

ANALYSIS OF WOMEN'S POSSESS AND REASONS FOR WEARING ARTIFICIAL GOLD JEWELRY

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Abstract : The changing outlook of people regarding Jewellery as a daily wear commodity rather than an asset for life has made imitation Jewellery more popular. Due to affordable range of the artificial gold Jewellery, it is much easier to make a collection for regular as well as formal occasions. Generally working women prefer to change their Jewellery (earrings, neck-pieces, rings etc.) according to their dresses. With the prices of gold rising sharply, the popularity of artificial gold Jewellery has further increased. Artificial gold Jewellery is safer to wear as compared to the authentic Jewellery. In the present day when theft and crime is increasing in society, customers feel more secure wearing fake Jewellery. Artificial gold Jewellery comes with unlimited and exquisite designs which can be easily purchased. Traditional Jewellery cannot be changed according to latest fashion. However, artificial gold Jewellery can be worn and discarded according to latest trends due to their low-cost benefit. This paper attempts to find out women possess and reasons for wearing the artificial gold jewelry. A survey was conducted among 150 users of imitation jewelries to collect data for this study. Judgmental sampling technique has been administered to reach and gather data from the respondents. Collected data have been analyzed using frequency distribution and multiple regression approach. Reliability of the items has been tested to ensure that the measurement is free from random error and results are consistent. This study reveals that the **Independent variables**: Be modern & up-to-date, (X1), Be cool & trendy, (X2), First impression, (X3), Look professional(X4), Be admired & respected,(X5) and To feel good about self,(X6) are used to know the possess and the reasons for wearing artificial gold jewelry of Ariyalur women.

IndexTerms - **Artificial gold jewelry, Possess, Wearin.**

I. INTRODUCTION

Indian Jewellery business has undergone a drastic transformation over the years. The Indian fashion Jewellery market has emerged as one of the rapidly growing business segments of the country. Indian fashion Jewellery industry is growing in quantum, patronized mainly by the youngsters. In future, the imitation Jewellery market is expected to grow further with soaring gold and silver prices, rising consumer preference, availability of more innovative designs and variety etc. Imitation Jewellery such as fashion Jewellery are very much prevalent, especially amongst the college going teenagers and youths. Since imitation jewellery is priced at affordable cost, they can get a wide variety and also keep up with the changing fashion. Indian patterns in the fashion Jewellery or artificial Jewellery are hot sellers during the festive season as ladies prefer imitation Jewellery over precious Jewellery due to its affordability, durability and the fact that it is much cheaper as compared to gold and silver Jewellery. There certainly are as many reasons to wear and possess jewelry as there are jewelry and women. Wearing jewelry may be considered embroidery of everyday life. Pieces of jewelry carry qualities, both external and internal, requiring them to be kept. Often, the pieces of jewelry are worn to preserve emotional attachments and memories from one's life. They keep our memories and connections to significant people around us fresh. They seem to be necessities which are hard to let go. The emotional attachments in jewelry work as preservatives, they make their biographies longer.

ARTIFICIAL GOLD JEWELLERY IN INDIA

When we talk about jewellery only gold, diamonds, silver and platinum click our minds. However, this is not the case anymore. The trend has altogether changed and junk jewellery, popularly known as funky jewellery, imitation jewellery, bling jewellery, modern jewellery or fashion jewellery is in. More exotic jewellery was probably made for wealthy people indicating social status.

HISTORY

Middle or the lower class yearned to have beautiful but affordable jewellery, and this desire was realized on time. And it was born with the machine-age or the industrial revolution. All this made possible the production of carefully executed pieces of beautiful and admired antique pieces. Costume jewellery has been part of our culture from the last 300 years. In 1700s cheap glass jewellery was made. It was almost after a century, in the 1800s, costume jewellery made of semi precious material came into the market. The practice of using semi precious material made the jewellery available even for common people as it was cheap, disposable and which could go with a specific outfit.

LITERATURE REVIEW

Jewelry is a type of accessory that includes necklaces, rings, bracelets, watches, and earrings, etc. Jewelry is being designed for men, women, and children and can be made from a variety of different categories (Kumari & Anitha, 2016). Imitation jewelry has been made of cut and uncut stones, plastic beads, cast iron, brass, nickel and other attractive materials. Imitation jewelry is also termed as fashion jewelry or costume jewelry (CBI, 2015). Imitation jewelry is an accessory used to highlight one's personality, style and ensemble. It can be artisan-made or mass-produced. Costume jewelry often incorporates the non-precious metals such as brass, steel, zinc casting, tin casting; semi-precious metals such as sterling silver, gold- or silver plated brass and other alloys; non-metal materials such as leather, textile, resins, cords, natural wood, coconut chips, dyed or engraved or cracked shells, etc. and non- or semiprecious stones, including crystal and cubic zirconia (CBI,2015).

According to Gunasundari (2015), Demographic features; Quality Safety, Design, Price, Attraction, Comfortable and Weightless significantly affect women to choose imitation jewelry. According to dream jewelry (2015) women buy imitation jewelry because of their affordability, security less paranoia and stress, fashion trend, economical variety, new budget. Indian beautiful art (2016) that posits women's preference for imitation jewelry is facilitated by affordability, gorgeousness, endless designs, style, color, size, and a large variety of inexpensive jewelry items.

IMPORTANCE OF THE STUDY

From the prehistoric era women of all ages -- the young, the middle-aged and the old have a fascination to wear jewelries mostly of gold and silver jewelry. But, cost for gold and silver jewelries is pretty high and in some cases the costs have gone out of the affordability of the buyers. This fact has paved the way to the use of imitation gold jewelry-- jewelries made of metal, glass, plastic, enamel, silver, artificial gold, artificial diamond, wood and more. Currently a large number of people are using these artificial ornaments to make them beautiful and present them gorgeously. This paper tries to find out what influences the preference of women to turn the habits of wearing gold jewelries to imitation jewelries.

OBJECTIVES OF THE STUDY

1. To understand the awareness towards artificial gold Jewelry in terms of types and uses
2. To measure the strength of relationship between reasons for wearing of artificial gold Jewellery.
3. To categorize the forms of artificial jewellery worn by Ariyalur women

HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between demographic factors and reasons for wearing artificial gold jewellery

H1: There is significant relationship between demographic factors and reasons for wearing artificial gold jewellery

METHODOLOGY OF THE STUDY

Sampling Plan: All women using artificial jewelry in Ariyalur have been considered as the part of population whereas individual woman using artificial gold jewelry has been considered as samples to conduct this study. No well-structured sampling frame was available to track down the samples. Judgmental sampling technique has been administered to collect research data from 150 users of artificial jewelry to conduct this study. **Judgmental sampling technique** has been undertaken since it is believed to be a good method of picking up samples that are more representatives of the population of interest and samples are easy to locate.

Data Collection Method: This research has been conducted based on both primary and secondary data. Primary data have been collected from targeted samples of Ariyalur area through structured questionnaire survey that has 5 response options ranging from 'strongly disagree' to 'strongly agree'. The respondents were interviewed face-to-face outside the shopping malls and also in their convenient locations. Secondary data have been collected from sources like Articles, Journals, Magazines, Brochures, Newspapers and other Web sources.

Research Design: The study is descriptive in nature and is administered to find out what influences Ariyalur women's preference of using artificial jewellery. Quantitative data have been collected through questionnaire survey to conduct this study.

Data Analysis Procedure:

Reliability testing has been conducted to measure the consistency of results and ensure that items or measures are error free. Statistical Package for Social Science (SPSS 20.0). Software is used to analyze the data and get output. Frequency distribution and multiple regression analysis have been used to identify about the demographic factors and reasons for wearing of artificial gold jewelry.

Analysis and Interpretation:

Demographic factors

Age	Below 20 years	40	26.7
	21-30 years	60	40.0
	31-40 years	15	10.0
	Above 40 years	35	23.3
	Total	150	100.0
Marital status	Married	70	46.7
	Unmarried	80	53.3
	Total	150	100.0
Occupation	Business	35	23.3
	Private employee	55	36.7
	Government employee	20	13.3
	Agriculture	40	26.7
	Total	150	100.0
Income	Below Rs. 10,000	70	46.7
	Rs.10,001-20,000	45	30.0
	Rs.20,001-30,000	20	13.3
	Above Rs.30,000	15	10.0
	Total	150	100.0
Education level	No formal education	30	20.0
	SSLC	45	30.0
	HSC	20	13.3
	UG	25	16.7
	Others	30	20.0
	Total	150	100.0
Residence	Rural	65	43.3
	Urban	40	26.7
	Semi-Urban	45	30.0
	Total	150	100.0
Family size	Small family	90	60.0
	Big family	60	40.0
	Total	150	100.0

All of the respondents were female. Out of 150 respondents the highest age groups are 21-30 years and all of them live in Ariyalur district. Among the 150 respondents, 55 were private employees. The highest income group are below Rs.10,000 and most of the Ariyalur women are SSLC only. Majority of the women are from rural areas and their family size is small family..

Reliability and Scale Statistics

Mean	Variance	Std. Deviation	N of Items	Cronbach's Alpha
79.1933	1264.667	35.56216	33	.986

The overall results of reliability test indicate that the data is highly reliable with all independent and dependent items included. Reliability analysis conducted to evaluate the internal consistency of information. The alpha value between 0.5 - 0.9 is considered acceptable and the value 0.986 shows high reliability levels with all 33 items included. The highly reliability of the instrument give the assurance to confidently test other statistical tools.

Regression analysis:

Dependent variable: Demographic factors (Y)

Independent variables:

1. Be modern & up-to-date, (X1)
2. Be cool & trendy, (X2)
3. First impression, (X3)
4. Look professional(X4)
5. Be admired & respected,(X5)
6. To feel good about self,(X6)

Hypothesis: (a): H0: There is no significant difference between demographic factors of Age and reasons for wearing artificial gold jewellery

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.969 ^a	.939	.936	.27915

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Age

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.969 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.939.

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	170.356	6	28.393	364.349	.000 ^a
Residual	11.144	143	.078		
Total	181.500	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Age

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 364.349 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, 0.000<0.05). So, the null hypothesis is rejected. The result posits there is a significant relationship between age and reasons for wearing artificial gold jewellery.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.313	.058		5.413	.000
Be modern & up-to-date	.186	.061	.236	3.076	.003
Be cool & trendy	-.272	.051	-.367	-5.344	.000
First impression	.037	.028	.041	1.312	.192
Look professional	.205	.082	.254	2.501	.013
Be admired & respected	.542	.075	.677	7.192	.000
To feel good about self	.085	.057	.109	1.496	.137

a. Dependent Variable: Age

Except Feel good about self and first impression are significant at the 0.05 level. So the regression model is $Y = 0.313 + 0.186(X1) - 0.272(X2) + 0.542(X4) + 0.216(X5)$

The model suggests that the factors named X1, X4 and X5 affect positively and the factor named X3 affects negatively on demographic Factors of age. The model suggests that there is a significant relationship between age with reasons for wearing artificial gold jewellery except first impression X3 and to feel good about self X6.

Hypothesis: (b): There is no significant difference between demographic factors of Marital Status and reasons for wearing artificial gold jewellery.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.820	.812	.21699

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Marital Status

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.905 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.820.

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	30.600	6	5.100	108.311	.000 ^a
Residual	6.733	143	.047		
Total	37.333	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Marital Status

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 108.311 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, 0.000<0.05). So, the null hypothesis is rejected. The result posits there is a significant relationship between marital status and reasons for wearing artificial gold jewellery

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.765	.045		17.034	.000
Be modern & up-to-date	.127	.047	.355	2.700	.008
Be cool & trendy	.155	.039	.461	3.920	.000
First impression	-.147	.022	-.358	-6.680	.000
Look professional	-.148	.064	-.402	-2.313	.022
Be admired & respected	.216	.059	.594	3.682	.000
To feel good about self	.061	.044	.171	1.373	.172

a. Dependent Variable: Marital Status

Except Feel good about self are significant at the 0.05 level. So the regression model is $Y = 0.765 + 0.127(X1) + 0.155(X2) - 0.147(X3) - 0.148(X4) + 0.216(X5)$. The model suggests the factors named X1, X2 and X5 affect positively and the factor named X3 and X4 affects negatively on demographic Factors of marital status. The model suggests that there is a significant relationship between marital status with reasons for wearing artificial gold jewellery except to feel good about self (X6)

Hypothesis: (c): There is no significant difference between demographic factors of occupation and reasons for wearing artificial gold jewellery.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927 ^a	.860	.854	.42822

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Occupation

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.927 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.860.

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	160.611	6	26.768	145.978	.000 ^a
Residual	26.222	143	.183		
Total	186.833	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Occupation

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 145.978 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, 0.000<0.05). So, the null hypothesis is rejected. The result posits there is a significant relationship between occupation and reasons for wearing artificial gold jewellery

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.391	.089		4.414	.000
	Be modern & up-to-date	-.631	.093	-.788	-6.798	.000
	Be cool & trendy	-.272	.078	-.362	-3.487	.001
	First impression	-.209	.043	-.227	-4.807	.000
	Look professional	1.063	.126	1.295	8.443	.000
	Be admired & respected	-.209	.116	-.258	-1.811	.072
	To feel good about self	.878	.088	1.100	10.032	.000

a. Dependent Variable: Occupation

Except be admired & respected are significant at the 0.05 level. So the regression model is $Y = 0.391 - 0.631(X1) - 0.272(X2) - 0.209(X3) + 1.063(X4) + 0.878(X6)$. The model suggests the factors named X4 and X6 affect positively and the factor named X1, X2 and X3 affects negatively on demographic Factors of occupation. The model suggests that there is a significant relationship between occupation with reasons for wearing artificial gold jewellery except be admired & respected (X5)

Hypothesis: (d): There is no significant difference between demographic factors of Income of family and reasons for wearing artificial gold jewellery

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953 ^a	.908	.904	.30850

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Income of Family

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.953 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.908.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	133.724	6	22.287	234.183	.000 ^a
	Residual	13.609	143	.095		
	Total	147.333	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Income of Family

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 234.183 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, $0.000 < 0.05$). So, the null hypothesis is rejected. The result posits there is a significant relationship between income of family and reasons for wearing artificial gold jewellery

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.248	.064		3.893	.000
Be modern & up-to-date	.567	.067	.798	8.480	.000
Be cool & trendy	.090	.056	.136	1.612	.109
First impression	-.046	.031	-.056	-1.462	.146
Look professional	-.112	.091	-.154	-1.235	.219
Be admired & respected	.199	.083	.276	2.389	.018
To feel good about self	-.027	.063	-.038	-.425	.672

a. Dependent Variable: Income of Family

Be modern & up to date and be admired & respected are significant at the 0.05 level. So the regression model is $Y = 0.248 + 0.567(X1) + 0.199(X5)$. The model suggests the factors named X1 and X5 affect positively on demographic Factors of income of family. The model suggests that there is a significant relationship between income of family with reasons for wearing artificial gold jewellery for Be modern & up to date and be admired & respected only.

Hypothesis: (e): There is no significant difference between demographic factors of Education level and reasons for wearing artificial gold jewellery

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966 ^a	.933	.931	.37808

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Education level

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.966 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.933.

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	286.892	6	47.815	334.504	.000 ^a
Residual	20.441	143	.143		
Total	307.333	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Education level

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 334.504 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, $0.000 < 0.05$). So, the null hypothesis is rejected. The result posits there is a significant relationship between educational level and reasons for wearing artificial gold jewellery.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.207	.078		2.644	.009
Be modern & up-to-date	.195	.082	.189	2.374	.019
Be cool & trendy	-.061	.069	-.063	-.888	.376
First impression	-.096	.038	-.082	-2.510	.013
Look professional	.100	.111	.095	.902	.368
Be admired & respected	.636	.102	.611	6.238	.000
To feel good about self	.219	.077	.214	2.836	.005

a. Dependent Variable: Education level

Except be cool & trendy and look professional are significant at the 0.05 level. So the regression model is $Y = 0.207 + 0.195(X1) - 0.096(X3) + 0.636(X5) + 0.219(X6)$. The model suggests the factors named X1, X5 and X6 affect positively and the factor named X3 affects negatively on demographic Factors of educational level. The model suggests that there is a significant relationship between educational level with reasons for wearing artificial gold jewellery except be cool & trendy X2 and look professional X4.

Hypothesis: (f): There is no significant difference between demographic factors of Residential area and reasons for wearing artificial gold jewellery

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.956 ^a	.914	.910	.25415

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Residential area

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.965 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.914.

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	98.096	6	16.349	253.108	.000 ^a
Residual	9.237	143	.065		
Total	107.333	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Residential area

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 253.108 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, $0.000 < 0.05$). So, the null hypothesis is rejected. The result posits there is a significant relationship between residential area and reasons for wearing artificial gold jewellery

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.377	.053		7.181	.000
Be modern & up-to-date	.318	.055	.524	5.766	.000
Be cool & trendy	-.077	.046	-.135	-1.661	.099
First impression	-.054	.026	-.078	-2.110	.037
Look professional	.021	.075	.034	.283	.777
Be admired & respected	.223	.069	.363	3.260	.001
To feel good about self	.150	.052	.248	2.884	.005

a. Dependent Variable: Residential area

Except be cool & trendy and look professional are significant at the 0.05 level. So the regression model is $Y = 0.377 + 0.318(X1) - 0.054(X3) + 0.223(X5) + 0.150(X6)$. The model suggests the factors named X1, X5 and X6 affect positively and the factor named X3 affects negatively on demographic Factors of residential area. The model suggests that there is a significant relationship between residential area with reasons for wearing artificial gold jewellery except be cool & trendy X2 and look professional X4

Hypothesis: (g): There is no significant difference between demographic factors of family type and reasons for wearing artificial gold jewellery

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906 ^a	.821	.814	.21199

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Family type

The Determination R- square measures the goodness-of-fit of the estimated Sample Regression Plane (SRP) in terms of the proportion of the variation in the dependent variables explained by the fitted sample regression equation. Here, the value of R is 0.906 which tells us that there is a good correlation between dependent and independent variables and the R-square value is 0.821.

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	29.574	6	4.929	109.677	.000 ^a
Residual	6.426	143	.045		
Total	36.000	149			

a. Predictors: (Constant), To feel good about self, First impression, Be modern & up-to-date, Be cool & trendy, Be admired & respected, Look professional

b. Dependent Variable: Family type

Hypothesis has been tested with ANOVA. According to ANOVA table the calculated F value is 109.677 with 6 and 143 degrees of freedom, which is significant at the 0.05 level (P value, 0.000<0.05). So, the null hypothesis is rejected. The result posits there is a significant relationship between family type and reasons for wearing artificial gold jewellery

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.666	.044		15.191	.000
Be modern & up-to-date	.125	.046	.356	2.724	.007
Be cool & trendy	-.015	.039	-.046	-.392	.696
First impression	-.120	.022	-.298	-5.591	.000
Look professional	.325	.062	.902	5.212	.000
Be admired & respected	-.107	.057	-.301	-1.876	.063
To feel good about self	.073	.043	.208	1.678	.095

a. Dependent Variable: Family type

Except be cool & trendy, be admired & respected and to Feel good about self are significant at the 0.05 level. So the regression model is $Y = 0.666 + 0.125(X1) - 0.120(X3) + 0.325(X4)$. The model suggests the factors named X1 and X4 affect positively and the factor named X3 affects negatively on demographic Factors of family type. The model suggests that there is a significant relationship between family type with reasons for wearing artificial gold jewellery except X2, X5 and X6.

Limitations and further Research

As the research area is rarely explored by previous researchers, this study lacks comprehensive literature review of recent relevant articles. Researchers also faced time and monetary constraints which prohibit the research from using a large sample. Also, this research is limited to a particular region. So the researchers suggest that future researcher should incorporate more respondents and more items or take measures to make this research more exhaustive. Data analysis can be improved further using factor analysis.

Conclusion

Wearing Jewelries by women around the world is a common phenomenon. Jewelries increase aesthetics of women. In Ariyalur district women also love wearing jewelries. In the past, gold or other precious metal jewelries met most of the jewelry demand of women. In recent time, a large number of women have shifted from gold jewelries to fashion or imitation jewelries. But, why do women prefer imitation to gold? This paper has tried to answer this question. From the present study it was noticed that the women possess and reasons for wearing the artificial gold jewelry in Ariyalur district. This present study reveals that the **Dependent variable:** Demographic factors (Y) and **Independent variables:** Be modern & up-to-date, (X1), Be cool & trendy, (X2), First impression, (X3), Look professional(X4), Be admired & respected,(X5) **and** To feel good about self,(X6) are used to know the possess and the reasons for wearing artificial gold jewelry of Ariyalur women.

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