

# ANALYSIS OF WOMEN'S PREFERENCE OF IMITATION JEWELRY: ARIYALUR PERSPECTIVE

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**Abstract:** The demand for fashion jewelry has been increasing rapidly for the past few years. The popularity of imitation jewelry has further increased with the prices of gold rising sharply. People always look for attractive and affordable jewelry in line with the latest trends in fashion. India holds the second position being the largest manufacturer of imitation jewelry after China. The Indian imitation jewelry has got a huge demand in the US, Europe, Canada, Australia and many other Asian countries. To most women fashion is a mode of expressing themselves. Wearing jewelry adds value to this trend of fashion. Jewelry can be made from element like gold or diamond and there is another option that is imitation jewelry. But, not all women have the opportunity to wear gold jewelry due to high price or other reasons. So, a large number of women are accustomed to wearing imitation jewelry which is also known as fashion jewelry. This paper attempts to find out what enticed women to prefer this imitation jewelry. The present study is basically based on primary data which were collected through a structured questionnaire by the researchers. The study has walk around into the factors influencing Women's Preference of imitation Jewelry, factors influencing and satisfaction of the customers. Questionnaire is circulated among 150 customers in various places. The study area is limited to Ariyalur city. Judgmental sampling technique has been administered to reach and gather data from the respondents. The collected data are analyzed through Cross tabulations, Group statistics, t-test, ANOVA, Chi-square test and Factor Analysis.

**IndexTerms - Women's Preference, Imitation Jewelry, factors influencing, satisfaction.**

## Theoretical Framework of the Research

Indian jewelry trade has been steadily experiencing transformation and facing changes for the past half century. Customers are expecting more and more transparency apart from the numerous choices they have to choose from a variety of designs. Hence it has become a necessity to know about the preferences and satisfaction of the customers towards the imitation jewelry with special preference to pricing, quality, treatment and branding strategy. Hence the researchers have taken this study. This research has been undertaken with the notion that the adoption of artificial or imitation or costume or fashion jewelry is influenced by a number of factors. Studies of large number of literatures help the researchers choose some variables to conduct this study like: Social status, Security, Price, Occasion and Trust. The present study is basically based on primary data which were collected through a structured questionnaire by the researchers. The study has walk around into the factors influencing Women's Preference of imitation Jewelry, factors influencing and satisfaction of the customers.

## Consumer Buying Behaviour while Buying Jewelry

While buying a product, consumer displays different kinds of behaviors towards different kinds of products from small rings to a big necklace. A huge variety in them makes it persuading for the customers resulting in increased buying. While buying an expensive product for jewelry, which satisfies a consumer's self esteem needs, a consumer displays complex buying behaviour. Consumers undertake complex buying behaviour when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased in frequently and highly self expressive. This buyer will pass through a learning process, first developing belief about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information gathering and

evaluation behaviour of high involvement consumer; they need to help buyers learn about the product- class attributes and their relative importance.

### OBJECTIVES OF THE STUDY

The following are the specific objectives of the study.

1. To study the customers' preference towards purchase of imitation jewelry
2. To know the factors influencing the women's preferences of imitation jewelry
3. To measure the level of satisfaction of purchase of artificial jewelry
4. To offer suitable suggestions

### Hypothesis

H01: The association between the age group of the respondents and Purchase time, amount spent, sources of information, brands of artificial jewelry is not significant.

H0 2: There is no significant difference between the demographic profile of the respondents and their level of satisfaction towards the artificial jewelry.

H0 3: There is no significant difference between the five dimensions (17 factors) relating to the level of satisfaction of purchase of artificial jewelry.

### RESEARCH METHODOLOGY

The study is based mainly on primary data. Primary data have been collected through issue of questionnaire to the customers. Personal observations and discussions with the customers and regular visits to the jewelry shops have also helped to understand the customers' perception about customer services, attitudinal environment prevailing in the various jewelry shops. Questionnaire is circulated among 150 customers in various places. The sample respondents are selected on the basis of convenient sampling method. The study area is limited to Ariyallur city. The collected data are analyzed through Cross tabulations, Group statistics, t-test, ANOVA, Chi-square test and Factor Analysis.

### ANALYSIS AND INTERPRETATION OF DATA

The results of the analysis of the collected data are presented under different heads.

### RELATIONSHIP BETWEEN AGE GROUP OF THE RESPONDENTS AND PURCHASE TIME OF ARTIFICIAL JEWELRY

The classification of the respondents on the basis of the age group of the respondents is given in table and Chi-square test is applied to find out the association between the age group of the respondents and Purchase time of artificial jewelry.

**Purchase time \* Age Cross tabulation**

		Age				Total
		Below 20 years	21-30 years	31-40 years	Above 40 years	
Purchase time	Fashion	20.0	30.0	7.5	17.5	75.0
	Occasion	13.3	20.0	5.0	11.7	50.0
	Festival	6.7	10.0	2.5	5.8	25.0
Total		40.0	60.0	15.0	35.0	150.0

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	162.798 <sup>a</sup>	6	.000
Likelihood Ratio	180.039	6	.000
Linear-by-Linear Association	108.610	1	.000
N of Valid Cases	150		

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 2.50.

**Null hypothesis:** The association between the age group of the respondents and Purchase time of artificial jewelry is not significant.

As the calculated Chi-square value (162.798) is greater than the table value (12.592) at 5% level of significance for 6 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and Purchase time of artificial jewelry is significant.

### RELATIONSHIP BETWEEN AGE GROUP OF THE RESPONDENTS AND AMOUNT SPENT FOR ARTIFICIAL JEWELRY

The classification of the respondents on the basis of the age group of the respondents is given in table and Chi-square test is applied to find out the association between the age group of the respondents and amount spent for artificial jewelry.

## Amount spent \* Age Cross tabulation

		Age				Total
		Below 20 years	21-30 years	31-40 years	Above 40 years	
Amount spent	less than Rs.1,000	16.0	24.0	6.0	14.0	60.0
	Rs.1,001-2,000	9.3	14.0	3.5	8.2	35.0
	Rs.2,001-3,000	6.7	10.0	2.5	5.8	25.0
	Above Rs.3,000	8.0	12.0	3.0	7.0	30.0
	Total	40.0	60.0	15.0	35.0	150.0

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	214.286 <sup>a</sup>	9	.000
Likelihood Ratio	224.267	9	.000
Linear-by-Linear Association	61.340	1	.000
N of Valid Cases	150		

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 2.50.

**Null hypothesis:** The association between the age group of the respondents and amount spent for artificial jewelry is not significant.

As the calculated Chi-square value (214.286) is greater than the table value (16.919) at 5% level of significance for 9 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and amount spent for artificial jewelry is significant.

## RELATIONSHIP BETWEEN AGE GROUP OF THE RESPONDENTS AND SOURCES OF INFORMATION ABOUT ARTIFICIAL JEWELRY

The classification of the respondents on the basis of the age group of the respondents is given in table and Chi-square test is applied to find out the association between the age group of the respondents and sources of information about artificial jewelry.

Sources of information \* Age Cross tabulation

		Age				Total
		Below 20 years	21-30 years	31-40 years	Above 40 years	
Sources of information	TV	4.8	7.2	1.8	4.2	18.0
	Newspaper	6.7	10.0	2.5	5.8	25.0
	Magazine & Books	3.2	4.8	1.2	2.8	12.0
	Friends & relatives	8.0	12.0	3.0	7.0	30.0
	Facebook	2.7	4.0	1.0	2.3	10.0
	What's app	4.0	6.0	1.5	3.5	15.0
	You tube	10.7	16.0	4.0	9.3	40.0
Total		40.0	60.0	15.0	35.0	150.0

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	324.157 <sup>a</sup>	18	.000
Likelihood Ratio	279.307	18	.000
Linear-by-Linear Association	6.540	1	.011
N of Valid Cases	150		

a. 17 cells (60.7%) have expected count less than 5. The minimum expected count is 1.00.

**Null hypothesis:** The association between the age group of the respondents and sources of information about artificial jewelry is not significant.

As the calculated Chi-square value (324.157) is greater than the table value (28.869) at 5% level of significance for 18 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and sources of information about artificial jewelry is significant.

## RELATIONSHIP BETWEEN AGE GROUP OF THE RESPONDENTS AND BRANDS OF ARTIFICIAL JEWELRY

The classification of the respondents on the basis of the age group of the respondents is given in table and Chi-square test is applied to find out the association between the age group of the respondents and brands of artificial jewelry.

**Brands \* Age Cross tabulation**

		Age				Total
		Below 20 years	21-30 years	31-40 years	Above 40 years	
Brands	Kalyani	16.0	24.0	6.0	14.0	60.0
	Kanmani	12.0	18.0	4.5	10.5	45.0
	Krishna	6.7	10.0	2.5	5.8	25.0
	Chidhambaram	5.3	8.0	2.0	4.7	20.0
	Total	40.0	60.0	15.0	35.0	150.0

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	225.397 <sup>a</sup>	9	.000
Likelihood Ratio	245.216	9	.000
Linear-by-Linear Association	125.119	1	.000
N of Valid Cases	150		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is 2.00.

**Null hypothesis:** The association between the age group of the respondents and brands of artificial jewelry is not significant.

As the calculated Chi-square value (225.397) is greater than the table value (16.919) at 5% level of significance for 9 degrees of freedom, the null hypothesis is rejected and it could be concluded that the association between the age group of the respondents and brands of artificial jewelry is significant.

#### ANALYSIS OF VARIANCE (ANOVA)

The ANOVA is an important technique in the context of all those situations where we want to examine the significant mean differences between more than two groups. The result of the ANOVA will show whether or not the means of various groups are significantly different from one another as indicated by F statistic. In this section the ANOVA is used to examine the relationship between the level of preference with the demographic variables of the respondents like the age of the respondents, the educational qualification, the occupational status, the monthly income and the family size of the respondents.

#### RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND AGE GROUP OF THE RESPONDENTS

Table depicts the relationship between the level of satisfaction and the age group of the respondents with their mean value and standard deviation.

**GROUP STATISTICS**

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 20 years	40	1.00	.000	.000	1.00	1.00	1	1
21-30 years	60	2.00	.582	.075	1.85	2.15	1	3
31-40 years	15	3.00	.000	.000	3.00	3.00	3	3
Above 40 years	35	3.86	.355	.060	3.74	3.98	3	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The mean values of the different age groups vary between 20 - 40 years. The highest mean score of 3.86 is found among the respondents who are in the age group of above 40 years. Hence their level of satisfaction towards the artificial jewelry is high

when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the age group of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the age group of the respondents and their level of satisfaction towards the artificial jewelry.

#### Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
10.422	3	146	.000

#### ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	165.048	3	55.016	330.742	.000
Within Groups	24.286	146	.166		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the age of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

#### RELATIONSHIP BETWEEN LEVEL OF SATISFACTION AND MARITAL STATUS OF THE RESPONDENTS

Table depicts the relationship between the level of satisfaction and the marital status of the respondents with their mean value and standard deviation.

#### Group Statistics

Marital Status	N	Mean	Std. Deviation	Std. Error Mean
total Married	70	1.29	.455	.054
Unmarried	80	3.13	.786	.088

The mean values of the overall groups vary between 24 and 26. The mean values of the single and the married respondents are 1.29 and 3.13 which shows that unmarried respondents have high level of satisfaction towards the jewels purchased in jewelry shops when compared to the married groups. 'T' test has been applied to find out if there is any significant difference between the married and the unmarried respondents regarding the level of satisfaction towards the jewels purchased in the jewelry shops.

**Null hypothesis:** There is no significant difference between the married and the unmarried respondents regarding the level of satisfaction towards the jewels purchased in the jewelry shops.

#### Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
total Equal variances assumed	20.098	.000	-17.220	148	.000	-1.839	.107	-2.050	-1.628
Equal variances not assumed			-17.805	129.414	.000	-1.839	.103	-2.044	-1.635

The 'T' test results state that at 5% level of significance, there is significant difference between the married and the unmarried respondents regarding their level of satisfaction towards the jewels purchased in the jewelry shops and hence, the hypothesis is rejected.

#### RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND OCCUPATION OF THE RESPONDENTS

Table 5 depicts the relationship between the level of satisfaction and the occupation of the respondents with their mean value and standard deviation.

**Descriptive**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Business	35	1.00	.000	.000	1.00	1.00	1	1
Private employee	55	1.91	.800	.108	1.69	2.13	1	4
Government employee	20	4.00	.000	.000	4.00	4.00	4	4
Agriculture	40	3.00	.506	.080	2.84	3.16	2	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 4.00 is found among the respondents who are in the government employee. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the occupation of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the occupation of the respondents and their level of satisfaction towards the artificial jewelry.

**Test of Homogeneity of Variances**

Levene Statistic	df1	df2	Sig.
11.538	3	146	.000

**ANOVA**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	144.788	3	48.263	158.183	.000
Within Groups	44.545	146	.305		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the occupation of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

#### RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND INCOME OF THE RESPONDENTS

Table 5 depicts the relationship between the level of satisfaction and the Income of the respondents with their mean value and standard deviation.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					Below Rs. 10,000	70		
Rs.10,001-20,000	45	2.56	.503	.075	2.40	2.71	2	3
Rs.20,001-30,000	20	3.75	.444	.099	3.54	3.96	3	4
Above Rs.30,000	15	4.00	.000	.000	4.00	4.00	4	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 4.00 is found among the respondents who are in the income of above Rs.30,000. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the income of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the income group of the respondents and their level of satisfaction towards the artificial jewelry.

## Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
36.763	3	146	.000

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	160.187	3	53.396	267.465	.000
Within Groups	29.147	146	.200		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the income of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

**RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND EDUCATION OF THE RESPONDENTS**

Table 5 depicts the relationship between the level of satisfaction and the education of the respondents with their mean value and standard deviation.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					No formal education	30		
SSLC	45	1.56	.503	.075	1.40	1.71	1	2
HSC	20	2.25	.444	.099	2.04	2.46	2	3
UG	25	3.00	.000	.000	3.00	3.00	3	3
Others	30	4.00	.000	.000	4.00	4.00	4	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4



The highest mean score of 4.00 is found among the respondents who are in the education level of others. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the education level of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the education level of the respondents and their level of satisfaction towards the artificial jewelry.

#### Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
266.376	4	145	.000

#### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	174.472	4	43.618	425.582	.000
Within Groups	14.861	145	.102		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the education of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

#### RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND AREA OF THE RESPONDENTS

Table 5 depicts the relationship between the level of satisfaction and the Area of the respondents with their mean value and standard deviation.

#### Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rural	65	1.23	.425	.053	1.13	1.34	1	2
Urban	40	2.38	.490	.078	2.22	2.53	2	3
Semi-Urban	45	3.67	.477	.071	3.52	3.81	3	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 3.67 is found among the respondents who are in the age group of above 40 years. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the area of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the area of the respondents and their level of satisfaction towards the artificial jewelry.

#### Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
5.643	2	147	.004

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	158.420	2	79.210	376.660	.000
Within Groups	30.913	147	.210		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the area of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

**RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND FAMILY TYPE OF THE RESPONDENTS**

Table depicts the relationship between the level of satisfaction and the family type of the respondents with their mean value and standard deviation.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Small family	90	1.44	.500	.053	1.34	1.55	1	2
Big family	60	3.50	.504	.065	3.37	3.63	3	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 3.50 is found among the respondents who are in the family type of big family. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the family type of the respondents and their level of satisfaction towards the artificial jewelry.

Null hypothesis: There is no significant difference between the family type of the respondents and their level of satisfaction towards the artificial jewelry.

## Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
.740	1	148	.391

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	152.111	1	152.111	604.812	.000
Within Groups	37.222	148	.252		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the family type of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

**RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND PURCHASE TIME OF THE RESPONDENTS**

Table depicts the relationship between the level of satisfaction and the purchase time of the respondents with their mean value and standard deviation.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Fashion	75	1.33	.475	.055	1.22	1.44	1	2
Occassion	50	2.80	.606	.086	2.63	2.97	2	4
Festival	25	4.00	.000	.000	4.00	4.00	4	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 4.00 is found among the respondents who are purchase time during festival. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the purchase time of the respondents and their level of satisfaction towards the artificial jewelry. Null hypothesis: There is no significant difference between the purchase time of the respondents and their level of satisfaction towards the artificial jewelry.

## Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
38.998	2	147	.000

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	154.667	2	77.333	327.923	.000
Within Groups	34.667	147	.236		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the purchase time of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

**RELATIONSHIP BETWEEN THE LEVEL OF SATISFACTION AND AMOUNT SPENT OF THE RESPONDENTS**

Table depicts the relationship between the level of satisfaction and the amount spent of the respondents with their mean value and standard deviation.

## Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
less than Rs.1,000	60	1.17	.376	.049	1.07	1.26	1	2
Rs.1,001-2,000	35	2.71	.458	.077	2.56	2.87	2	3
Rs.2,001-3,000	25	3.80	.408	.082	3.63	3.97	3	4
Above Rs.3,000	30	2.67	.959	.175	2.31	3.02	2	4
Total	150	2.27	1.127	.092	2.08	2.45	1	4

The highest mean score of 3.80 is found among the respondents who are spent Rs.2001-3000. Hence their level of satisfaction towards the artificial jewelry is high when compared to other groups. The **Test of Homogeneity of Variances** and **ANOVA test** has been applied to find out if there is any significant difference between the amount spent of the respondents and their level of satisfaction towards the artificial jewelry. Null hypothesis: There is no significant difference between the amount spent of the respondents and their level of satisfaction towards the artificial jewelry.

### Test of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
41.432	3	146	.000

### ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	143.190	3	47.730	151.022	.000
Within Groups	46.143	146	.316		
Total	189.333	149			

The Levene Statistic and ANOVA result shows that at 5% level of significance, with the 'Significant value of .000' there is significant difference between the amount spent of the respondents and their level of satisfaction towards the artificial jewelry and hence, the null hypothesis is rejected.

### FACTOR ANALYSIS

The Factor Analysis technique has been applied to find the underlying dimensions (factors) that exist in the 17 variables relating to the level of satisfaction of different factors regarding the purchase of imitation jewels. Using the Principle Component Analysis 3 factors have been extracted based on the variance (Eigen value greater than 1). Table shows the percentage of variance, cumulative percentage and the total variance of the variables identified for the study.

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	16.027	94.276	94.276	16.027	94.276	94.276	5.657	33.277	33.277
2	.239	1.407	95.682	.239	1.407	95.682	5.417	31.863	65.140
3	.167	.980	96.662	.167	.980	96.662	5.359	31.522	96.662
4	.151	.887	97.549						
5	.095	.560	98.109						
6	.088	.519	98.628						
7	.070	.411	99.039						
8	.044	.262	99.301						
9	.028	.164	99.464						
10	.025	.146	99.610						
11	.024	.142	99.753						
12	.015	.088	99.841						
13	.011	.066	99.907						
14	.007	.041	99.948						
15	.006	.034	99.982						
16	.003	.018	100.000						
17	1.151E-17	6.770E-17	100.000						

Extraction Method: Principal Component Analysis.

The three factors extracted together account for 96.66% of the total variance (information contained in the original 17 variables). This is pretty good, because we are able to economize on the number of variables (from 17 we have reduced them to 3 underlying factors), while we lost only about 3.34% of the information content (96% is retained by the 3 factors extracted out of the 17 original variables).

**Rotated Component Matrix<sup>a</sup>**

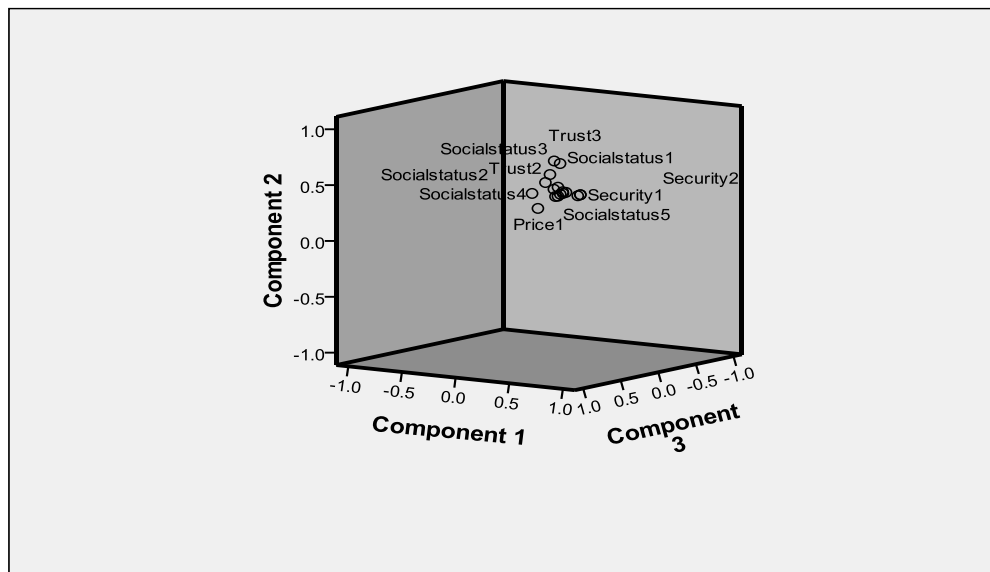
	Component		
	1	2	3
Factors 1	.612	.535	.559
Factors 2	.476	.672	.534
Factors 3	.478	.752	.403
Factors 4	.434	.524	.713
Factors 5	.607	.516	.584
Factors 6	.712	.505	.467
Factors 7	.631	.529	.542
Factors 8	.598	.501	.603
Factors 9	.498	.399	.727
Factors 10	.614	.521	.559
Factors 11	.712	.505	.467
Factors 12	.700	.498	.485
Factors 13	.582	.498	.613
Factors 14	.568	.572	.560
Factors 15	.554	.557	.595
Factors 16	.482	.611	.604
Factors 17	.431	.772	.414

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

It is noticed that variables factor 6, 11 and 12 have loadings of 0.712, 0.712 and 0.700 on factor 1. This suggests that factor 1 is a combination of these three variables. In the case of factor 2 columns, the variables factor 3 and 17 have high loadings of 0.752 and 0.772 respectively. This indicates that factor 2 is the combination of these two variables. In the case of factor 3 columns, the variables factor 4 and 9 have high loadings of 0.713 and 0.727 respectively. This indicates that factor 3 is the combination of these two variables. Thus, the 17 variables which were selected for the study, using principle component analysis have been reduced to 3 factor model and each factor has been associated with the corresponding factors based on the values obtained from the rotated component matrix table.

**Component Plot in Rotated Space**

## SUGGESTIONS

The following suggestions are offered to remove the customer dissatisfaction as enumerated from the research findings.

1. Taking advantage of computerization and technological upgradation, jewelry shops need to develop customer information system so as to know the customer better and understand the customers' needs accurately. Database on various aspects of customer profile, the models preferred by the respondents, frequency of transaction, the period of their association with the shop and the need for purchasing jewellery should be developed to strengthen the customer relationship in the jewelry shops.
2. Still more awareness can be created among the customers to select the models and to know about the recent trends and models through Internet so as to update the customers with the new arrivals. This will motivate the customers and encourage the customers to purchase new arrivals which will ultimately increase the standard of living of the customers.
3. The attitude and the expectations of the customers can be studied and the jewelry shops can react accordingly. This approach would enhance the level of satisfaction and create loyalty which would obviously respond favourable towards customer relationship.
4. The jewelry shop owners should try to get information about the long time customers and greet them on special occasions by sending birthday and anniversary cards.
5. The trends and preferences of the customers change from place to place and even from time to time. Currently the young girls and women are attracted towards light weight and platinum jewels therefore the jewelry shop can display various varieties of platinum and light weight jewels so as to attract them.
6. Window display is also an attractive method for attracting the minds of the people, especially the housewives.

## CONCLUSION

The service sector in India is fast growing and their contribution to economic development is really impressive due to advancement in Information Technology. The study will be useful to the Without customers the service firm has no reason to exist. Every service business needs to proactively define and measure customer satisfaction. Jewelry shop owners can further identify the extent to which they are able to maintain customer relationship and the measures they can take to improve their relationship. The study would also be informative to the customers.

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