significant to adopt technologies for improvised business performance. The virtual technologies aids in providing visual experiences that attract the consumer to purchase in the store. It generates brand loyalty among consumers	[C9] Inclusion of technologies [C10] Virtual experiences [C11] Brand loyalty

R2	What are the factors impacting the consumer to buy the jewels in the branded jewelleries?	Consumers has immense thought that purchasing in the branded store will elevate their status amongst the relation. The unique design availability influences them to purchase in the branded jewellers	[C12] Consumer's status [C13] Distinctive design [C14] Uniqueness
	Does the advertisement impacts the consumer to purchase specific brands?	Consumer's favourable celebrities in the jewellery advertisement insists the consumer to purchase the specific design which provide them happiness	[C15] Favorable celebrities [C16] Consumer engagement [C17] Buying pattern
	Describe the beneficiaries of omni-channel strategies followed to improvise the business performance	Omni-channel strategies provides seamless shopping experience in both online as well as offline platforms. It elevates the consumer engagement to the store	[C18] Seamless experience [C19] Online and offline platforms

	Recommend few steps to improvise the consumer engagement in the legacy jewellers	The legacy jewellers should adopt fixed price for their jewels to avoid the discrepancies in the price variation with the competitors.	[C20] Fixed price [C21] Avoids price variation
R3	What are the factors impacting the consumer to buy the jewels in the branded jewelleries?	The hallmark provided by the branded jewellers enhance the trust among the consumers that they purchase the original product.	[C22] Hallmark [C23]Originality
	Does the advertisement impacts the consumer to purchase specific brands?	The advertisement generate trustworthiness of brands. The jewellers spent the desired amount to advertisement which motivate the consumers purchase in their store	[C] Trustworthiness [C24] Expertise [C25] Consumer motivation

	Describe the omni-channel strategies followed to improvise the business performance	Since, the consumer can reserve their favourable design before reaching the store. It elevates the brand loyalty of the consumer	[C26] Favorable design [C27] Brand loyalty
	Recommend few steps to improvise the consumer engagement in the legacy jewellers	Membership card should provided to the most-visited consumers to engage them with the store. Gift coupons and discounts can be given to the consumers for elevating the brand loyalty among consumers	[C28] Membership card [C29] Gift coupons and discounts [C30] Brand loyalty

III. Third stage: Theme generation from the created codes

Question number	Codes obtained from the transcripts of experts	Themes created
1	➢ Attractive ambiance ➢ Pleasant environment ➢ Employee behaviour towards consumers ➢ Consumer's status ➢ Distinctive design ➢ Uniqueness ➢ Hallmark ➢ Originality	➢ Infrastructure ➢ Employee attitude ➢ Elegant designs ➢ Identity ➢ Hallmark ➢ Quality product ➢ Originality
2	➢ Advertisement attractiveness ➢ Exposure of unique design ➢ Favorable celebrities ➢ Consumer engagement ➢ Buying pattern ➢ Trustworthiness ➢ Expertise ➢ Consumer motivation	➢ Attractiveness ➢ Specific design ➢ Celebrity endorsement ➢ Trust ➢ Purchasing behavior ➢ Consumer attitude ➢ Proficiency

3	➢ Consumer preferences ➢ consumer engagement ➢ Innovative design ➢ Seamless experience ➢ Online and offline platforms ➢ Favorable design ➢ Brand loyalty	➢ Consumer attitude ➢ Innovation ➢ Better experience ➢ Online and offline ➢ Consumer loyalty ➢ Brand identity
4	➢ Inclusion of technologies ➢ Virtual experiences ➢ Brand loyalty ➢ Fixed price ➢ Eradication of Price discrepancy ➢ Avoids price variation ➢ Membership card ➢ Gift coupons and discounts ➢ Brand loyalty	➢ Technologies ➢ Virtual proficiencies ➢ Fixed price ➢ Price variation ➢ Membership card, gift coupons ➢ Consumer loyalty

IV. Fourth stage: Reviewing Themes

In this particular phase, the generated themes are assembled together to reduce data redundancy and to demonstrate data similarity.

- ➢ Infrastructure
- ➢ Employee attitude
- ➢ Elegant designs
- ➢ Identity
- ➢ Hallmark
- ➢ Quality product
- ➢ Originality
- ➢ Attractiveness
- ➢ Specific design
- ➢ Celebrity endorsement
- ➢ Trust
- ➢ Purchasing behavior
- ➢ Consumer attitude
- ➢ Proficiency
- ➢ Consumer attitude
- ➢ Innovation
- ➢ Better experience
- ➢ Online and offline
- ➢ Brand identity
- ➢ Technologies

> ➢ Virtual proficiencies

> ➢ Fixed price

> ➢ Price variation

> ➢ Membership card, gift coupons

> ➢ Consumer loyalty

V. Fifth Stage: Defining Themes

In this particular phase, the previously review themes in early stage will be sorted in the common

category which supports the findings of the study.

The factors influencing the consumer to purchase in branded jewellers

> ➢ Infrastructure

> ➢ Employee attitude

> ➢ Elegant designs

> ➢ Identity

> ➢ Hallmark

> ➢ Quality product

> ➢ Originality

> ➢ Trust

Impact of advertisement to purchase gold jewels

> ➢ Attractiveness

> ➢ Specific design

- ➢ Celebrity endorsement

- ➢ Trust

- ➢ Purchasing behavior

- ➢ Consumer attitude

Omni-channel strategies of branded jewellers

- ➢ Innovation

- ➢ Proficiency

- ➢ Better experience

- ➢ Online and offline

- ➢ Brand identity

Recommendation to legacy jewellers

- ➢ Technologies

- ➢ Virtual proficiencies

- ➢ Fixed price

- ➢ Price variation

- ➢ Membership card, gift coupons

- ➢ Consumer loyalty

VI. Sixth stage: Writing report based on inferences discovered

The implications achieved from performing thematic analysis on data congregated using interview questions from experts of manufacturing industry are:

- There are numerous factors such as infrastructure, unique designs and employee behaviour towards consumer impacts the consumer to purchase in the branded jewellery.

- Advertisement has noteworthy impact on the purchasing gold jewels in the branded jewellery.

- Omni-channel strategies followed in the branded jewellery elevates the consumer satisfaction and aid to compete in the global market

- The experts recommended to adopt technologies and execute novel business stratagems in order to achieve the increased business performance in the legacy jewelers.

4.5 Summary

Based on the outcome attained from the analysis performed, the determinants likely infrastructure, unique designs and trustworthiness impacts the consumers to purchase branded jewellery. Most the respondents highlighted the advantage of adopting omni-channel stratagems in jewellery industry that elevates the consumer loyalty and engagement towards the brand. In addition, the analysis compared the legacy as well as branded jewellers. The outcome of both quantitative and qualitative analysis demonstrated the effective implementation of omni-channel stratagems to attain increased firm performance and higher consumer engagement.

CHAPTER 5 DISCUSSION

The present study performed both quantitative as well as qualitative research for analyzing the research objective.The section deliberates on the outcomes of the experimental analysis and

compared with the previous literatures. The objectives of the present research are analysed and their implications are compared with the prevailing researches.

5.1 Discussion on Research Question 1

The research question of the present study focuses on analyzing consumer preferences among the jewelry market in India.   The purchasing pattern and preference of the consumers relies on the specific factors likely jewellery brands and reasons for purchasing. In analyzing the preferences of consumers against branded as well as legacy jewelers. Almost, 50% of consumer select legacy jewelers and remaining 50% branded jewelers. Hence, it is appropriate to investigate such consumes to achieve the exact outcome of the research. Regarding the awareness of jewellery brands existed in the market, all the consumers are aware about the jewellery brands.

In case of purchasing branded jewellery, almost 50% of consumers reveals that they purchase branded jewellery recently. The present research listed out the factors causing the delayed purchase. They are financial constraints, market response, price fall and waiting for innovative design. Most of the consumer agree that their purchase of jewels are delayed because they are waiting for the innovative design. In the modern World, consumers prefer to purchase unique design to broadcast their status. Secondly, the market response is a pre-dominant factor and followed by the price fall. Since, the price of gold is an ever-changing day by day, the consumer delayed their purchase for price reduction. Finally, financial constraints also affects the purchasing attitude of the consumer. From the ANOVA analysis, the significant "p" value less than threshold value of 0.05 evident that the personal and economic background impacts the purchasing pattern of consumers. The regression analysis acquires the r vale greater than 50 which evident the economic background such as occupation impacts the purchasing pattern of consumers. Likewise, prevailing study (Hajdas et al., 2022) has demonstrated the implication of

analysing and understanding the marketing strategies associated with the promotion of jewellery brand among the stake markets of contemporary World. The retail jewellery of India has been renovating and incorporating modernized ideologies and methodologies with an aim of attracting consumers, promoting their jewellery brand and implementing exclusive dynamics of jewellery collections (Choudhary, 2022) .

5.2 Discussion on Research Question 2

Another research question deliberates the factors impacting the consumer to purchase in branded jewelleries in India. The present research study states that the gifting purposes, shop ambiance, impact of WOM, modern trends and trust influence the consumer to purchase in the branded jewelleries. Most of the consumers are attracted by the shop ambiance of the branded jewelers and WOM in digital platform induce them to purchase the branded jewellery. Various attractive designs are available in the branded jewellery. In case of trust, they relies on the legacy jewelers. Similarly\ (Q. Li et al., 2022) has established that the utilization of digital platforms within mobile phones has increased the active involvement of consumers and hence encouraged the retail jewellery brands to produce varied cluster of modernized jewels in accordance with the preferences of consumers.

Omni-channel stratagems followed in the branded jewellery elevates the performance of the firms. Independent t-test has been evaluated to demonstrate the differences in consumer pattern among the traditional and legacy jewellers. The outcome of t-test acquires the "p" value of 0.000 proving the different consumer perspective of individual working in different sector likely public and private sectors. Likewise, (Phophalia et al., 2021) has demonstrated that the preferences of consumers which explicitly grounded upon the accountability of branded retail jewellers rather

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than authentic traditional jewellery. Additionally, the prevailing study (Phophalia et al., 2022b) has deliberated the necessity of omni-channel branding during the pandemic era of COVID-19. Meanwhile, (Yadav, 2022) demonstrate the increased productivity achieved through the instigation of omni-channel strategy in Tanishq, Malabar gold and diamonds and Kalyan jewellers.

The correlation analysis of advertisement and purchasing behaviour of the present research achieves the significant "p" value of 0.000 proving the substantial connotation of advertisement and consumer purchasing behaviour of branded jewelleries. Consumer satisfaction relies on the brand identity. Consumer believes that the quality product are availed only in the branded jewellers. From ANOVA analysis, p-value is .000 that represents noteworthy association of brand identity and consumer satisfaction in the branded jewellers.

CHAPTER 6 SUMMARY, IMPLICATIONS AND RECOMMENDATIONS

6.1 Summary of the study

The research study assess the omni-channel branding and curating of retail jewellery in India. Also, it compares the performance of the branded versus legacy jewelers. Gold jewelry has significant economic, social and cultural prominence in India, with its utilization deeply embedded in different rituals and ceremonies in a form of investment. The behavior of consumer in purchasing gold jewelry, especially in different region offers understanding of cultural preferences and socio-economic changes. Traditional Indian jewelleries are famous for its vivid colours, symbolism and intricate designs. These intricate designs are profoundly ingrained in the culture of India and inspired by mythology, religion and nature.

Recently, there has been a shift from traditional to contemporary and modern styles of jewellery in India. Modern jewellery in Indian retail has designs which are more minimalistic and simpler along with geometric shapes and clean lines in the piece. The shift to modern branded jewels reflects the landscape change in social and economic.

Hence, the present research performs mixed method approach and gather data from 385 consumers as well as three technical experts from the jewellery industries. The study listed out the factors induces the consumers to purchase jewels. Additionally, it also derives the reasons for the delayed purchase of consumers. The personal and family background of consumers are analysed and through the SPSS software analysis observes that their impact on the purchasing pattern. Subsequently, the comparative analysis proves the significant differences of consumer preferences on the legacy versus branded jewellers. The branded jewellery provides beneficiaries such as unique design, quality product, hallmark that improvise the trusts among

consumers. Moreover, the advertisement also plays a substantial role in the elevation of firm performance.

Hence, the present research concludes that the buying preferences of consumer relies on the inclusion of omni-channel stratagems in the retail industry. This study aids the legacy jewellers to open a new perspective on the adoption of technologies for consumer attraction and there by achieving the business performance.

6.2 Implications of the study

The present research had observed the following implications:

- ➢ The outcome shows that the consumers prefer both the legacy and branded jewellers to purchase jewels.

- ➢ The factors likely financial constraints, waiting for innovative design, price fall and market shares that affects the purchasing of jewels.

- ➢ The study aids to aware of the differential perspective of consumer on legacy as well as branded jewelers.

- ➢ Consumers in the modern world are aware of technologies and they give preferences to the omni-channel retail industry.

- ➢ The study aids to acquire the knowledge of consumer purchasing pattern towards the technological advancement and modern trends.

6.3 Limitations

The limitations of the present research are as follows:

➢ The findings acquired from the empirical analysis of the respondents. If there exists lack of awareness regarding branded and legacy jewelers, it will leads to drawn the conclusion in one side.

➢ Human factor is an ever-changing module, hence there is a possibility of varying in the factors that impacting the consumer preferences.

➢ In the modern world, the consumer perspective is changed according to the modern trends and fashion designs.

➢ The study is restricted to specific demographic range of consumers as well as jewelers.

➢ Consumer bias affects the decision making among legacy and branded jewelers. People though that the high price of product is generally due to its high quality. Moreover, novelty seekers requires innovative design purchase rather than the favorable products.

6.4 Future recommendation

The recommendation of the present research are as follows:

➢ Future approaches should be carried out on the differential demographic consumers related to specific age group and location in order to acquire the certain factors impacting the purchasing preferences.

➢ Upcoming studies can focus on the specific jewellery brand to analyse the consumer behavior that can be compared with the legacy jewelers

➢ Future approaches should focuses on the challenges of implementing omni-channel stratagems and provide a solution to overcome them in legacy jewelers.

➢ Upcoming studies should provide in-depth analysis of jewellery industries in the international level.

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APPENDIX A

PROCESS OF THEORY BUILDING IN 'CASE STUDY' RESEARCH
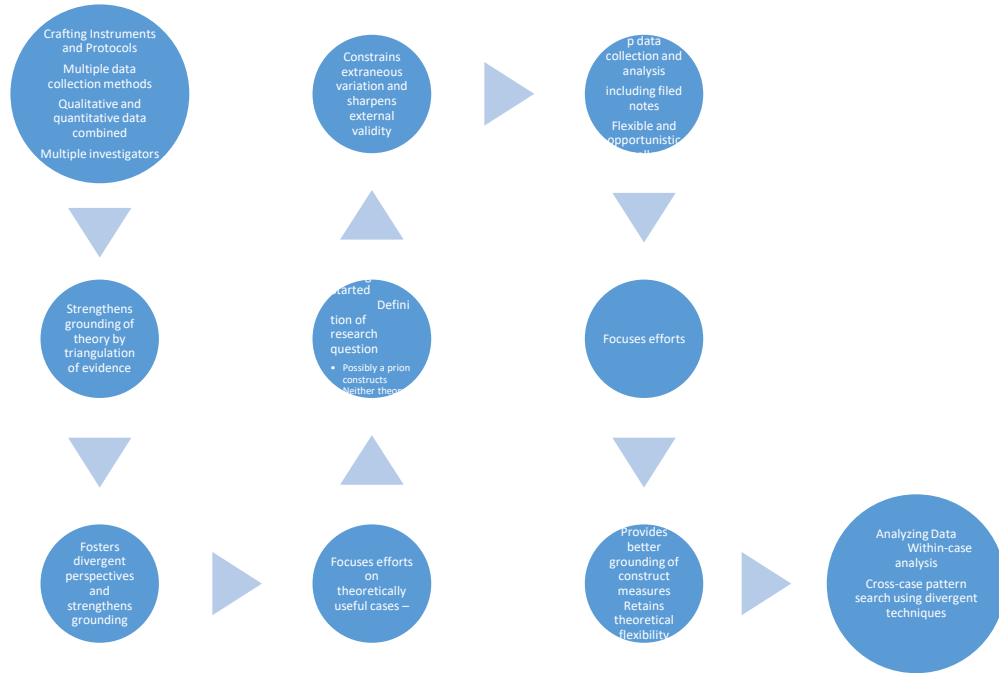
APPENDIX B

PROS and CONS of Qualitative Approach

Areas	Pros	Cons
Research Question	In-depth analysis is provided of the research issues.	Researches varies and has constraint theories that could be misunderstood in scientific areas.
Research Question	Directions and research framework is revised with new findings.	Rigidity in research process might is difficult in assessing, maintaining and demonstrating.
Data Collection	Interviews can be researcher driven and does not have a limit.	Researcher presence can affect participants response.
Data Collection	Human experience is accountable here compared to quantitative approach.	Research quality is based on researcher skills and hence can be biased and judgmental.
Data Analysis	Data gathered is not applicable to large population, but yet could be used for further quantitative researches.	Time consuming that cannot be visually presented. Time consuming and can affect interpretations. Confidentiality can cause problem in findings.

APPENDIX C

METHODS OF DATA COLLECTION

Method	Purpose	Pros	Cons
surveys, questionnaires, checklists	when need to quickly and/or easily get lots of information from people in a non-threatening way	-can complete anonymously -inexpensive to administer -easy to compare and analyze -administer to many people -can get lots of data -many sample questionnaires already exist	-might not get careful feedback -wording can bias client's responses -are impersonal -in surveys, may need sampling expert
interview	when want to fully understand someone's impressions or experiences, or learn more about their answers to questionnaires	-get full range and depth of information -develops relationship with client -can be flexible with client	-can take much time -can be hard to analyze and compare -can be costly -interviewer can bias client's responses
documentation review	when want impression of how program operates without interrupting the program; is from review of applications, finances, memos, minutes, etc.	-get comprehensive and historical information -doesn't interrupt program or client's routine in program -information already exists -few biases about information	-often takes much time -info may be incomplete -need to be quite clear about what looking for -not flexible means to get data; data restricted to what already exists
observation	to gather accurate information about how a program actually operates, particularly about processes	-view operations of a program as they are actually occurring -can adapt to events as they occur	-can be difficult to interpret seen behaviors -can be complex to categorize observations -can influence behaviors of program participants -can be expensive
focus groups	explore a topic in depth through group discussion, e.g., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing	-quickly and reliably get common impressions -can be efficient way to get much range and depth of information in short time - can convey key information about programs	-can be hard to analyze responses -need good facilitator for safety and closure -difficult to schedule 6-8 people together
case studies	to fully understand or depict client's experiences in a program, and conduct comprehensive examination through cross comparison of cases	-fully depicts client's experience in program input, process and results -powerful means to portray program to outsiders	-usually quite time consuming to collect, organize and describe -represents depth of information, rather than breadth

Source: Adapted from McNamara, C. *Basic guide to program evaluation.*

APPENDIX 'D'

INFORMED CONSENT FORM
Project: Evaluation on Cultures of Organizational Members in Acquired Company

PURPOSE

The purpose of the study is to fulfill the partial requirements of a doctoral degree studying by the Researcher. The study is aimed to gain an understanding on what and how the organisational culture evaluation of employees of the acquired company under a Merger and Acquisition (M&A) environment is formed and changed over time.

PROCEDURES

A group of staff from acquired company will be recruited to participant in our research questions via a face-to-face interview individually. The interview will take approximately 60 – 120 minutes of your time. Research questions may include general perception and cultural differences of the acquired and acquiring companies as well as your own values on them.

POSSIBLE RISKS

You may feel unpleasant, upsetting or objectionable with some of the questions included in this research. You can refuse to answer any question, skip question or stop your participation in the research at any time if you are not comfortable with.

BENEFITS

The potential benefits to you may be minimal; however, the overall impact for your society and local companies will be significant since new information and study results relating to corporate cultures of the acquired firms will become available to address an important key success factor for post-acquisition process.

CONFIDENTIALITY

All information obtained in this study will be kept strictly confidential and anonymous. You will not be identified with the information you give because the research is confidential. Interviewers and researcher have signed pledges to keep all information about you confidential. Your name will be eliminated from all documents associated with the research and only a number will be assigned to any survey questionnaires. All information and documents without names collected from this study will be kept in a secured place until data have been entered into computer successfully. Any completed questionnaires will be destroyed after the data is analysed. Only authorized person will have access right to the data of the research. The information collected from you will be combined with those from other participants to develop a completed research study. Any kind of voice or video recorder will not be used during the interviews. No reference will be made in oral or written report which could link any participant to this study.

INFORMED CONSENT FORM
Project: Evaluation on Cultures of Organizational Members in Acquired Company

RIGHT AS A VOLUNTEER

Your participation in this research is voluntary. If you decide not to participate or to stop your participation in this research at any time, it will not result in any consequence or any loss of benefit to which you are otherwise entitled. If you have any question about this research project or your right as a participant, you may contact the Researcher at (+852) 9731 9696.

PARTICIPANT AGREEMENT

The research of this study has been fully explained to me. I voluntarily consent to participate, and I have enough time and opportunity for my questions to be answered. I understand that I may refuse to take part or to stop my participation in the research at any time. I also understand that I may contact the Researcher if I have got any questions about this research project or my rights as a participant.

I, the undersigned, confirm the understanding of the above Participant Agreement.

PARTICIPANT:

_____   _____   _____
Name of Participant   Signature   Date

RESEARCHER:

_____   _____   _____
Name of Researcher   Signature   Date

Copy: ☐ Participant

Research Questionnaire

Dear Respondent,

Kindly answer the following questions for the purpose of the study titled **"RETAIL JEWELLERY OMNI-CHANNEL BRANDING AND CURATING IN INDIA".** The information you are providing are solely for research and academic purpose only and will therefore be treated with utmost confidentiality

Section A

Respondent Demographic Information

1. **Name:**

2. **Age:** ☐ 18 to 25years   ☐ 26 to 35 years   ☒ 36 to 60 years   ☐ Above 60 years

3. **Gender:** Male ☐ Female ☐

4. **Marital Status:** Married ☐ Single ☐

5. **Locality:** Urban ☐ Rural ☐ Semi Urban ☐

6. **Education:** Illiterate ☐ High school ☐ Diploma ☐ Under Graduate ☐   Post Graduate ☐   Phd/Doctrate ☐

7. **Occupation:** Student ☐   Private Employee ☐   Public Employee ☐   Unemployed ☐   Self-Employed ☐   Retired ☐

8. **Work Experience:** 0-5years ☐   6-10 years ☐   11-15years ☐   More than 15 years ☐

9. **Industrial domain:** ☐ Service   ☐ Production   ☐ Commercial

Section B

Purchasing pattern
Please mark (√) where appropriate for the Corresponding Questions

10. Where do you prefer to purchase jewellery?	☐ Branded store ☐ Legacy jewellery
11. What is the reason for purchasing jewellery?	☐ Investment ☐ Fashion ☐ Occasions ☐ Festivals
12. Are you aware of the jewellery brands existed in the market?	☐ Yes ☐ No
13. Do you purchase any branded jewellery recently?	☐ Yes ☐ No

14. Factors retarding me for the delayed purchase	☐ Financial constraints
	☐ waiting for innovative design
	☐ Market response
	☐ Price fall

Section C

Code	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Consumer preferences	1	2	3	4	5
15	For gifting purposes, I often prefer branded than the traditional jewellers					
16	The shop ambiance of branded jewelleries attracts the consumer					
17	WOM (word of mouth) of branded jewellery influences me to purchase the particular brand					
18	Various jewellery designs and upstaged trends are available only in the branded jewellery					
19	In the trust perception, I prefer traditional jewellers rather than the branded one					
20	Omni channel strategies of branded jewelleries influences me to prefer them					

Section D

Code	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Impact of Advertisement	1	2	3	4	5
21	The advertisement of branded jewellery attracts me to prefer them					
22	Celebrity endorsement elevates the brand loyalty of the particular brands					
23	The designs of the branded jewellers are exposed in the advertisement attracts the consumer rather than the traditional					
24	Advertisement elevates the trustworthiness, expertise and attractiveness of brands					
25	Advertisement aids to distinguish the branded from the competing traditional jewellers in the global market					

Section E

Code	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Consumer satisfaction on branded jewellers	1	2	3	4	5
26	Purchasing of specific branded design improvise the happiness and satisfaction					
27	The quality product are availed only in the branded jewellery					
28	The unique design are existed only in the branded jewellery and can select the various design under one roof					
29	My peer group influence me to purchase the branded jewels					
30	The online platforms aids to compare the design of various brands					

Section F

Code	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Factors to elevate the consumer purchase in the branded jewellery	1	2	3	4	5
31	I recommend the branded jewellery to adopt the virtual technologies for achieving the better experiences in the digital world					
32	The branded jewellery should adopt the fixed prices for jewels					
33	Member ship card is recommended to provide for female customers to enhance the brand loyalty					
34	Branded jewellery focuses on the higher class people. It should afford reasonable prices					
35	More gift schemes and discounts should provide to the loyal consumers for retaining them					