



A STUDY ON CONSUMER PREFERENCES TOWARDS FASHIONABLE JEWELLERY

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ABSTRACT :

In recent years, jewellery industry is one of the fastest emergent industry in our Indian economy. Fashionable jewellery has evolved from a luxury to an essential element of personal style. This study explores the key factors influencing customer satisfaction towards fashionable jewellery, including design appeal , price, fairness , product quality, and customer service . Based on primary data collected through a structured survey, the research highlights emerging customer preferences and offers strategic recommendations for jewellery retailers to enhance customer satisfaction and retention, especially among consumer from younger demographics . Now, at present scenario, jewellery is not just an accessory rather a reflection of personal identity and fashion consciousness. In a highly competitive market, customer satisfaction is critical for brand sustainability and growth. This study explores consumer Preferences, the factors influencing purchasing decisions , and the current market trends for fashionable jewellery. From the data collected , it has been suggested that design , price , brand image , and social media influence play pivotal roles in consumer choices . The main purpose of the study is to determine the preference level of the customer towards imitation or fashionable jewellery

Thus the paper concludes with recommendations for retailers and marketers to better cater to evolving consumer demands.

Key Words :

Fashion jewellery , Costume jewellery , consumer , Consumer preferences, consumer satisfaction.

Introduction :

Fashion jewellery , characterised by its use of non-precious materials and affordability , has become a staple in contemporary fashion. Unlike traditionally fine jewellery , which is often associated with investment and heritage , fashion or imitation jewellery offers versatility and accessibility appealing to a broader demographic . The rise of social media and e-commerce has further accelerated its popularity , especially among younger consumers .

In India and globally as well the demand for fashion jewellery has surged, especially among young and urban populations.

The fashion jewellery industry has witnessed exponential growth over the last two decades, spurred by increasing globalisation, changing fashion sensibilities, and growing consumer awareness. Unlike traditionally

fine jewellery made of precious metals and gemstones, fashion jewellery often referred to as costume or imitation jewellery, which is crafted using non-precious materials such as brass, copper, beads, glass, or synthetic or artificial stones. This allows manufacturers to offer products that are not only aesthetically appealing but also highly affordable, making fashion jewellery an attractive option for a broad range of consumer base.

Fashion jewellery has become an integral part of self-expression, enabling individuals to adapt their styles to different occasions, trends and social settings. The modern consumers, particularly from urban and semi-urban areas, views fashion jewellery as a fast moving consumer goods (FMCG) rather than a long term investment, preferring variety over performance and intrinsic value. Costume or fine jewellery includes a range of decorative items worn for personal adornment that are manufactured as less expensive ornamentation to complement a particular fashionable outfit or garment as opposed to “real” (fine) jewellery – paralleled the styles of its more precious fine counterparts.

Gold-plated jewellery, on the other hand, has a more recent history, dating back to the 19th century. This technique involves coating a base metal with a thin layer of gold, creating a piece that has a appearance of solid gold but is more affordable.

Arihant collection has been a pioneer in the world of imitation and gold-plated jewellery for over 30 years. With a commitment of quality and craftsmanship, Arihant has become synonymous with exquisite design and affordable luxury. Their range of jewellery blends traditional and modern elements, catering to the diverse tastes of today's consumers.

This paper aims to identify and analyse the major factors influencing consumers preferences in this segment, focusing on purchasing behaviour, motivation and the impact of digital transformation.

We can say that “**COSTUME JEWELLERY IS FOREVER FASHIONABLE**”.

Literature review

1. Fashionable or “costume” jewellery is distinct from traditional or fine jewellery. It is often characterized by its affordability, trend-driven designs, and frequent replacement cycles. According to **Birtwistle and Moore (2007)**, fashion jewellery is part of the fast fashion ecosystem, offering stylish accessories made from inexpensive materials such as plastic, glass, leather, and synthetic stones. These products allow consumers to stay fashionable without making significant financial investments.
2. **Sweeney and Soutar (2001)** explain that consumers assess purchases based on perceived value for money, especially in the fashion accessory market. Price is a major determinant, particularly for young or budget-conscious consumers who prioritize affordability over long-term durability.
3. Fashionable jewellery serves as a medium for personal expression. **Workman and Caldwell (2007)** argue that consumers often select accessories that align with their personality and enhance their self-image. This connection between fashion and identity is particularly strong among Gen Z and Millennials.
4. In markets saturated with choices, **brand trust** becomes a differentiating factor. **Chaudhuri and Holbrook (2001)** suggest that consumers often remain loyal to jewellery brands that deliver consistent quality, customer service, and ethical practices.
5. According to **Silvera and Austad (2004)**, celebrity endorsements significantly affect consumers' purchase intentions, especially in the fashion industry. Consumers perceive endorsed products as more desirable and trustworthy.
6. **Tuten and Solomon (2017)** highlight that consumers often rely on peer reviews and influencer content to make purchase decisions. Fashion jewellery brands that leverage UGC effectively build stronger connections with younger demographics.

7. Increasing awareness of environmental issues has influenced consumer preferences. According to **Jung and Lee (2019)**, there is a noticeable shift towards **eco-friendly materials** and **ethically sourced products**. Consumers are now more inclined to support brands that align with their values.
8. According to **Kotler and Keller (2012)**, marketers segment consumers based on age, lifestyle, and income. For example, Gen Z is more responsive to social media marketing and brand activism, while older consumers might prefer timeless, quality designs over trend based items.
9. Studies like **Park and Kim (2008)** reveal that jewellery can carry emotional significance and may be purchased as gifts or for commemorating special events, making emotion a strong buying trigger.

Objectives of the study

- To understand the consumers preferences towards purchasing fashion jewellery.
- To explore the factors that influences consumer behaviour towards imitation jewellery
- To identify the role of Indian tradition , cultural heritage in shaping consumer preferences .
- To study the level of awareness of consumers in purchase of fashionable jewellery.

Research Methodologies

Sampling area : City of Asansol, Paschim Bardhaman, West Bengal

Sampling Unit: Customers with the age group 15 – 50 Years

Sampling size : 50

Sampling type : Random Sampling Method

Type of data : Primary data collected through structured questionnaire measuring the customer preferences towards fashionable jewellery , and

Secondary data collected through books, journals, websites and records etc.

This study conducted on the customers with the age group of 15- 50 years of the city of Asansol in West Bengal, form urban, semi urban and rural areas . The random sampling technique is used to collect information among 50 customers . Primary data is collected by the questionnaire method. Questionnaire is developed very carefully and designed in such a way that it analyses the customer preference level, their attitudes and purchasing behaviour towards fashionable or imitation jewellery.

The result of survey may not be in accurate manner as the sample size is small as compared to the population of the city area . The scope of the study is limited to the city of Asansol only .

Analysis of Data and Interpretation :

Table :1 Demographic Characteristics of participants-

	Demographic Characteristics	Frequency	Percentage
Age	15 – 20	15	30 %
	21 – 25	10	20 %
	26 – 30	08	16 %
	31 – 35	05	10 %
	36 – 40	05	10 %
	41 – 45	05	10 %
	46 – 50	02	4 %

Gender	Male	15	30 %
	Female	35	70 %
Marital Status	Single	25	50 %
	Married	22	44 %
	Widowed	03	6 %
Occupation	Student	25	50%
	Employed	15	30 %
	Business Owner	10	20 %

Table :2 Factors influencing purchasing decisions

Factors influencing Purchasing Decisions	Frequency	Percentage
Quality of jewellery	20	40%
Price range	10	20%
Brand Name	05	10%
Design / style of jewellery	15	30%

Table : 3 Most preferred type of jewellery

Most preferred type of jewellery	Frequency	Percentage
Gold	10	20%
Silver	15	30%
Platinum	03	06%
Diamond	05	10%
Imitation	17	34%

Table : 4 Source of influence on purchasing decision

Source of influence in purchasing decision	Frequency	Percentage
Online reviews/ social ,media influences	25	50%
TV advertisements	10	20%
Newspaper / magazine advertisements	05	10%
Celebrity Influence	10	20%

Findings :

The demographic analysis shows that the majority of respondents (30%) belong to the 15–20 age group, followed by 21–25 years (20%) and 26–30 years (16%), indicating that younger consumers are more interested in fashionable jewellery. In terms of gender, 30% of respondents are male and 70% are female. Regarding marital status, 50% of respondents are single, 44% are married, and 6% are widowed. With respect to occupation, students form the largest group (50%), followed by employed respondents (30%) and business owners (20%).

The findings reveal that quality of jewellery (40%) is the most important factor influencing consumer purchasing decisions. This is followed by design and style (30%), price range (20%), and brand name (10%).

The results indicate that consumers give greater importance to product quality and design than to brand reputation.

The study shows that imitation jewellery (34%) is the most preferred type among respondents, followed by silver jewellery (30%) and gold jewellery (20%). Diamond jewellery (10%) and platinum jewellery (6%) are less preferred, possibly due to their higher cost. This suggests that consumers tend to favour affordable and fashionable jewellery options.

The results indicate that online reviews and social media (50%) are the most influential sources affecting consumer purchasing decisions. Television advertisements (20%) and celebrity influence (20%) also play a significant role, while newspaper and magazine advertisements (10%) have the least impact. This highlights the growing importance of digital platforms in influencing jewellery purchases.

Limitations of the study :

No research work can be completed without the limitations and hence it becomes essential to finding out various constraints that has been faced during the study . The following points in this direction are as follows:

- Only a small portion of city of Asansol , West Bengal has been selected for the study .
- A few sample units are suggested for research work .
- Respondents were unable to provide an accurate data as they were hesitating to communicate .
- Interview process was time consuming .
- The survey and interviews rely on self-reported data, which can be subject to biases.
- Fashion trends are highly volatile and can change quickly. The study was conducted at a specific point in time, and the preferences and influences noted may not remain consistent as new trends emerge.

Conclusion :

The research on **consumer preferences toward fashionable jewellery** reveals that this segment of the fashion industry is significantly influenced by dynamic and multifaceted factors. The study highlights that **aesthetic appeal, affordability, social media influence, and trend adaptability** are the most critical determinants in consumer decision-making.

Young consumers, in particular, show a strong inclination toward trendy and affordable pieces that align with current fashion trends, while older demographics tend to prioritize quality and timeless designs. Social media platforms like Instagram and influencer marketing play a pivotal role in shaping consumer awareness and preferences, making them essential tools for brands aiming to target fashion-conscious buyers.

The study also emphasizes the growing demand for **sustainable and ethically produced jewellery**, indicating a shift toward more responsible consumer behaviour. Consumers are becoming increasingly aware of the environmental and social impact of their purchases, and this is beginning to influence their buying choices, even in the fashion jewellery space.

However, preferences are **highly time-sensitive and culturally specific**, suggesting that brands must stay agile and responsive to rapidly changing trends and regional differences. While fashionable jewellery offers consumers a way to express individuality and stay current without the financial commitment of fine jewellery, their loyalty is often trend-driven and price-sensitive.

In summary, for brands to remain competitive in the fashionable jewellery market, they must:

- **Continuously innovate** in design to keep up with trends.
- **Leverage digital marketing and influencers** effectively.
- **Offer affordable yet stylish options** to attract a broader demographic.
- **Incorporate sustainable practices** to appeal to ethically conscious consumers.

Understanding and anticipating the evolving preferences of consumers is essential for success in this fast-paced and style-driven segment of the jewellery industry.

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