

# **An empirical study on promotional marketing strategies on branded Jewellery in Jaipur,Rajasthan**

## **Author-**

Mahi Mishra

Department of Management

Research Scholar,IIS University

Jaipur, Rajasthan, India

## **Co-Author**

Dr. Kavya Saini

Associate Professor, IIS University

Jaipur, Rajasthan, India

## **Abstract**

The Indian Jewellery industry is one of the most propitious sectors of the Indian economy, and it plays a significant part in the Indian economy. In recent years, the share of branded players in the organised sector has risen dramatically. This could be because people are becoming more aware of branded jewellery. The Indian Jewelry market has built a reputation on the quality and reliability factors. The branded Jewellery market engages a large share in the total Jewellery market; the branded Jewellery players try to persuade customers with innovative marketing and promotional strategies. Branded Jewellery gives the guarantee of purity and quality and reduces consumer anxiety by protecting the interest of the consumer from adulteration. Women customers are becoming aware of the branded Jewellery and are preferring branded Jewellery as compared to non branded Jewellery. Present study attempts to analyse the impact of factors constituting promotion related marketing strategies on customer attitude and study the relationship between demographic factors and the impact of promotional marketing strategies on buying decisions in Jaipur, Rajasthan.

Key Words- Marketing strategies, Branded Jewellery, Jewellery Promotion, Consumer Buying Behaviour.

## **Introduction**

The artistry of Indian jewellery is well-known. The Indian royals have inspired production, creativity, and quality via their love of jewellery. Indian royalty was flamboyant about their jewellery, they liked to collect jewellery as part of their collections. Their jewel-studded turbans, neckpieces, nose rings, bangles, armlets, belts, rings, and an heirloom were all on exhibit. Even their swords and scabbards were heavily ornamented with precious jewels.

Rajasthan has a history of royalty, splendour, and tradition. Since 1988, Jaipur has showed how to successfully showcase combination of contemporary technology, superb craftsmanship, and exquisite designs.

Jaipur is well-known for its jewellery business, and it is home to one of the world's greatest gem-cutting centres. The Pink City is also famed for its silver smithing, which includes everything from anklets to earrings to headgear. Kundan and Minakari, Lac bangles, enamelled gold jewellery, uncut diamonds, and emerald-cutting are also popular here. Jaipur has one of the largest jewellery markets in the world. Gems and jewellery account for 15% of India's exports, with Rajasthan accounting for a large portion of that.

The jewellery business is one of Jaipur's fastest growing businesses, and as a result, an increasing number of branded jewellery stores are opening. These businesses use a variety of innovative marketing communication tactics to inform customers about their products and attract new clients. A coordinated promotional message provided across one or more channels is referred to as a marketing communication plan that helps developing brand awareness, retaining customer base and cementing relationship with customers and suppliers.

Jewellers use a variety of techniques to communicate with clients, including brand ambassadors, auspicious day celebrations, commercials, and special offers; pricing methods such as price reductions and gold purchasing plans; and people-oriented marketing tactics such as relationship marketing and social responsibility initiatives. Customers' purchase decisions are influenced by these techniques. Jewelers hope to influence clients by using these marketing communications to establish a distinct and long-lasting image of their items in their minds. Various

research on consumer attitudes regarding branded jewellery, as well as studies on consumer awareness of branded and non-branded jewellery, have been conducted. But limited research work has been specifically done to find out perception of consumers towards branded jewellery promotional marketing strategies and their impact on buying decisions, lack of such studies is the main motivation for carrying out this present study.

Observing changes in marketing strategies and the new media adopted for communication by emerging jewellery sector, the study is conducted to understand what promotional factors influence the jewellery buying decisions, which method attracts them the most and effectiveness of such marketing strategies on consumer retention.

### **Review of Literature**

Asha, K., & Christopher (2014) research looked into a variety of factors that influence jewellery product purchases. Factors such as increased customer misinformation, lowering investment compulsive purchases, intriguing retail channels, and competition from other pricey products were all investigated. Consumers are reasonably aware of the branded companies who have entered the jewellery sector. The analyses showed that consumers are fairly aware of the branded jewellery players and would like to purchase branded jewellery in future. Sanjula, N. C. (2017) focuses on how consumers feel about branded jewellery. The study looks into a variety of factors that influence consumer preference for branded jewellery. It focuses on the consumer's perceptions, expectations, and assessments, which influence their awareness of branded jewellery. It demonstrates that branded jewellery will control a substantial percentage of the industry in the future.

Karthikeyan (2015) this study is to examine consumer purchase behaviour when looking for Jewellery, as well as the service and quality that they must provide to meet their customers' expectations. It tries to figure out how buyers make decisions, both individually and in groups. In order to better understand people's preference, it studied individual consumer elements such as demographics, psychographics, and behavioral characteristics. Price, brand image, collections, advertisements, free gifts, quality discounts, shop ambience, manufacturing charges all played a key role in determining customer jewellery buying behavior. Chellam (2019) reported that since ancient times, jewellery has been an important component of Indian culture. The Indian jewellery business is one of the country's fastest-growing industries. The results show the marketing methods used by jewellery retailers in Tamil Nadu's southern districts, as well as the elements that contribute to jewellery retailers' success despite high gold prices and the challenges they confront.

Matricano & Vitagliano (2018) research confirmed that Internalisation and consolidation, market expansion, a new channel landscape, hybrid consumption, and quick fashion are the five primary characteristics that characterise the future of the jewellery sector. Among these, the internalisation process, which is initiated and handled by local jewellery brands, appears to be of particular relevance. Krishnan & Nandhini (2017) studied to determine the purchasing intention and brand preference of school instructors for gold jewellery. Primary and secondary data are used in the investigation. Teachers are motivated to buy gold jewellery for a variety of reasons, including social standing, variety, brand name, word of mouth exposure, advertisement, pricing, and so on.

Chong et al. (2017) aims to investigate the role of online promotional marketing and online reviews in predicting consumer product demand. Variables from both online reviews and promotional marketing tactics were found to be significant predictors of product demand. Online review variables in general were better predictors than online marketing promotional variables.

Yasa et al. (2020) study aims is to determine the effects of promotional strategy on the Tenun Ikat industry's competitive advantage and marketing performance in Bali, Indonesia. The findings reveal that promotional strategy has a positive and significant impact on competitive advantage, and that promotional strategy has the potential to significantly improve competitive advantage. In addition, competitive advantage has a positive and significant influence on marketing performance achievement. Muhammad, Basha & AlHafidh (2019) study to establish, measure, and empirically validate Islamic banks' promotional approaches, as well as the impact of these strategies on customer interest in Islamic banking products. The findings indicated that the UAE Islamic banking sector's promotional activities are having a substantial impact on client attitudes about Islamic banking products and services.

Kandasamy, Muniraj and Prasad (2018) study gold jewellery marketing trends, as well as the reasons and processes involved in purchasing gold jewellery, as well as consumer attitudes and behaviour, and ultimately, offer ways to stay in touch with customers. Pandya (2016) research showed that internet retail sector has a lot of promise, there is still a lot of resistance to buying jewellery online. In the gold ornament market, there is a considerable association between customer residence and the influence of some promotional techniques such as advertising, assigning brand ambassadors, and offers.

From the literature review it was clear that there is a need to study perception towards promotional marketing strategy. Most of the studies in jewellery industry have been undertaken for awareness level and attitude towards non-branded

products. Few studies have been conducted for branded jewellery products with reference to Jaipur. Present research analyses the attitude towards promotional marketing strategy and its impact on jewellery buying decisions. It also attempts to measure the relationship between demographic factors and influence on buying decisions.

## RESEARCH METHODOLOGY

The research methodology includes the following points:

**Primary Data Source:** Primary sources were used for conducting the survey of respondents obtained from convenient sampling method. The questions asked includes the data of demographical variables, close ended scale items with 5 point Likert scale (Strongly disagree to strongly agree).

**Sampling:** The research population comprised of female customers of Jaipur city. Sample size of 200 respondents was selected to investigate attitude towards promotional marketing strategies for branded Jewellery.

**Data Analysis Tools:** The data were examined by using one sample 't' test to statistically validate the results and ANOVA to identify the sources of difference via statistical software, called SPSS-ver19. Questionnaire is examined in terms of correctness and completeness before data collection.

**Table1: Sample Demographics**

Dimension	Category	Percentage
Age	20-30	27%
	30-40	51%
	40-50	13%
	50 and above	9%
Education	Graduate	65%
	Post Graduate	35%
Income	<2 LPA	21%
	2-5 LPA	45%
	>5 LPA	34%
Marital status	Married	71%
	Single	29%
Occupation	Business	15%
	Employed	46%
	House wife	34%

Dimension	Category	Percentage
	Student	5%

From the above table 1, demographic table of the surveyed respondents revealed that 51% of respondent are from 30-40 years of age. 13% of respondents belong to age bracket of 41-50 years, and only 9% of female customers are above 50 years of age. Greater part of surveyed women respondents are graduate (65%) and married (71%). It is also evident that 45% are earning more than 2-5 LPA and 34% of customers are having an annual income of more than 5 LPA. Moreover 21% belong to low income group of less than 2LPA. The analysis of occupation of customers revealed that out of the total 200 respondents in the survey, about only 5% of respondents are students and they are dependent to their purchase decision. 46% are to employed and belong to service class category. About 34% of respondents are house wives.

## DATA ANALYSIS

One of the most essential Product Life Cycle (PLC) stage methods employed in the jewellery sector is promotional strategy. Promotional techniques are crucial at the start-up and expansion stages of a jewellery store's PLC. Every jewellery store's entire marketing plan includes promotional marketing. To reach out to its targeted clients, a jeweller can employ one or a mix of two or more promotional tactics. The phrase "promotion mix" is frequently used by marketers to describe the types, combinations, and marketing of various promotional instruments. A jeweller must be aware of who he needs to contact and what he is aiming to accomplish in order to properly advertise his business. The following section examines the effects of promotion-related marketing strategies on purchase decisions, with the goal of achieving the stated goal. The following hypothesis was developed to assess customer perceptions of promotional marketing methods.

### **H1 (null): Factors constituting promotional marketing strategies has significant influence on customer attitude**

Table 2 represent details of marketing promotion dimensions and customer attitude has been measured using likert scale (1=Least Important to 5= Most Important). Following scale items are used to measure consumer opinion towards promotion related marketing strategies.

**Table 2: Descriptive statistics**

Product Dimensions	Variable	Mean	Std. Deviation
Advertisements	Prm_Advt	3.6800	1.27312
Shop Display	Prm_Disp	3.7800	1.64225
Exhibition and Fairs	Prm_Exih	2.8200	1.24527
Promotion Schemes (Like coupons/ Free Gifts)	Prm_Schm	3.7200	1.25089
Public Relation activities like social work	Prm_PR	2.5800	1.26760

Word of Mouth	Prm_WoM	3.9200	1.19853
---------------	---------	--------	---------

From the descriptive statistics, it can be confirmed that respondents shown a positive attitude towards promotion strategies. One sample 't' test is applied to further statistically test the descriptive results. The one-sample t-test is used to determine whether a sample comes from a population with a specific mean. Researcher test the data with hypotheses mean of 3 = 'Indifferent'. This equates to declaring statistical significance at the  $p < .05$  level.

**Table 3: One Sample't' test**

	Test Value = 3					
	t-Value	df	p-value	Mean Diff.	95% Confidence Interval	
					Lower	Upper
Prm_Advt	11.943	499	.000	.68000	.5681	.7919
Prm_Disb	10.620	499	.011	.78000	.6357	.9243
Prm_Exih	-3.232	499	.012	-.18000	-.2894	-.0706
Prm_Schm	12.871	499	.023	.72000	.6101	.8299
Prm_PR	-7.409	499	.021	-.42000	-.5314	-.3086
Prm_WoM	17.164	499	.000	.92000	.8147	1.0253

The  $p$  values of majority of dimensions are  $<0.05$ , therefore, it can be concluded from the mean value analysis, that women consumer give importance to majority of promotion activities except Exhibition and Fairs and Public Relation activities like social work. From above analysis, we can reject the null hypothesis and state that there is a significant impact of promotional marketing strategies on jewellery buying behaviour among women.

Following hypothesis is also developed to test the assumption of the impact of customer demography on purchase intention.

**H2 (null): There is no relationship between demographic factors of women and the impact of promotional marketing strategies on jewellery buying decisions.**

To identify that the variation in respondent's perception towards attitude towards promotional marketing strategies across demographic categories; ANOVA analysis was used that provides a statistical test of whether or not the means of several groups are all equal. The results on ANOVA were provided in table as under.

Table 4: ANOVA

Demographics	Freq.	Mean value	Sum of Squares	df	Mean Sq.	F-Statistics	p-value
<b>Age</b>			171.488	3	2.573	7.794	0.000
20-30	140	3.499					
30-40	260	3.352					
40-50	60	3.276					
50 and above	40	3.752					
<b>Education</b>							
Graduate	330	3.413	161.421	1	0.344	0.017	0.896
Post Graduate	170	3.421					
<b>Income</b>							
<2 LPA	110	3.196	161.615	2	4.936	15.179	0.000
2-5 LPA	210	3.396					
>5 LPA	180	3.573					
<b>Marital status</b>							
Married	320	3.458	169.940	1	1.548	4.535	0.034
Single	180	3.342					
<b>Occupation</b>							
Business	90	3.407	168.630	3	0.953	2.802	0.039
Employed	200	3.442					
House wife	170	3.450					
Student	40	3.165					

The table 4 present result of ANOVA test with F Ratio and p-value. The data analysis revealed a statistically significant difference across demographic groups identified. Customer perception regarding promotion related marketing strategies differs across age, Income, occupation and marital status. From the mean analysis, it can be concluded that house wives of age group of 20-30, married, having annual income more than 5 Lakh have higher positive perception towards promotion related marketing strategies of branded Jewellery products.

### Conclusion and Discussion

Result of the survey revealed that women consumer give importance to majority of promotion activities like Advertisements, Shop Display, Promotion Schemes (Like coupons/ Free Gifts) and Word of Mouth. Hence the study concludes that there is a significant impact of promotional marketing strategies on jewellery buying

behaviour among women. There is also a statistically significant difference across demographics groups. Perception regarding promotional marketing strategies differs across age, Income, occupation and marital status. It can be concluded that house wives of age group of 20-30, married, having annual income more than 5 Lakh have higher positive perception towards promotion related marketing strategies of branded Jewellery products.

It is highly recommended for branded store to have an updated and user-friendly website. The online impression of a business and its jewellery tells a lot about the brand, and consumers will judge the store and its jewellery based on that impression. Although a store may not have an ecommerce site to sell things online, it must have an aesthetically pleasing, modern, and user-friendly website. On each page of the website, there should be apparent contact information, location details, and business hours.

Clients are largest brand evangelists, and social media is the modern day word of mouth marketing. Active presence on social media platforms such as Facebook, Instagram, and Twitter increases customer's involvement with the brand. Customers endorse their jewellery brands to their peers when they upload and share authentic images of products with their social followings. Schemes such as rewarding regular customers with discounts, freebies, limited-time offers, and special offers help keeping customers loyal towards the brand.

## References

- Asha, K., & Christopher, S. E. (2014). A study on buying behaviour of customers towards branded and non branded gold jewellery with preference to Kanyakumari district. *International Journal of Management*, 5(10), 105-114.
- Chellam, K. C. (2019). A Study on Jewellery Retailing in Southern Districts of Tamil Nadu. *Journal of Emerging Technologies and Innovative Research*, 6(1), 35-71
- Chong, A. Y. L., Ch'ng, E., Liu, M. J., & Li, B. (2017). Predicting consumer product demands via Big Data: the roles of online promotional marketing and online reviews. *International Journal of Production Research*, 55(17), 5142-5156.
- Deveshwar, A., & Kumari, R. (2014). Indian women buying behavior towards branded jewellery. *Online International Interdisciplinary Research Journal*, 2(3), 67-78

- Jyothi A, Nagarajan SK (2014). Jewellery branding: A new trend. *International journal of business and administration research review*, 3(5), 107-116.
- Kandasamy, C., Muniraj, S., & Prasad, M. M. (2018). Applying Structural Equation Model (Sem) For Buying Behavior Of Jewellery Products. *International Journal of Pure and Applied Mathematics*, 118(15), 117-122.
- Karthikeyan, P. (2015). A Study on Purchasing Pattern and Behaviour towards Jewellery in Erode City. *i-Manager's Journal on Management*, 10(2), 43.
- Krishnan, A., & Nandhini, M. (2017). Consumers Brand Preference and Purchase Intention Towards Gold Jewellery with Special Reference to School Teachers in Kottayam District. *Technology*, 8(12), 278-286.
- Matricano, D., & Vitagliano, G. (2018). International Marketing Strategies in the Jewellery Industry: Are They Standardised, Adapted or Both?. *International Journal of Marketing Studies*, 10(1), 1-10.
- Mihaela, O. O. E. (2015). The influence of the integrated marketing communication on the consumer buying behaviour. *Procedia Economics and Finance*, 23, 1446-1450.
- Muhammad, A. M., Basha, M. B., & AlHafidh, G. (2019). UAE Islamic banking promotional strategies: an empirical review. *Journal of Islamic Marketing*.
- Pandya, M. (2016). A Critical Review of Literature: Gems and Jewellery Retailing. *International Journal of Marketing and Technology*, 6(10), 44-58.
- Sanjula, N. C. (2017). Consumer Perception of Branded Jewelry in India. *Language in India*, 17(4), 163-188.
- Selvarani V (2020). A Study On Women Perception Towards Branded Jewelry In Tiruchirappalli District. *A Journal Of Composition Theory*, 13(2), 1002-1010
- Yasa, N., Giantari, I. G. A. K., Setini, M., & Rahmayanti, P. (2020). The role of competitive advantage in mediating the effect of promotional strategy on marketing performance. *Management Science Letters*, 10(12), 2845-2848.