

# Examining the Purchase Intentions of Silver Oxidized Ethnic Jewellery: An Empirical Exploration of Demographic and Lifestyle Influences

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## ABSTRACT

The rise in fashion consciousness among the Indian women and a surge in the adoption of items of jewellery reminiscent of necklaces, rings, and bracelets among shoppers have driven the expansion of the costume jewellery market growth. India being a country of many ethnicities, the interest towards the ethnic jewellery among the Indian female consumers particularly among the working women and female student is getting prominent over the recent years. This has facilitated the growth of silver oxidised ethnic fashion jewellery market in India. For any product, the awareness among the consumer has to be developed and the sub-sequent attitude that the consumer develop towards that particular product plays an important role in the purchase intention of the consumer towards that product. This study focuses on the influence of demographic and lifestyle related factors on the Silver Oxidised ethnic fashion among the Indian women consumers. Data were collected by conducting a web-based survey using Convenience sampling method. The findings of the study show that there is a significant awareness, attitude and purchase intention among the female consumers between the demographic and life style factors with the online clothing rental interest. Based on the findings the implications for retailers have been provided.

**Keywords:** Demography; Lifestyle; Silver Oxidised Jewellery; Awareness; Attitude; Purchase Intention.

## 1. Introduction

Jewellery made from precious metals and gemstones falls within the personal luxury goods but fashion jewellery or imitation jewellery is typically made from inexpensive materials (MarketWatch, 2019). The imitation jewellery effect resembles the precious metal like gold, diamond, silver and platinum jewellery and people often call such imitation jewellery as fashion jewellery (Krijger, 2015). Imitation jewellery has been made of cut and uncut stones, plastic beads, cast iron, brass, nickel and other attractive materials (Sabbir, Hossain, & Nomi, 2017). The desire for wearing jewellery among Indian women is rising day by day giving a major push for the demand for imitation jewellery (Joseph, 2016). The Indian jewellery business has undergone a forceful transformation over the years. The ever-increasing prices of gold and diamond, has increased the popularity of artificial jewellery, particularly among youth who are searching for a good selection at cheap prices. The imitation jewellery market is predicted to succeed at \$656.2 Billion by the end of 2022 with a CAGR of around 23.5% throughout 2017-2022 due to this rising demand. In 2019, the women section accounted for over half the share within the total costume jewellery market. Furthermore, a rise in fashion consciousness and a surge in the adoption of items of jewellery reminiscent of necklaces, rings, and bracelets among shoppers have driven the expansion of the costume jewellery market growth. India being a country of many ethnicities, the interest towards the ethnic jewellery among the Indian female consumers particularly among the working women and female student is getting prominent over the recent years. For any product, the awareness among the consumer has to be developed and the subsequent attitude that the consumer develop towards that particular product plays an important role in the purchase intention of the consumer towards that product. The research gap is that there is limited understanding of consumer awareness levels, insufficient exploration of attitudes towards this jewellery category, a lack of comprehensive examination of the

influencing factors, and a need for a deeper understanding of the connection between awareness, attitudes, and purchasing intentions. In this study it is aimed at to understand the female consumer awareness towards the silver oxidised ethnic jewellery, to explore the subsequent attitude developed by the female consumers, to evaluate the purchase intention of female consumers towards the silver oxidised ethnic jewellery and to provide insights into consumer behaviour in this specific market segment, enabling industry stakeholders to better cater to consumer preferences and enhance their marketing strategies.

## 2. Literature Review

### 2.1. Lifestyle factors

Lifestyle of the consumers is one of the important influencers in their purchase intention towards a product particularly towards the fashion products like Silver Oxidised jewellery. The term lifestyle gained momentum in research to understand values and lifestyle and became a standard tool in marketing and social science related research across the world (Chu and Lee, 2007). Studies related to lifestyle and consumer behaviour has been done to understand the relationship between lifestyle and consumer behaviour. Lifestyle can be adopted as a segmentation tool, where consumers can be classified based on lifestyle characteristics; each segment is identified with specific characteristics (Kamakura and Wedel, 1995). Harold W. Berkman and Christopher Gilson define lifestyle as "unified" patterns of behaviour that determine and are determined by consumption. The term "unified patterns of behaviour" refers to behaviour in its broadest sense. Attitude formation and such internal subjective activities may not be observable, but they are behaviour nonetheless.

Lifestyle is the embodiment of the self-concept and is developed by a combination of past experiences, internal characteristics, one's surroundings (Hawkins, Best and Coney, 2000). Lifestyle discovered people's culture, value system and personality. These traits were adopted to express themselves through activities, interests, and opinions (Wells and Prentsky, 1996). Lifestyle is a personalised factor which is a resultant of the amalgamated effect of surroundings, culture and social life (Blackwell, Miniard and Engel, 2005). In India, Krishnan, Jayasree (2011) study on lifestyle, stresses the significance of life and its impact on the buyer's buy conduct. The lifestyle factors which are related to buying behaviour selected for this study are purchase frequency and the amount spending on the silver oxidised ethnic jewellery.

### 2.2. Consumer Awareness

Consumer awareness is often associated with information acquisition, memory retrieval, and cognitive processes involved in decision-making. It plays a significant role in shaping consumer behaviour, purchase intentions, and brand perceptions. Aaker (1996) mentioned that, awareness reflects the outstanding feature of the brand in the mind of the consumer and also emphasized that awareness goes beyond a mere name, with the same importance as the symbols or images. Sabbir et al (2017) find that social media platforms provide significant awareness to the consumers about the costume jewellery products with very easy access, visual appeal and inspiration. Devi (2015) mentions that branding of jewellery increases the awareness about the products and subsequently it influences the sales. Several studies have been carried out on the influence of brand awareness of the product on the purchase intention (Selvy Priskilal, 2020; Bank et al., 2020).

### **2.3. Consumer Attitude**

Consumer attitude can be defined as the degree to which an individual has favourable or unfavourable evaluation about an object or appraisal of the behaviour in question (Ajzen, 1991). But earlier researcher like Campbell (1947) defined attitude as a sort of behavioural coherence that an individual shows in respect to social objects. Chen-Yu (2018) examined the influence of consumer attitude towards price discounts and its effect on the perception of quality and purchase intention. Sabbir (2017) evaluated the female consumer attitude towards costume jewellery and gold jewellery and its effect on the purchase preference. Various scholars have studied the effect of consumer attitude fashion jewellery and their impact on the purchase intention or preference (Islam, 2015; Anupama Rana, 2021; Patel, 2021; Cheah & Phau, 2015).

### **2.4. Purchase Intention**

Purchase intention is often considered a crucial predictor of actual consumer behaviour, as it reflects the individual's predisposition to take the necessary steps towards making a purchase. It is seen as an intermediate step between consumer attitudes and actual purchase behaviour. Understanding and predicting purchase intention is important for businesses as it helps them gauge market demand, develop effective marketing strategies, and make informed decisions about product development, pricing, promotion, and distribution. Das (2019) find that the factors which influence purchase intention of the imitation jewellery are perceived quality, aesthetics, social status, affordability, and personal preferences and consumers' beliefs about their ability to engage in the behaviour of purchasing imitation jewellery, influenced by factors like affordability, accessibility, and self-confidence in selecting and wearing such jewellery, impact their intentions. Several studies have been carried out on the subject of purchase intention (Cozer, 2018; Hagger et al., 2002; Axelrod, 1968; Jamieson & Bass, 1989; Schiffman & Kanuk, 2009).

## **3. Research Methodology**

### **3.1. Research Design**

The research design of this study is mainly descriptive in nature. The sampling technique adopted in this study was non-probability, convenience sampling technique, with the respondents who are willing to undertake the survey including respondents who are the women customers of silver oxidised ethnic jewellery. Data were collected by conducting a web-based survey to maintain anonymity of respondents and to overcome time and place constraints, thereby helping the study to contact respondents. A total of 120 replies have been received. A total of 118 usable responses were included in the sample for analysis. The data analytical tools used are simple percentage analysis, Chi-square test and Analysis of Variance (ANOVA).

### **3.2. Research Questions**

The research questions of this study are as follows:

1. How the demographic factors and the purchase frequency towards silver oxidised jewellery are associated?
2. How the demographic factors and the spending on silver oxidised jewellery are associated?
3. How demographic factors differ with regard to consumer awareness towards silver oxidised jewellery?

4. How demographic factors differ with regard to consumer attitude towards silver oxidised jewellery?
5. How demographic factors differ with regard to purchase intention towards silver oxidised jewellery?

### 3.3. Hypothesis

Based on the research questions, the hypothesis of this study are formulated as follows:

H1: The demographic factors and purchase frequency towards silver oxidised ethnic fashion jewellery are associated.

H2: The demographic factors and spending towards silver oxidised ethnic fashion jewellery are associated.

H3: There is a significant difference between demographic factors and consumer awareness towards silver oxidised ethnic fashion jewellery

H4: There is a significant difference between demographic factors and consumer attitude towards silver oxidised ethnic fashion jewellery

H5: There is a significant difference between demographic factors and Purchase Intention towards silver oxidised ethnic fashion jewellery

### 3.4. Questionnaire Design

The questionnaire design aimed to gather specific and standardized data to facilitate quantitative analysis and provide insights into consumer awareness, attitudes, and preferences towards ethnic fashion jewellery made of oxidised silver. The survey was conducted by making a questionnaire that consists of 32 questions and the sample size for collection of data is 118.

## 4. Data Analysis

### 4.1. Demographic Descriptive

**Table 1.** Demographic Descriptive

Factor	Category	Frequency	Percentage
Age	18-25	88	75%
	26-35	30	25%
	36-45	0	0%
Occupation	Student	43	36.40%
	Employed	43	36.40%
	Professional	18	15.30%
	Business	7	5.90%
	Others	7	5.90%

<b>Income</b>	Less than Rs. 1 lakh	17	14.4%
	Less than Rs. 5 lakh	43	36.4%
	More than Rs. 5 lakh	18	15.30%
	NA	36	30.5%
	Others	4	3.4%
<b>Location</b>	Rural	23	14.4%
	Semi Urban	32	36.4%
	Urban	47	32.2%
	Others	2	19.5%

SOURCE: Primary Data

From the demographics descriptive table 1, it is observed that out of 118 respondents majority 75% of the respondents were in the 18 - 25 age group (88 respondents), majority 36.4% of the respondents belong equally to the occupations of student and employed (43 respondents both), majority 36.4% of the respondents having annual income of less than 5 lakhs (18 respondents), and majority 36.4% of the respondents were belong to semi urban location (32 respondents).

#### 4.2. Purchase Frequency

**Table 2.** Purchase Frequency

<b>Purchase Frequency</b>	<b>Number</b>	<b>Percentage</b>
Once a month	5	4.2%
Once in 3 months	17	14.4%
Once in 6 months	28	23.7%
Once a year	68	57.6%
Total	118	100%

SOURCE: Primary Data

From the table 2, it is observed that out of 118 respondents, 43.9% (68) of the respondent purchased silver oxidised jewellery once a year, followed by 23.7% (28) purchased silver oxidised jewellery once in six months, 14.4% (17) purchased once in three months and 4.2% (5) purchased silver oxidised jewellery once a month. So, it is inferred that the majority of the respondents purchased silver oxidised jewellery once a year.

### 4.3. Spending

**Table 3.** Purchase Spending

Spending	Number	Percentage
Less than Rs 1000	48	40.7%
Rs 1000-5000	42	35.6%
More than Rs 5000	8	6.8%
Do not buy	20	16.9%
Total	118	100%

SOURCE: Primary Data

From the table 3, it is observed that out of 118 respondents, 40.7% (48) of the respondent spent less than Rs.1000 to buy silver oxidised jewellery, followed by 35.6% (42) spent less than Rs.1000 - 5000 to buy, 16.9% (20) did not buy and 6.8% (8) purchased silver oxidised jewellery once a month. So, it is inferred that the majority of the respondents purchased silver oxidised jewellery once a year.

### 4.4. Consumer Awareness

**Table 4.** Consumer Awareness

Familiar	Percentage
Strongly Agree	36.40%
Agree	27.90%
Neutral	19.66%
Disagree	10.00%
Strongly Disagree	8.98%

SOURCE: Primary Data

From the table 4, it is observed that out of 118 respondents, on an average 36.4% of the respondent strongly agree their awareness about silver oxidised jewellery, followed by 27.9% agree their awareness about silver oxidised jewellery, 19.66% neutral in their awareness about silver oxidised jewellery, 10% disagree their awareness about silver oxidised jewellery and 8.98% strongly disagree their awareness about silver oxidised jewellery. So, it is inferred that the majority of the respondents have good awareness about silver oxidised jewellery once a year.

#### 4.5. Consumer Attitude

**Table 5.** Consumer Attitude

Popularity	Percentage
Strongly Agree	27.68%
Agree	37.10%
Neutral	27.97%
Disagree	6.21%
Strongly Disagree	2.51%

SOURCE: Primary Data

From the table 5, it is observed that out of 118 respondents, on an average 27.68% of the respondent strongly agree that they had favourable attitude about silver oxidised jewellery, 37.10% of the respondent agree that they had favourable attitude about silver oxidised jewellery, 27.97% of the respondent are neutral about their attitude about silver oxidised jewellery, 6.21% of the respondent disagree that they had favourable attitude about silver oxidised jewellery and 2.51% of the respondent strongly disagree that they had favourable attitude about silver oxidised jewellery. So, it is inferred that the majority of the respondents have good attitude about silver oxidised jewellery once a year.

#### 4.6. Purchase Intention

**Table 6.** Purchase Intention

Willingness	Percentage
Strongly Agree	20.37%
Agree	27.07%
Neutral	24.16%
Disagree	20.42%
Strongly Disagree	7.99%

SOURCE: Primary Data

From the table 6, it is observed that out of 118 respondents, on an average 20.37% of the respondent strongly agree that they have purchase intention to buy silver oxidised jewellery, 27.07% of the respondent agree that they have purchase intention to buy silver oxidised jewellery, 24.16% of the respondent are neutral in their purchase intention about silver oxidised jewellery, 20.42% of the respondent disagree that they had purchase intention to buy

silver oxidised jewellery and 7.99% of the respondent strongly disagree that they had purchase intention to buy silver oxidised jewellery. So, it is inferred that the majority of the respondents have good purchase intention to buy silver oxidised jewellery.

#### 4.7. Chi Square Analysis

##### 4.7.1. Demography vs. Purchase Frequency

Table 7 gives the details about the chi-square test results between demographic variables and the purchase frequency of silver oxidised jewellery.

**Table 7.** Chi-Square Test: Purchase Frequency

Demographics	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)
Age	2.000	3	.572
Occupation	12.585	12	.400
Income	14.501	12	.270
Location	14.821	9	.096

SOURCE: Primary Data

From the table 7, it is observed that, the demographic factors age (.572), occupation (.400), income (.270) and location (.096) have no significant association ( $p > .05$ ) with the purchase frequency. The above results do not support the hypothesis H1 that the demographic factors and purchase frequency are associated. So Hypothesis H1 is not accepted.

##### 4.7.2. Demography vs. Spending

**Table 8.** Chi-Square Test: Spending

Demographics	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)
Age	4.042	3	.257
Occupation	12.585	12	.400
Income	26.979	12	.008
Location	23.694	9	.005

SOURCE: Primary Data

From the table 8, it is observed that, the demographic factors age (.257), and occupation (.400), income (.270) and location (.096) have no significant association ( $p > .05$ ) with the spending towards silver oxidised ethnic jewellery. The above results do not support the hypothesis H2 that the demographic factors and spending are associated. So Hypothesis H2 is not accepted for age and occupation.

For the demographic factors income (.008) and location (.005) have significant association ( $p < .05$ ) with the spending. The above results support the hypothesis H2 that the demographic factors and purchase frequency are associated. So Hypothesis H2 is accepted for income and location.

#### 4.8. ANOVA

##### 4.8.1. Consumer Awareness

ANOVA test was done for three different factors Consumer Awareness, Consumer Attitude and Purchase Intention based on age.

**Table 9.** ANOVA - Consumer Awareness

		Sum of Squares	df	Mean Square	F	Sig.
<b>Age</b>	Between Groups	.003	1	.003	.002	.962
	Within Groups	128.921	116	1.111		
	Total	128.924	117			
<b>Occupation</b>	Between Groups	.996	4	.249	.220	.927
	Within Groups	127.928	113	1.132		
	Total	128.924	117			
<b>Income</b>	Between Groups	1.088	4	.272	.240	.915
	Within Groups	127.836	113	1.131		
	Total	128.924	117			
<b>Location</b>	Between Groups	3.075	3	1.025	.928	.429
	Within Groups	125.849	114	1.104		
	Total	128.924	117			

SOURCE: Primary Data

From the table 9, it is observed that, the demographic factors age ( $F = .002$ ,  $p > .05$ ), occupation ( $F = .220$ ,  $p > .05$ ), income ( $F = .240$ ,  $p > .05$ ) and location ( $F = .928$ ,  $p > .05$ ) have no significant difference with consumer awareness. This does not support the hypothesis H3 that there is significant difference between demographic factors and consumer awareness. So hypothesis H3 is not accepted.

##### 4.8.2. Consumer Attitude

ANOVA test was done for three different factors Consumer Awareness, Consumer Attitude and Purchase Intention based on occupation.

**Table 10.** ANOVA - Consumer Attitude

<b>Age</b>	Between Groups	.019	1	.019	.028	.866
	Within Groups	75.685	116	.652		
	Total	75.703	117			
<b>Occupation</b>	Between Groups	.486	4	.121	.182	.947
	Within Groups	75.218	113	.666		
	Total	75.703	117			
<b>Income</b>	Between Groups	.804	4	.201	.303	.875
	Within Groups	74.900	113	.663		
	Total	75.703	117			
<b>Location</b>	Between Groups	4.259	3	1.420	2.266	.085
	Within Groups	71.444	114	.627		
	Total	75.703	117			

SOURCE: Primary Data

From the table 10, it is observed that, the demographic factors age ( $F=.028, p>.05$ ), occupation ( $F=.182, p>.05$ ), income ( $F=.303, p>.05$ ) and location ( $F= 2.266, p>.05$ ) have no significant difference with consumer attitude. This does not support the hypothesis H4 that there is significant difference between demographic factors and consumer attitude. So hypothesis H4 is not accepted.

#### 4.8.3. Purchase Intention

ANOVA test was done for three different factors Consumer Awareness, Consumer Attitude and Purchase Intention based on income.

**Table 11.** ANOVA- Consumer Purchase Intention

<b>Age</b>	Between Groups	.752	1	.752	.766	.383
	Within Groups	113.867	116	.982		
	Total	114.619	117			
<b>Occupation</b>	Between Groups	3.968	4	.992	1.013	.404
	Within Groups	110.650	113	.979		
	Total	114.619	117			

<b>Income</b>	Between Groups	.825	4	.206	.205	.935
	Within Groups	113.793	113	1.007		
	Total	114.619	117			
<b>Location</b>	Between Groups	15.534	3	5.178	5.958	.001
	Within Groups	99.084	114	.869		
	Total	114.619	117			

SOURCE: Primary Data

From the table 11, it is observed that, the demographic factors age ( $F=.766, p>.05$ ), occupation ( $F=.1.013, p>.05$ ), income ( $F=.205, p>.05$ ) have no significant difference with purchase intention. This does not support the hypothesis H5 that there is significant difference between demographic factors and purchase intention. So hypothesis H5 is not accepted.

For location ( $F=5.958, p<.05$ ) there is a significant difference with purchase intention. This does not support the hypothesis H5 that there is significant difference between demographic factors and consumer awareness. So hypothesis H5 is accepted for location.

## 5. Findings and Suggestions

The main purpose of this study is to examine the lifestyle factors influence on the purchase intention towards the silver oxidised ethnic jewellery. The lifestyle factors considered in this study are spending and purchase frequency towards silver oxidised ethnic jewellery. The also includes variables like consumer awareness, consumer attitude and purchase intention towards oxidised ethnic jewellery.

With regard to Consumer awareness, a substantial proportion of individuals either strongly agrees or agrees that they are familiar with silver oxidized jewelry. A majority have a positive perception of their knowledge level. A significant proportion of individuals have seen silver oxidized ethnic jewelry, with the majority strongly agreeing or agreeing with this statement. This implies that this type of jewelry has a notable presence in both physical stores and online platforms. Significant proportion of individuals feels they can differentiate silver oxidized ethnic jewelry, with a majority either strongly agreeing.

With regard to Consumer attitude, significant proportion of respondents perceive silver oxidized ethnic jewelry to be popular among people interested in ethnic fashion, with a majority either strongly agreeing or agreeing with this statement. This implies that this type of jewellery is perceived as a preferred choice within the ethnic fashion context by a substantial number of respondents. Significant proportion of individuals find the design and aesthetics of silver oxidized jewellery appealing and believe that silver oxidized ethnic jewelry enhances the overall look and style of an outfit. Majority of the individuals feel they are confident and stylish when wearing silver oxidized ethnic jewellery and perceive silver oxidized ethnic jewelry as a long-lasting and durable option for everyday wear. Significant proportion of individuals believe that silver oxidized ethnic jewelry offers good value for its price and believe that silver oxidized ethnic jewelry is reasonably priced.

With regard to Consumer purchase intention majority of the respondents are willing to buy silver oxidized ethnic jewellery and have an intent to purchase silver oxidized ethnic jewellery in recent future. Consumers residing in urban areas demonstrated higher purchase intention compared to those in rural areas. The chi-square analysis showed that there is no association between the demographic factors and the purchased frequency. This shows that purchase frequency of the respondents is not dependent on age, income, occupation and location.

For the variable spending there is no association between the age and occupation but there is an association with income and location. This shows that spending towards silver oxidised ethnic jewellery is not dependent on age and income but it is dependent on income and location.

The ANOVA results shows that there is no significant difference between the demographic factors age, occupation, income and location for the variables consumer awareness, consumer attitude and purchase intention except for location and purchase intention. For location there is a significant difference in the respondent's opinion.

Based on the above findings the following suggestions are recommended:

- **Focus on Urban Areas:** As consumers residing in urban areas demonstrated higher purchase intention, the marketers should prioritize marketing efforts and establish a strong presence in urban centers. This could involve opening physical stores, partnering with popular urban retailers, and organizing events or collaborations in urban locations.
- **Invest in Advertising and Word-of-Mouth:** Given that advertising exposure had a positive impact on consumer awareness and attitude, the marketers should continue investing in effective advertising campaigns across various channels. Additionally, fostering positive word-of-mouth through satisfied customers and influencers can significantly influence consumer attitude and purchase intention. Encourage customer reviews, testimonials, and collaborations with influencers to amplify positive word-of-mouth.
- **Enhance Consumer Awareness and Attitude:** The marketers should prioritize initiatives aimed at increasing consumer awareness and cultivating positive attitudes towards their brand and products. This can be achieved through educational campaigns, storytelling, highlighting the cultural significance of the jewelry, and emphasizing the craftsmanship and uniqueness of designs.

## 6. Conclusion

This study was aimed to investigate the influence of demographic and lifestyle factors on the purchase intention of the silver oxidised ethnic fashion jewellery. The study revealed that younger consumers tended to have higher purchase intentions compared to older consumers. This indicates that age plays a significant role in shaping consumer behaviour and preferences. Income level was found to be positively associated with purchase intention, suggesting that individuals with higher incomes were more inclined to make purchases. Consumers residing in urban areas demonstrated higher purchase intentions compared to those in rural areas. This implies that geographical location can impact consumer preferences and purchase decisions. Overall, this study contributes to the existing body of knowledge by providing valuable insights into consumer behaviour and decision-making processes within the silver oxidized ethnic fashion jewellery industry. The findings can be utilized by industry

practitioners to devise effective marketing strategies and enhance their understanding of consumer preferences and purchase intentions. In this study the focus is given on demographic factors and several lifestyle factors. In future the study may be conducted by involving several other factors like sustainability, psychographic etc., so that more research findings can be brought out which would help the companies to formulate the operational and promotional strategies accordingly.

### **6.1. Limitations**

Firstly, the findings may not be representative of the entire consumer population due to the specific sample used. Self-reporting bias may also impact the accuracy of the data collected through surveys. Additionally, the study may not cover all factors influencing consumer preferences in this market, and a lack of longitudinal analysis limits the understanding of changing trends. Awareness of these limitations is crucial when interpreting the study's findings and future research should address these limitations through larger and diverse samples, multiple data collection methods, longitudinal analysis, and broader consideration of influencing factors.

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#### **Source of Funding**

This study did not receive any grant from funding agencies in the public or not-for-profit sectors.

#### **Competing Interests Statement**

The authors declare that there are no competing interests.

#### **Consent for Publication**

The authors declare that they consented to the publication of their original research work.

#### **Authors' Contributions**

Both the authors took part in data collection, literature review, analysis, and manuscript writing equally.

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