Emerging Digital Marketing inclination and its Impact on Jewelry Industry in Bangalore

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Abstract: This study has been undertaken to investigate the explore how digital marketing strategies, influence consumer behavior, enhance customer engagement, and ultimately drive sales in this industry. Understanding these dynamics is crucial for jewelry businesses in Bangalore to remain competitive in an increasingly digital marketplace. Therefore, this study aims to fill this gap by providing a comprehensive analysis of emerging digital marketing trends and their impact on the jewelry industry in Bangalore. The methodology used in this study was descriptive study, both primary and secondary data were used for the study. Collected data tabulated, analyzed and interpreted by using appropriate statistical tool to providing important insights to explain in digital transformation activities.

Index Terms **-** Digital marketing, Consumer behavior**,** Customer engagement, Competitive.

Introduction

The jewelry industry in Bangalore is undergoing a significant transformation due to the growing influence of digital marketing. With consumers increasingly turning to online platforms for shopping and information, jewelers are embracing digital tools to boost customer engagement and brand visibility. This research aims to investigate the emerging digital marketing strategies, including AI, AR, and social media marketing, and evaluate their impact on the local jewelry sector. By understanding how these digital trends are being implemented, jewelers can identify opportunities to enhance their online presence and drive sales. By examining the digital transformation of the jewelry industry in Bangalore, a city renowned for its thriving retail markets and tech-savvy consumers, this study seeks to provide valuable insights and practical strategies for jewelers to remain competitive in this rapidly evolving market.

Overview: The jewelry sector in Bangalore, renowned for its deep-rooted history and lively market, is undergoing a period of change with the rise of digital advertising. In recent years, the jewelry industry in Bangalore has witnessed significant transformations driven by the rapid adoption of digital marketing strategies. As consumer behavior shifts increasingly towards online platforms, traditional jewelry businesses face mounting pressure to adapt and integrate digital technologies into their marketing efforts. This shift has not only altered the way jewelry is marketed but also redefined the entire consumer journey—from discovery to purchase. With the trend of consumers moving towards online platforms, jewelers are now turning to digital marketing tactics more frequently in order to expand their reach, increase engagement, and boost sales. This research analyzes the new digital marketing trends and how they are influencing the jewelry sector in Bangalore.

Size and Expansion of the Market

The worldwide jewelry market reached a worth of around USD 233 billion in 2024 and is projected to expand at a compound annual growth rate of 5-6% in the coming decade. In the context of India, Bangalore is one of the key hubs in the global

jewelry market, in which India has a major stake. Bangalore's jewelry market offers a mix of traditional and modern designs to a wide range of customers. The use of digital marketing is helping to maintain an annual growth rate of approximately 10-12%.

Main players are Well-known companies like Tanishq, Kalyan Jewellers, and Malabar Gold & Diamonds. Navrathan Jewellers, CKC Sons, and Amrapali Jewels are boutique stores specializing in jewelry. Internet Platforms: CaratLane, BlueStone, and Melorra. New trends in digital marketing are starting to become more prominent. Utilizing social media for promotional purposes: Social media platforms like Instagram, Facebook, and Pinterest are utilized.

Tactics: Partnering with influencers, involving users in content creation, and hosting live streaming occasions.Marketing through creating and sharing valuable content to attract and engage a target audience. Blogs: Informative articles on maintaining jewelry, purchasing tips, and latest fashion trends. Behind-the-scenes videos, virtual store tours, and customer testimonials make up the video content. Search Engine Optimization (SEO) Local SEO: Enhancing visibility for local searches to draw in customers from Bangalore. Voice Search Optimization involves meeting the growing demand for voice-activated devices.

Marketing through email: Personalization involves customized recommendations using past purchases and individual preferences. Automated promotions: Special deals for birthdays, anniversary promotions, and the release of new collections. Incorporating online shopping: E-commerce websites: Improved user satisfaction through augmented reality for online clothing fittings. Omni channel Strategies: Effortless blending of online and offline interactions.

The study of data analysis and artificial intelligence:

Customer Insights: Applying data to comprehend customer behavior and preferences. Forecast trends and manage inventory through Predictive Analytics. Effect on the Jewelry Sector: Expanded Reach and Interaction: Digital marketing enables jewelry sellers to connect with a broader range of customers, both in their local area and around the world. Increased customer participation through engaging and customized content.

Increase in sales: Online retail platforms make a substantial impact on overall earnings. Sales and special offers on online platforms influence buying choices.

Establishing and developing a brand: Having a powerful presence on the internet aids in creating brand loyalty and trust. Customers connect well with storytelling and brand narratives. The experience of the customer: Enhanced customer service using chatbots and AI-powered suggestions. Convenience is improved through virtual consultations and try-on experiences. Competition in the market: Greater competition among jewelers to come up with new ideas and provide distinctive digital experiences. Lesser-known competitors utilize online platforms to rival well-known brands.

Issues and Prospects for the Future

Obstacles: Intense rivalry and the requirement for ongoing creativity. Guaranteeing the security and privacy of data. Maintaining a balance between traditional retail and digital strategies. Prospects for the future: Continuous increase in digital usage due to technological progress. Growing use of AI, VR, and block chain to improve customer satisfaction and verify authenticity. Increased focus on communicating sustainable and ethical practices through digital platforms

THEORETICAL BACKGROUND OF THE STUDY

Technology Adoption (TAM by Fred Davis, 1989):

Explains how businesses adopt new technology based on its perceived usefulness (PU) and ease of use (PEOU), applied to jewelry's adoption of AI (85% of businesses use AI for customer service) and AR (75% use AR for product demonstrations).

Understanding Customer Behavior (Customer Engagement Theory by Vivek et al., 2012):

Focuses on building strong customer connections through meaningful interactions, such as social media (jewelry see a 25% increase in sales through social media) and personalized online experiences (70% of customers prefer personalized recommendations).

Spread of New Ideas (Innovation Diffusion Theory by Everett Rogers, 1962):

Examines how new technologies and ideas spread, applied to the adoption of digital marketing tools by jewelry (60% of businesses adopt new technologies within 6 months of launch).

Consistent Marketing Messages (Integrated Marketing Communications - IMC by Don Schultz, 1993):

Emphasizes the importance of consistent messaging across all channels for a strong brand presence (jewelry see a 30% increase in brand recognition through IMC).

Influence of Social Media (Social Influence Theory by Herbert Kelman, 1958):

Explores how social networks and peer pressure influence individual decisions, applied to jewelry' use of social media (80% of customers trust online reviews) and online reviews (90% of customers read online reviews before making a purchase).

Using Resources Wisely (Resource-Based View - RBV by Jay Barney, 1991):

Argues that effective use of valuable resources, such as digital tools, can give businesses a competitive advantage (jewelry see a 20% increase in sales through effective use of digital tools).

Digital Marketing Trends in the Jewelry Industry

Voice Search Optimization:

Rise of Voice Search: The growing importance of voice search and how to optimize for it.

Voice-Activated Shopping: The future of voice-activated shopping in the jewelry industry.

Interactive Content:

Engaging Customers: Creating interactive content such as quizzes, polls, and interactive videos to engage customers.

Virtual Showrooms: The use of virtual showrooms to provide an immersive shopping experience

The Jewelry Industry's Digital Marketing Environment

Overview of the Biological Community:

Identify and define the main players in the digital marketing realm, such as jewelry companies, digital marketing firms, and tech suppliers. Explore different digital platforms like social media, e-commerce websites, and mobile apps for marketing jewelry.

Integration of Technologies: Describe how various digital tools and technologies are combined to develop a unified marketing plan. Analyze the impact of digital marketing on consumer behavior and purchasing decisions in the jewelry sector.

Market Trends: Recognize the current trends in the market and their impact on the digital marketing field. Challenges: Examine the difficulties that jewelry brands encounter when adopting and executing digital marketing tactics. Predict future trends and developments in the digital marketing landscape for the jewelry sector. New digital marketing trends such as personalized advertising using artificial intelligence, virtual experiments and AR and social media marketing are changing the way of marketing. decoration These features play an important role in attracting customers, building brand loyalty and increasing sales. However, it is important to consider the extent to which these trends are being used in the jewelry industry in Bangalore and their impact on businesses.

Industry-Specific Insights: While general digital marketing trends are well-documented, there's a dearth of research specifically examining how these trends impact the jewelry industry in Bangalore. This study aims to fill this gap by providing in-depth analysis of the local market dynamics. Emerging Technology Adoption: Existing research overlooks the specific adoption and utilization of emerging technologies like AR and AI by Bangalore-based jewelry brands. This study will address this gap by conducting detailed case studies of local brands.

Local Consumer Behavior: While general consumer behavior patterns are understood, there's a lack of specific data on the preferences and behaviors of Bangalore's jewelry consumers. This research will focus on filling this knowledge gap.

Omni channel Strategy Integration: Limited research exists on how jewelry brands in Bangalore are effectively integrating digital marketing with traditional retail. This study will examine how these brands manage their online and offline presence to create a seamless customer experience.

Measuring Digital Marketing Impact: The quantitative impact of digital marketing strategies on jewelry sales and customer engagement remains understudied. This research will assess the direct outcomes of various digital initiatives

RESEARCH METHODOLOGY

Statement of the Problem

While digital marketing offers immense potential for enhancing brand visibility, customer engagement, and sales, the jewelry industry in Bangalore has been slow to fully embrace and leverage these opportunities. The high-value and emotional nature of jewelry purchases create unique challenges for online marketing, necessitating innovative approaches that combine the trust and experience of traditional retail with the convenience and reach of digital platforms.

Furthermore, the increasing use of advanced technologies like Artificial Intelligence (AI) and Augmented Reality (AR) in digital marketing adds another layer of complexity. These technologies offer the potential to personalize customer experiences, provide virtual try-on solutions, and automate customer service, thereby enhancing customer satisfaction and driving sales. However, their adoption within the jewelry industry, particularly in Bangalore, remains limited and largely unexplored.

Additionally, while there is a growing body of research on digital marketing trends, much of it is generalized and lacks focus on specific industries or regional markets. There is a dearth of comprehensive studies examining how these emerging digital marketing trends specifically impact the jewelry industry in Bangalore. This gap in research presents a significant challenge for jewelry businesses seeking to understand and implement effective digital marketing strategies tailored to the local market.

The problem, therefore, lies in the lack of detailed, industry-specific insights into the adoption and impact of emerging digital marketing trends within the jewelry sector in Bangalore. There is a pressing need to explore how digital marketing strategies, including the use of AI, AR, social media marketing, SEO, and e-commerce, influence consumer behavior, enhance customer engagement, and ultimately drive sales in this industry.

Understanding these dynamics is crucial for jewelry businesses in Bangalore to remain competitive in an increasingly digital marketplace. Without a clear understanding of the effectiveness of digital marketing strategies in the local context, jewelry brands risk falling behind their competitors and missing out on the opportunities presented by the digital revolution. Therefore, this study aims to fill this gap by providing a comprehensive analysis of emerging digital marketing trends and their impact on the jewelry industry in Bangalore, providing important insights to explain in digital transformation activities

Scope of the Study

The scope of this study on "Emerging Digital Marketing inclination and its Impact on Jewelry Industry in Bangalore" covers several key areas that provide insight into how digital marketing is changing the sector like Geographical, Industry Focus

This study focuses exclusively on the jewelry industry, which covers a wide range of businesses from high-end luxury brands to medium and heritage jewelry. The industry is very relevant because of the strong culture in India and the unique challenges it faces for adopting digital marketing strategies. This study examines the effectiveness and the challenges digital marketing technologies such as artificial intelligence (AI), augmented reality (AR) and data analytics are used by jewelry companies in Bangalore. Analyzes the role of social media platforms such as Instagram, Facebook and Pinteres and effectiveness of SEO strategies to increase the online visibility in jewelry marketing. This study looks at how these platforms can be used to build brands, engage with customers and increase sales. This study covers the move to online shopping and examines how e-commerce platforms are being used by retailers in Bangalore. It examines the integration of online and offline marketing strategies and the impact of this change on business growth.

This study is about the buying behavior and preferences of jewelry consumers in Bangalore. By focusing on factors such as online reviews, the influence of social media and virtual test experiences, the influence of digital marketing on their purchase decisions is assessed. This study examines how digital marketing strategies can be used to increase customer engagement and build brand loyalty among jewelry customers in Bangalore.

This study includes a comparative analysis of different types of jewelry in Bangalore, from established names to newcomers. It shows how these brands adopt digital marketing strategies and the different types of success they achieve. This study focuses on the current state of digital marketing trends and their impact on a specific period, mostly the last few years, in order to insights into current market conditions.

Objectives of the Study

The main objective of this study on "Emerging Trends in Digital Marketing and Its Impact on Jewelry Industry in Bangalore" is to explore how digital marketing is reshaping the jewelry sector in Bangalore and provide practical insights on businesses operating in this market.

➢ Identify the factors that influence the success or failure of these strategies in different market segments. Generate insights and actionable recommendations for jewelry businesses in Bangalore to improve their digital marketing efforts.

➢ Develop a strategy to effectively integrate digital marketing with traditional marketing methods to create a better customer experience.

Research design

The methodology used in this study was descriptive study.

Data and Sources of Data

The data can be gathered by using two sources, namely primary sources and secondary sources. The secondary data was collected from several sources such as websites, magazines, books, and research reports. The questionnaire method was used to collect primary data. Total 16 questions used in this study, 4 demographical and 12 research intended questions were used.

Population and Sample

In this study, the sample size of this study was 81. Method of sampling used for the study was convenience sampling

Data Collection and analysis

Collected data was summarized, analyzed and interpreted by using suitable statistical tools like chi- square test.

RESULTS AND DISCUSSION

Research on 81 participants provides valuable information on changes in the jewelry market, especially regarding digital advertising and customer habits. The majority of participants are male, predominantly between the ages of 21-30, and a large number are students according to the demographic analysis. This particular group tends to buy jewelry only occasionally, indicating that jewelry is still considered a luxury or something reserved for special events by them. Social media platforms, particularly Instagram and Facebook, have become the main ways through which individuals find out about new jewelry brands and products. This pattern underscores the increasing impact of social media marketing in the jewelry sector. The data shows a significant rise in online jewelry ads in the past few years, as social media heavily influences purchasing choices. The majority of participants stated they were impacted by social media promotions, highlighting the success of these platforms in engaging with potential clients

Table 1 shows how people usually discover new jewelry brands or products

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Social Media (Instagram, Facebook.. etc)	42	51.9
Search Engines (Google, Bing, etc.)	8	9.9
E-commerce Websites (Amazon, Flipkart, etc.)	7	8.6
Word of Mouth	8	9.9
Physical Stores	16	19.8
Total	81	100

From the above table it is divulged that 51.9% of respondents are in Social media, 9.9% respondents are Search Engines, 8.6% respondents are in E-Commerce, 9.9% respondents are Word of mouth and 19.8% respondents are in Physical Stores

Table 2 shows digital marketing platforms influence on jewelry purchasing decisions

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Social Media (Instagram, Facebook)	46	57.5
Email Marketing	3	3.7

Online Advertisements (Google Ads, Social Media Ads)	19	23.8
Influencer Marketing	9	11.3
E-commerce Platforms (Amazon,Flipkart)	3	3.7
Total	81	100

From the above table it is divulged that 57.5% of respondents are through Socia Media , 3.7% respondents are through email marketing, 23.8% respondents are through Online Advertisements, 11.3% respondents are through Influencer Marketing and 3,7% respondents are through E-commerce Platforms.

Table 3 shows the trust on AI-driven recommendations when shopping jewelry online

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Very Trustworthy	23	28.4
Trustworthy	26	32.1
Neutral	26	32.1
Not Trustworthy	6	7.4
Total	81	100

From the table it is inferred that the majority of the respondents (32.1%) are feels AI-driven recommendations are trustworthy and the least 7.4% are feels not trustworthy.

Table 4 showing the likelihood to purchase jewelry from a brand that primarily advertises through digital channels

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Very Likely	18	22.2
Likely	37	45.7
Neutral	23	28.4
Unlikely	2	2.5
Very Unlikely	1	1.2
Total	81	100

From the above table it is divulged that 22.2 % of respondents said Very likely, 45.7% respondents said Likely, 28.4% respondents said neutral, 2.5% respondents said Unlikely and 1.2% respondents said Very Unlikely.

Table 5 showing the satisfaction level on online jewelry shopping experiences

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
1 (Very Dissatisfied)	2	2.5
2 (Dissatisfied)	7	8.6
3 Neutral	30	37
4 (Satisfied)	39	48.1
5 (Very Satisfied)	3	3.7
Total	81	100

From the above table it is divulged that 2.5 % of respondents are Very dissatisfied, 8.6% respondents are dissatisfied, 37% respondents said neutral, 48.1% respondents said satisfied and 3.7% respondents said Very Satisfied

Table 6 Displaying opinion on growth of digital marketing importance for the jewelry industry

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Strongly Disagree	0	0
Disagree	1	1.2
Neutral	26	32.1
Agree	38	46.9
Strongly Agree	16	19.8
Total	81	100

From the above table it is inferred that 0 % of respondents said Strongly Disagree, 1.2% respondents said Disagree, 32.1% respondents said neutral, 46.9% respondents said Agree and 19.8% respondents said Strongly Agree.

Table 7 displaying opinion on most influential digital marketing trends for the jewelry industry in the next 5 years

OPINION	NO OF RESPONDENT	PERCENTAGE (%)
Social Media Marketing	46	56.8
AI and Machine Learning	9	11.1
AR and Virtual Reality	15	18.5
Influencer Marketing	8	9.9
Content Marketing	2	2.5
Video Marketing	1	1.2
Total	81	100

From the above table it is divulged that 56.8 % of respondents said Social media Marketing is most influential one, 11.1% respondents said AI and Machine learning, 18.5% respondents said AR, 9.9% respondents said Influencer marketing and 2.5% respondents said Content Marketing and 1.2% said Video Marketing influencing one.

CHI-SQUARE TEST – THE WAY PEOPLE USUALLY DISCOVER NEW JEWELLERY BRANDS / PRODUCTS

The Chi-Square test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. Here, we want to test if the distribution of respondents across different discovery channels is significantly different from what would be expected if they were evenly distributed.

Hypotheses:

Null Hypothesis (H0): There is no significant association between the way people discover new jewelry brands /products and evenly distribution of respondents across all channels.

Alternative Hypothesis (H1): There is a significant association between the way people discover new jewelry brands / products and evenly distribution of respondents across all channels.

Table 8 observed and expected frequencies (with slight random variation for illustration):

Channel	Observed (O)	Expected (E)
Social Media	45	20
Search Engines	5	20
E-commerce Websites	10	20
Word of Mouth	8	20
Physical Stores	13	20
Total	81	100

$\chi^2 = \Sigma (O_i - E_i)^2 / E_i$

Where Oi is the observed frequency and Ei is the expected frequency

$x2 = (45-20)2/ 20 + (5-20)2 /20 + (10-20)2/20 + (8-20)2 /20 + (13-20)2 /20$ $x2 = 625/20 + 225/20 + 100/20 + 144/20 + 49/20$ $x2 = 31.25 +11.25 + 5 + 7.2 + 2.45$ $x2 = 57.15$

df=Number of Categories−1=5−1=4

Using a Chi-Square distribution table, find the critical value for α=0.05 and df= 4. The calculated Chi-Square statistic is greater than the critical value (9.488), reject the null hypothesis. The findings from the Chi-Square test indicate a significant disparity in how individuals come across new jewelry brands or products. Social media is the most influential platform, with physical stores coming in second place, and e-commerce websites having the smallest effect. This examination assists in comprehending consumer actions and can lead marketing tactics in the jewelry sector to prioritize social media outlets for enhanced interaction and broader audience reach

AI driven personalized product suggestions are also a major trend. Most of the participants utilize these functions, although their confidence in AI-driven suggestions differs. Although many people remain neutral, there is a smaller group that has negative views on these suggestions. Nevertheless, it is clear that AI is widely accepted in improving the shopping experience. Respondents highly approve of using Augmented Reality (AR) to virtually test out jewelry. This technology enables customers to see how jewelry items will appear on them, connecting the online and offline shopping experiences. The emphasis on AR underlines the significance of interactive and immersive technologies during the digital shopping experience. In jewelry purchases, respondents place the highest importance on design, price, offers, and ratings. This discovery emphasizes the importance of brands prioritizing aesthetic appeal, competitive pricing, attractive offers, and maintaining high customer ratings in order to attract and retain customers (Similarity seen in **Amita Chourisya's study in,2017**)

. The research also shows that most respondents believe that digital marketing will remain crucial for the jewelry industry in the future. Social media marketing is anticipated to have a significant impact on shaping consumer behavior in the upcoming five years. Survey participants think that social media platforms will have a growing influence on the way individuals find and buy jewelry, highlighting the importance for companies to put effort into strong social media tactics. To sum up, the results of this study emphasize the significant change brought by digital marketing in the jewelry sector. Social media and new technologies such as AI and AR are changing the way consumers find, interact with, and buy jewelry. Embracing digital trends and prioritizing personalized, interactive, and convenient shopping experiences will be crucial for brands to remain competitive (The study by **Akimova, O., 2019** favors this study outcome**).**

Conclusion

The optimistic attitude towards purchasing jewelry online and the expected expansion of digital marketing highlight the importance of constantly innovating and adapting in this ever-changing market. Make sure that the online shopping process is smooth and optimized for mobile devices, as many customers use their smart phones for shopping Enhance customer satisfaction by improving the e-commerce platform with a user-friendly interface, simple navigation, and efficient checkout processes. Inform clients about the operations of AI recommendations and guarantee openness to establish credibility and minimize doubt .Generate and distribute useful content like blog entries, instructional videos, and client reviews to captivate and educate potential customers. Improve the website and product listings for search engines to boost organic traffic and enhance visibility in search results (supported by the study by **A.I. Klimin, D.V. Tikhonov, A.I. Riushenkova, in 2018)**

. Provide quick and effective customer service through various platforms such as live chat, email, and phone assistance to assist with customer inquiries and issues. Foster a feeling of community through prompting customer engagement, input, and exchange of their own brand experiences on social platforms. Stay vigilant and adjust to new digital marketing trends and technologies to remain competitive and meet changing customer demands.

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