

# A REVIEW ON FACTORS INFLUENCING THE WOMEN'S PERCEPTION IN THE PURCHASE OF LIFE STYLE ACCESSORIES

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## ABSTRACT

**Purpose:** The purpose of this paper is to review on factors influencing the women's perception in the purchase of lifestyle accessories.

**Design/Methodology:** Research design is based on exploratory and descriptive research from India on the basis of convenience sampling; with the sample size of 50 women's (18-45 age group) & data is analysed using simple tools like averages, percentages and measurement scales.

**Findings:** We all know that lifestyle industry is flourishing and will keep prospering in the near future hence we carried out a study successfully to understand women's perception towards lifestyle accessories to enhance our work and found that women's are the largest segment of target audiences for the lifestyle industry who is helping them to capture huge market share. Women are lifestyle freaks for them aesthetic looks matters a lot, they are shopping lovers, beauty conscious, she is the attention seeker, she is a decision maker, she is independent, she feels that lifestyle she carry will reflect on her personality and acts as a status symbol, she is brand conscious will not compromise in quality, she expects exclusive brand to be used irrespective of age. We could also found various preferences of women based on their age criteria.

**Research limitations/implications:** The study is restricted to Indian women.

**Originality/value:** This paper contributes on few major objectives where the awareness & interest levels of women in purchasing different lifestyle accessories is carried out. The transformation of women from traditional lifestyle purchase to modern lifestyle purchase is showcased and huge potential is been identified in the different accessory segment by 2025. Brand consciousness in women's has influenced marketers to introduce new trends and brands in the market and they are competing with international brands as awareness levels have increased and women to willing to purchase international brands. This study also gives us an insight on where do our women stand in today's world and where she would like to be from lifestyle prospective.

**Keywords:** India, Women, lifestyle Industry, accessories, footwear, jewellery, apparel, handbag, watches etc.

## 1.1 INTRODUCTION

As India's consumer market continues to grow, companies will need to shed conventional wisdom and adapt their business models to meet changing consumer needs and behaviours. Although many companies are already reacting, they have yet to develop explicit plans that address the changes underway. Companies should take several steps immediately.

In the past, India was a large mass market characterized by low unit prices. Today, however, there are large-scale markets across all price tiers for most consumer categories. Companies need to choose between straddling the full spectrum and focusing on select segments.

While India as a whole is a growth story, certain market segment pockets—emerging cities, micro markets within cities, and categories that benefit particularly from rising incomes—are showing breakout growth. Companies looking to capitalize on India's growth story need to identify the high-growth segments and pockets for their brands and products.

Digital is going to play a central role in how Indian consumers decide what they will buy and how. The exact extent of digital's influence will vary across categories, but its overall impact will be both broad and deep. Consumers will expect a seamless experience as they navigate a complicated purchase pathway. Companies need to think beyond e-commerce: because digital's influence is much larger than simply online spending, companies must be prepared to offer an online and offline experience that is appropriate to the category and meets consumers' rising expectations. For example, in a category such as autos, companies need to ensure that they make use of all the online data they can harness in order to create targeted offerings for consumers when they reach the dealer. In apparel, a category that involves lots of online purchases, the challenge is to ease the buying process and present purchase options and offers when and where the consumer wants to buy.

As companies reimagining themselves along these and other lines, they should make two key adjustments. First, they should change their notion of the market and competition. Widespread digital adoption has allowed many smaller players and unconventional competitors to disrupt sectors and tip the scales to their advantage. Multiple startups that focus on solving specific

consumer needs have already emerged, and their digital business models enable them to expand quickly. Companies need to stay ahead of the curve, developing their own innovative offerings for consumers and staying agile enough to change effectively. Second, they should react to the changing nature of the relationship between the consumer and the company. More information, greater transparency, and the amplified voice of the individual through social media mean that consumers are gaining the upper hand when it comes to buying decisions. To stay ahead, companies must continually develop superior propositions and manage consumer advocacy.

India is experiencing many societal changes, including the expanding role of women, increased individualism, shifting roles within families, and rising national pride. These shifts have the potential to fundamentally alter how Indian consumers spend. Companies operating under old notions should keep their eyes and ears focused on the changing reality. Dealing with the changes may require companies to fundamentally rethink their business models, including product offerings, consumer engagement, and marketing.

## 1.2 STATEMENT OF THE PROBLEM

To analyse factors influencing women's perception towards lifestyle accessories

## 1.3 LITERATURE REVIEW

Lin Chin-Min, Wang Yue-Chi Wang, Liu Ying-Li from Department of Fashion Imaging, MingDao University has carried out a research on Innovative Design of Customized Fashion Handbags in the year 2013 and it was published in "International journal of systematic innovation" and he says that irrespective of background and time every women carries a handbag when she is moving out of the home and Handbags are always essential, important, and intimately familiar items for women, and handbags not only need to be Practically meeting their purpose, but are also act as a feature of self expression of fashion and functional beauty for women. Now that all are smart consumers who are willing to pay only for "best Products as per their requirement". Thus, only quality and branded products with unique appearances, excellent manufacturing quality, and intricate handiwork and better quality check and tested product can demonstrate uniqueness and differentiate beauty of personality, in turn, attract consumers and gain their attention and loyalty.

Sateesh kulkarni has worked on "lifestyle products in India" in the year 2015, according to him India's consumer class is estimated to grow nearly 12 times from 50 million at present to 583 million by 2025, and with more than 23 million people likely to be listed among the world's wealthiest citizens. Also since there is an increase in the working population of women and growing opportunities in the service sector is acting as a biggest growth drivers for the luxury retail sector in India and 60% of India's population is below the age of 30 which is a position note for marketers.

Paul Noronha carried out a study in the year 2005 on "brand appeal" which was published in THE HINDU volume 22 and according to him branded jewellery has carved a niche for itself in the tough Indian market and it's increasing growth rates show that it will corner a significant share of the jewellery market. DTC's supplier aims at growing demand for diamond jewellery by growing competitive luxury goods sector.

Goa et al carried out a research on "study of factors influencing customers purchasing behaviours of golf ornaments" in the year 2009 according to him jewellery and accessories are defined as luxury goods which often includes branded product which is meant to bring prestige to the owner.

Penz and Stottinger in the year 2005 says that individuals usually buy and use luxury goods to improve their image and identity to gain higher social positions.

According to Wiedmann et al. (2007), managers should not limit themselves on the "buying to impress" as a factor determining the purchase of luxury goods. Using the framework, they can incorporate the other value drivers and communicate them as benefits, usage and durability related to the particular luxury brand.

Huddelston (1995); Lawrence et al. (1992); Wall and Heslop (1986) According to the studies of Schooler (1971), Mittal and Tsiros (1995) and Bilkey and Nes (1982) female consumers tend to rate products from foreign countries more favorably than male consumers. In addition, the higher the education of a consumer, the higher will he or she will be in evaluating foreign products as compared to consumers with lower education (Mittal and Tsiros, 1995). The same holds for people with higher income as compared to the ones with lower income (Han and Terpstra, 1988).

Koschate-Fischer et. al. (2012) focus their research on the willingness to pay. The researchers found that consumers not only evaluate products from developed countries more favorable, than those from less developed ones, but also that they are willing to pay higher premium for them. Another major contribution of the study is that in a high-involvement setting, when consumers are more familiar with the brand, they are more likely to use intrinsic rather than extrinsic cues such as country of origin.

Pollyna Stoimenova has worked on "Country-of-origin effect in the luxury goods category" from

Erasmus School of Economics according to him in conclusion, brand name appears to have stronger impact than origin of brand. Marketing managers should carefully invest in brand building strategy, while not forgetting cultural and demographic differences in order to target the right consumers in the right way.

Chada and Solomon have worked on "consumer's purchasing intension of luxury women's handbag" in the year 2006 and according to him luxury brands are considered to be one of the tools in modern era that Asians are using to redefine and representing their identity as well as social position.

Jamal and Goode explained, "the perceptions of self closely relate with the personality in the sense that individuals tend to buy brands whose personalities closely correspond to individuals' own self-images". In an article called *Why do people buy jewelry* (2008), it was suggested that consumers purchase jewellery because it increases their social status. They also stresses on teenager wearing high end branded jewellery because they are exposed to such brands through television ads and women lifestyle based

magazines. In 2010, Steenkamp, Van-Heerde, and Geyskens noted that products of national brands are purchased more frequently than private labels due to brand loyalty and perception of product quality. Brand management is further stressed by Bresciani and Eppler (2010) who noted: "Branding is a crucial activity for the successful discovery of a new company, it helps customer acquisition, retention and builds positive reputation"

Kaveri and John William opines that Consumer processes a strong attitude and show high involvement in gold jewellery purchase because the value they pay on the purchase is comparatively higher than the products they buy on a regular basis further it was portrayed that the price, purity and design which scores the maximum from the analysis as a whole the study highlights that the consumer perceptions are highly influences by the retailers schemes and the kind of services offered by them which helps the future researchers to identify the perceptions towards gold jewellery buying.

Dr. Chandra Bose in "Challenges and strategies for development of Indian gems and Jewellery", explores that the unorganised sector is dominating the Indian Gems and Jewellery market so in order to gain market share, branded Jewellery may have to come up with new designs and must improve the confidence of consumers by hallmark system.

Priya M.lakshmi and Suganya.S In their study "a study on customer preference and satisfaction toward gold Jewellery", explores that Indian jewellery sector should focus on developing brands that is known for quality and transparency. The branded jewellery is gaining more popularity and customers are expecting various varieties of designs to choose followed by more and more transparency which is must to attract the customers.

Zaveri Samrat However opines, since the late 1990s, there was a change in consumer demand where the outcome was, women's are opting for fashionable and light weighted jewellery instead of traditional, heavy and chunky jewellery. There was hype in demand for lightweight jewellery, especially for 16-25 age group women, who regarded jewellery as an accessory and not an investment. Jewellers should understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities..

Bhandari Vandana highlights that branded jewellery segment occupied only a small share of the total jewellery market because majority of Indian buyer still feel that jewellery is an investment. Furthermore, consumers trust only their family jewellers for jewellery purchase. Consequently, the branded jewellery players tried to change the mindset of the people by introducing attractive designs at affordable prices to customers.

Dr.Manish Rai, Dr R Gopal, from *CBD Belapur Navi Mumbai* have worked on Study on the Purchase Behaviour of Indian Women When Buying Diamond Jewellery from Different Retail Formats stresses on Diamond jewelleryes are very precious and regarded as luxury to women's and Indian women's also looking towards Diamond over traditional Gold ornaments and younger age groups as well as working women's are showing great interest towards this rare natural gift also study shows there is 12% growth in CAGR in Diamond Jewelleryes segments due to increasing prosperity and working women's class they are contributing in large number with this segments growth in India, Quality perception and better store ambience always gives customer a reason to comeback with increasing organized retail chain presence. At the end we can say this segment belongs to Women's dominantly either ways as a customer or Influencers.

Sundaram Shobha and ao Sheshagiri K in their article, "Changes and Continuity in Women's Employment in Footwear Industry" Here depth analysis relating to the social background of the women workers via, community, age groups, educational levels, marital status, and the factors responsible for migration was carried out. An attempt was made to bring out the circumstances that made the women workers to enter into footwear industry, with special emphasis on acquisition of skills, types of work undertaken, labour mobility, working conditions and wage structure.

Mr. Refeeq Ahmed in his study "development Perspectives of Indian Footwear Industry, The case of Indian footwear" highlights on the importance of the Indian leather footwear industry's and it's potentiality for exports. He identifies the need for popularizing brand name, strengthening training facilities particularly to women, and close linkages between industries, training and educational institutions. The paper also emphasized the need to have the group of experts service from developed countries to train the local artisans in particular lines.

Nata TOLOOEI and Narges ALANCHARI carried a study in 2009 and according to them there is a direct relation between the users' emotions and properties of the watches. As a result for each representative watch some Kansei words were recognized. It means that Kansei words described users' emotions on each watch. Due to the findings, it was concluded that the users' emotional needs were translated to product properties.

#### 1.4 OBJECTIVES

1. To study understand and analyze women's perception towards the purchase of accessories.
2. To identify and analyze the factors influencing women's purchase of accessories.

#### 1.5 RESEARCH METHODOLOGY

The researcher has applied exploratory and descriptive research design by constructing the questionnaire and subjected the questionnaire to 50 women consumers (Age group 18-45) who are lifestyle freaks in India. Using convenience sampling for data collection. The collected data has been analysed using simple tools such as averages, percentages and measurement scales were used to arrive at desired results.

#### 1.6 INDIAN WOMEN AND HER LIFESTYLE

Indian lifestyles have always been an exciting topic all over the world. With thousand-year-old cultures and diverse ancient regimes, Indian lifestyles have always been fascinating. In recent times Indian lifestyle had seen a gigantic shift with the intervention of modern routines in upbringing. The shift is overwhelming as well as saddening at the same time. Why? Well!

Because this change in Indian lifestyle has caused the old Indian values to lose luster and at the same time has allowed coming face to face with the boons of having a contemporary way of life.

Indian traditional system of living in joint families from two to twenty members is not much opted today. Indians are deciding on nuclear system of living. The prevailing tradition of the joint family system or undivided family has seen a switch over the past decade. The historic practice of living in joint families is though present in many parts of the country but the youngsters are choosing for more freedom oriented style of living prevalent in nuclear family lifestyles..

With changing trends and styles in Indian attires, wearing a sarees has become limited only to special occasions. Adaptation of western fashion in India has been evident in the country and we are also not unaware from the growth of fashion industry in the last years. Nowadays pants, shirts and tops are the casual attires in women's clothing contrary to the salwar kameez and chudidaars in older times. The dressing patterns of Indians have been apparent. Even though Indians have welcomed the western fashion whole heartedly, the grace and harmony of a sarees remains unbeatable..... Maybe that's why they are now preserved for special occasions

What once was considered impossible in India has now become a pleasing reality. Women in India were considered only as homemakers and their abilities were judged only fit for performing household chores. Though these mindsets lag back to sixty years ago and women's positing in society, education, their economic position has significantly changed after 1960s. The kitchen keepers have profoundly emerged as nation builders and now the commanding members in the family are women also. They have found space, voice and immense respect in the male dominated world and now they rub shoulders with men in various fields. The new horizons for womanhood in India has been found but a lot needs to be done and the good news is Indian women are unstoppable!

The lifestyle and buying trend in India has undergone a pragmatic shift in the last 20 years or so. It is not just urban India which has ushered in the change, but also rural India, where technology has transformed the lives almost completely. This immense change in the lifestyle of the Indian man, has been brought about due to the single decision to open up to International trade, and undertake policies which could be called as the Liberation Privatization and Globalization model, that had been ushered by the Ex- Prime Minister, Dr. Manmohan Singh, the finance minister in 1991.

India, with its huge population and consumer oriented policies, soon became the destination of choice for the global investors. Soon, India was introduced to fizz cans from global majors like Pepsi and Coke besides a huge list of articles from the West. This, along with rising per capita income brought about a change in the spending pattern of the middle class Indian, both in the rural and urban areas. Television shows, which had been blockbuster hits in the West, are found to be telecast in Indian homes in their 'desi' avatar. There has been a shift towards the free flowing nature of lifestyle which is practiced in the west.

Yes it is apparent that a paradigm shift is taking place in women consumer behavior in India with a confident growing middle class asserting itself– this is a shame as this is eroding the pure culture, which once was the pride of Indians with the delusional aspects of a debased and spiritually empty Western model. India has been exposed to the full blow of western culture, so much so, that today, children are shy or unwilling to touch the feet of their elders, which used to be an involuntary action in times gone by!

Women in India, urban and rural, are exercising greater influence on their families and society. Several forces—including new electoral rules, better health care, and greater media focus—are behind this change. The most important factor, however, is educational opportunity. From 2005 through 2014, the enrolment rate of girls in secondary education increased from 45.3% to 73.7%, and it's now higher than that of boys. Young women have bridged the gap in higher education too: their enrolment rate now stands at almost 20% while that of young men is 22%. This shift will not only result in greater overall literacy levels but will also have a broad impact on such societal factors as workforce demographics and economic independence for women.

## 1.7 DATA ANALYSIS

As per the established objectives of the research paper a study was carried out to review factors influencing perception of women in purchase of accessories and as per the data collected here is the summarized data analysis and interpretations.

In today's world women's are more inclined towards exploring different varieties of lifestyle accessories and it's the need of hour for them which they feel is going to reflect their personality and status, for them first priority is aesthetics and second priority goes for actual usage. Keeping this as a base a pilot study with 50 women's was carried out and here it goes.

### DEMOGRAPHIC CHARACTERISTICS

- 50 women consumer from India
- Women's are between the age group of 18-45 who come under the young adult's to middle age category.
- 70% of the women's are working professionals and 10% are housewives 10% are graduates and 10% are students.
- Income levels of the families start from 3lakh – above 7lakh pa.
- The data tries to present the result in a short, cogent, efficient, effective and coherent manner.

### HANDBAG SEGMENT

1. Almost 60% of the women visits shopping centre regularly and purchases the handbag as their disposal incomes are increasing.
2. As per survey women spends close to 30min in purchasing handbag and they are self influenced to a greater extent while purchasing handbag followed by friends.
3. Women's are accompanied by spouse in case of housewives and rest are joined by peer group while purchasing handbag.
4. The report says that women between the age group of 18-30 are the one who purchases the handbags quite often and they are also influenced in trendy and newest variety purchase as they are fashion freaks and college going students and fresher's at job.

5. Their affinity towards luxury handbags is not that high it is moderately high because here they are looking at varieties and quality.
6. Most of them are also aware of all international brands like Gucci, Hidesign, Louis Vuitton, Fendi, Valentino since working women are using such international brand to a greater extent..
7. We could also see that women feel fashion is a way to self expression.
8. Most of them don't really have the designer bag but they are fond to purchase it.
9. The study gives an insight on the purchase behaviour of women where her purchase is done based on the income available while purchasing accessories.
10. While purchasing handbag they majorly look for quality, varieties and price and they are not really worried about the manufacturer of the product and origination of the product.
11. 60% of the women go for known brands and 40% of them don't really mind going for unknown brand provided if it satisfies their requirement.

#### Age Group and Preference of hand bags from respondents

Age	No. of consumers	% of consumers
18-25	32	64%
25-35	12	24%
35-45	6	12%
Total	50	100%

#### JEWELLERY SEGMENT

1. Under the jewellery segment we could see that there is a equal interest shown by women in purchasing different jewellery ie, 25% each in bracelet, earring, necklace and ring purchase.
2. 70% of women have showed interest in purchasing gold jewellery and 10% in platinum and 5% in diamond 3% in silver 2% in others.
3. It's quite surprising that 2% of women buy jewellery monthly and 30% of them buy every 6 months and 40% buy yearly and 28% buy on some occasions.
4. While for gifting purpose 60% of the women spend about 10-20k on jewellery, 20% spend 20-40k and 5% spend 50-70k and 3% spend 1lakh and 12% spend 1k-5k.
5. Most of the women's are very particular about purchasing exclusive jewellery they are close to 80% and 10% disagree with this statement they purchase on the basis of trend and 10% buy on the basis of availability.
6. While purchasing jewellery women is majorly looking for price, design, brand and they purchase majorly in branded outlet.
7. Women's are getting influenced by their friends, surroundings, peer groups, colleagues and advertisements in jewellery purchase.
8. 5% of women are also exposed to international jewellery brands where they have worked overseas and whose spouses are working in overseas etc.
9. Malabar, kalyan, jos alukkas has more awareness among women's also most of them are interested in antique and temple jewellery irrespective of age.

#### Age Group and Preference of Jewellery from respondents

Age	No. of consumers	% of consumers
18-25	8	16%
25-35	26	52%
35-45	16	32%
Total	50	100%

#### FOOTWEAR SEGMENT

1. Coming to footwear segment 60% of women spend around 500-1000k on footwear purchase, 20% spend 1000-2000k and 10% spend 2000-3000k and 5% spend upto 5000k.
2. 85% of women purchase branded footwear who is between the age group of 25-40 majorly and rest 15% go with unbranded but will not compromise on quality and design.
3. Frequency of footwear purchase in women is more 40% of them purchase in every 3 months, 35% of them purchase every 6 months here these are set of people who purchase footwear whenever they find a good one and 15% women purchase during festival, weddings or any social occasions, others purchase when they are in need.
4. There is a huge trend and demand for shoe and sandal purchase in women from brands like Nike, Adidas, Reebok, valentine, Bata, woodland etc. But for Bata there is a huge demand due to price sensitivity in women and better sales promotional activities.

- As per the study even when the price of the preferred brand increases women are not switching from the brand and they are loyal.
- Students from the age group 18-25 majorly purchase footwear during offers and through online.
- Women's choose a particular brand on the basis of quality 1<sup>st</sup> variety 2<sup>nd</sup> price 3<sup>rd</sup>.
- 80% of the women purchase footwear from the shops other 8% from online and 12 % from both sources.
- There is a huge demand for heels in students and young youths.

#### Age Group and Preference of Footwear from respondents

Age	No. of consumers	% of consumers
18-25	25	50%
25-35	20	40%
35-45	5	10%
Total	50	100%

#### WATCHES SEGMENT

- 60% of the women wear Quartz watches, 25% women are using digital watches and rest are using winding and automatic watches.
- Women's are majorly getting influenced by 30% friends & peer groups, 10% relatives, 10% colleagues, 40% self decision and 10% advertisements in purchasing a exclusive branded watches.
- 45% women's are using Fastrack, 25% titan, 15% sonata, 15% Fossil, Raga, Timex etc.
- Women's are looking at waterproof watches and 65% women's are using waterproof watches.

#### Age Group and Preference of Watches from respondents

Age	No. of consumers	% of consumers
18-25	28	56%
25-35	15	30%
35-45	7	14%
Total	50	100%

#### APPAREL SEGMENT

- Women's are fond of trendy and designer apparel purchase 70% of the women purchase clothes regularly.
- Women's are fond of branded clothing like reliance, max, people, lifestyle, levi's, Biba, Soch, Zara etc.
- Women are influenced by friends, peer groups, celebrities, colleagues in clothing purchase.
- One of the major influencing factor for women in clothing purchase is sales promotional activities. 55% of women look for discounts, 10% looks for buy one get 1 offers, 15% look for cash back, 5% are interested in some schemes and 15% are interested in gifts or gift vouchers.
- Women purchase and spend more on apparel majorly during festivals, social occasions.
- Women's visit shopping malls or centres quite often and 60% are accompanied by friends and families and 40% they will go alone for purchase.
- Women feel that her attire and personality is a status symbol and attracts the people.
- Women's are majorly attention seekers and they feel these clothing as well as lifestyle accessories will give them that attention in the society.

#### Age Group and Preference of Apparel from respondents

Age	No. of consumers	% of consumers
18-25	27	54%
25-35	15	30%
35-45	8	16%
Total	50	100%

In every accessory the purchase behaviour varies from students who are dependent on parents to working women's because their disposal income varies but attitude remains same.

#### 1.8 FINDINGS

Considering all the lifestyle based women accessories we have done a exclusive study on her attitude towards purchase behaviour, purchase decision, brand perception, shopping behaviour and finally we could come up with the major findings which are as follows:

- As per the study the young adults and youth are highly potential customer in every lifestyle accessory segment between the age ranges 18-35.

2. The awareness levels of women towards brand and lifestyle accessories is too high so there is a tough competition between organised and unorganised business.
3. The income levels of the women will decide their purchase behaviour and purchase decision but her attitude and perception towards shopping will never change. When her income levels are high she will buy high end and branded and designer products, if it is low she will buy normal brand.
4. Young adults and college going girls are fashion freaks and accessory lovers who will get influenced by their peer groups, friends, ads and surrounding to a greater extent and surprisingly they are successful in convincing their parents to purchase high end lifestyle accessories for them.
5. Women are attention seekers and love being appreciated so she doesn't mind to spend more bugs on fashionable products hence she goes for a purchase quite often and regularly.
6. Women feel that lifestyle accessories will define a person's self expression and personality so she is looking for very trendy, branded outfits and gadgets.
7. Most of women have agreed to the statement that they are innovators and early adopters who love newest and trendy accessories so this influences them to shop regularly.
8. Women are very particular about exclusive accessories and its brand when they go for buying.
9. As per the study overall 40% of the women's are aware and fond of exclusive international brands when buying accessories.
10. Women's are good managers which we already knew but latest study has proved that women's are comparatively very smart in managing finances when compared to men.
11. Women's with the age group 35-45 love purchasing trendy and latest designer jewellery but 80% they usually go for gold because they doesn't want to waste the money by investing on stone based ornaments, where as women's between 18-30 age group are not really looking at wastage but are more interested in light weight jewellery made of platinum, diamond as well as gold.
12. As per the report we even have 5% women who purchases jewellery monthly so potentiality to increase the number is high by introducing better offers and designs with light weights.
13. 70% of Women's are showing keen interest in branded jewellery because they doesn't want to take risk as value involved in purchasing ornaments is high.
14. The guiding factor behind purchasing jewellery is price, design, brand, trust factor and design which score the maximum, Other factors are variety, the brand image, influence of family and friends.
15. In the footwear segment women 60% of the women buy footwear regularly whenever a find a new one. They are also brand conscious as they are with the notion that brand gives them a status symbol in the society.
16. The price range for purchasing footwear starts from 500-5000 Rs. and most of the time they go alone while purchasing it.
17. The study has also highlighted that even if the price of their preferred brand increase they will stick on to the brand and loyalty among women is too high when compared to men, so you have to build a very good impression at the first sight in women's mindset.
18. As per the comprehensive analysis done for footwear segment women look for quality 1<sup>st</sup>, variety second, durability 3<sup>rd</sup> and at last the price and she will never compromise on this. Women are also a good negotiator when compared to men.
19. Women are more interested in quartz and digital watches and they also expect it to be waterproof.
20. Major influencing factor for them is friends, advertisements and celebrities to purchase watches. She only buys the branded one with reasonable price.
21. Watches are a necessity for human beings irrespective of to which economic class they belong. It is also studied that when purchasing a watches brand is given highest importance than the other attributes.
22. Women wants to look good irrespective of age and she is also beauty conscious too, so she easily gets influenced by external factors surroundings, friends, relatives, colleagues and want to be special and unique all the time so she invest huge in apparel/ clothing segment quite often.
23. Women has a high presence in social media and internet, she also purchases accessories through online as she easily get educated through the sources available online which makes her decision easier.

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