



## **WORKING WOMEN'S PERCEPTION TOWARDS ARTIFICIAL JEWELLERY IN CHENNAI CITY**

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### **Abstract**

The present study explores the perception of working women in Chennai City towards artificial jewellery, an increasingly popular alternative to traditional ornaments. With the growing demand for affordable, stylish, and versatile accessories, artificial jewellery has gained prominence among working women who seek to balance fashion with practicality. This research aims to understand their demographic profile, purchasing patterns, preferences, and the key factors influencing their buying decisions. Primary data was collected from 108 respondents using a structured questionnaire and analyzed using percentage analysis, Garrett ranking, factor analysis, and multiple regression. Findings revealed that affordability, variety of designs, and trend alignment were top reasons for preference. Earrings and necklaces emerged as the most favored types. Factor analysis identified three core dimensions influencing perception: Fashion Consciousness (32.2%), Cost & Practicality Orientation (25%), and Brand/Quality Sensitivity (14%), cumulatively explaining 71.2% of the variance. The study concludes that artificial jewellery holds strong appeal due to its design diversity, reasonable pricing, and accessibility, highlighting a growing market opportunity aligned with the evolving lifestyle and fashion sensibilities of modern working women.

Artificial Jewellery, Working women, perception, buying decision

### **Introduction**

In today's fast-paced and fashion-conscious world, jewellery has become an integral part of personal expression, especially among working women. While traditional gold and silver ornaments have long held cultural significance, artificial jewellery has emerged as a popular alternative due to its affordability and variety. With increasing participation of women in the workforce, there is a noticeable shift in preferences toward convenient, stylish, and cost-effective accessories. Artificial jewellery offers working women the flexibility to match their adornments with professional attire without incurring high costs. It enables frequent style changes in accordance with trends, seasons, and occasions. This shift in consumer behavior reflects broader societal changes, including increased financial independence and fashion awareness among women. Working women often seek accessories that are lightweight, versatile, and low-maintenance, making artificial jewellery a suitable choice. The appeal of artificial jewellery lies not only in its design but also in its practicality and accessibility. Furthermore, the rise of online platforms has made trendy and diverse collections more reachable than ever before. Despite its growing popularity, perceptions of quality, brand trust, and durability continue to influence buying decisions.

### **Objective of the study**

1. To study the demographic profile of working women in Chennai City
2. To identify the purchasing patterns of working women, including frequency, spending, and occasions for buying artificial jewellery.
3. To examine the key factors that influence working women's choice of artificial jewellery, such as price, quality, design, and brand.
4. To understand preferences regarding the types of artificial jewellery commonly used and the preferred mode of purchase (online or offline).
5. To assess the satisfaction level of working women with the quality, design, and availability of artificial jewellery in the market.

### **Review of Literature**

1. Nishita Hada, Sejal Jain, Shreya Soni, Shubham Joshi: "In this new era of social distance, technology can help prevent the spread and build a resilient society" (2023). Technology is playing a vital role in keeping our society functioning without much disturbance. In such situations, online shopping becomes the easiest and the most suitable way for shopping. Considering India is one of the largest consumers of gold, diamonds, and other precious metals in the world. The jewelry and gem exchange of India plays a major role in the country's GDP. This paper shows jewelry shopping using augmented reality and virtual reality that will allow the users to virtually examine the jewelry in the comfort of their home and give them the joy of conventional shopping"
2. With the rise of e-commerce platforms, the purchasing pattern has shifted significantly. Gupta and Sinha (2022) noted that online platforms like Amazon, Flipkart, and niche jewellery websites provide a wider variety of designs and price points, influencing customer decisions. However, trust issues related to product quality and returns still drive many customers to offline retail stores for purchases.
3. According to Singh and Tiwari (2020), the Indian artificial jewellery market has experienced consistent growth due to urbanization, rising disposable income, and increased fashion consciousness among consumers. The accessibility and affordability of these products, especially among the middle-income group, have contributed significantly to their popularity.
4. Dr.M.Vasan (2018) in his study on Attitude of Customers towards Branded and Non-Branded Gold Jewellers found out that the branded Jewellery segment occupies only a meagre share of the total Jewellery market in India. Today, the branded jewellers are spread throughout the country, meeting the demands of the customers from all parts of the country. And also proved that goodwill, reasonable wastage and making charges, reliability, quality, brand image, advertisement, wide range of collections and competitive price are the base for the selection of branded store. This study will explicitly serve as an eye-opener for the gold jewellers to understand the attitude of the buyers.
5. Jain (2013) in their research, "A comparative study of Indian women's perception towards branded & nonbranded jewellery in Jaipur city" found that female customers are becoming more aware about branded jewellery and their idea towards branded jewellery is increasing day by day.

### **Methodology**

This study is based on primary data collected from working women through a structured questionnaire. Convenience sampling technique was used, and data had been collected from 108 working women in Chennai. The collected data was analyzed with the help of simple percentage analysis, Garret ranking, factor analysis and multiple regression analysis. These secondary data were collected from articles, journals, and websites.

**Table No.1**

**Demographic profile and working women perception towards artificial jewellery**

Factor	Dominant group	Percentage	Factor	Dominant group	Percentage
Age (in years)	36-45	57	Preference to wear artificial Jewellery	Yes	74
Marital status	Married	84	Frequent purchase of artificial jewellery	Once a month	62
Qualification	Postgraduate	74	Preferred shopping mode	Both online and offline	57
Occupation	Private sector	62	Average spending limit	Rs.500 – Rs.1000	52
Monthly Income	Rs.40000 – Rs.60000	64	Reason for purchasing artificial jewellery	Design	62
Quality satisfaction	Yes	69	Recommended to others	Yes	69

**Garrett Ranking Analysis**

Garrett ranking analysis had been applied to rank the factors.

**Table No 2 Reasons for preferring artificial jewellery**

Factor	Mean Value	Rank
Affordable price	90.7	I
Variety of designs	85.2	II

Matches fashion trends	80.6	III
Easy to replace/ Less risk	70.2	V
Not interested in gold	75.1	IV

Affordable price is the most common reason for choosing artificial jewellery which ranks I, followed by variety of designs, fashion trends, women those who are not interested in gold and easy to replace ranks V.

### Types of artificial jewellery preferred

Factor	Mean Value	Rank
Earrings	95.2	I
Necklace	89.2	II
Bangles / Bracelets	80.6	IV
Rings	85.2	III

Earrings are the most preferred type of artificial jewellery, followed closely by necklaces.

### Factor Analysis

Factoranalysis had been applied to identify working women's perception towards artificial jewellery inn Chennai City . Cronbach's Alpha value was 0.944, KMO measure of sampling adequacy was 0.862and Bartlett's test showed a significance level of 0.000. Therefore, factor analysis could beapplied to 10 variables. It wasobserved that all measures of sampling adequacy (MSA) being more than 0.5, all the 10 variables could be subjected to Factor Analysis. The total variance explained was 71.2%.

**Table No 3**

### Factors influencing working women's perception towards artificial jewellery

Factor	Included Variables and loadings	Label (Interpretation)
<b>Factor 1: Aesthetic Utility</b>	Enhances appearance (.591) Variety of designs (.572) Fashion trend match (.625)	Fashion Consciousness
<b>Factor 2: Economic Value</b>	Price concern (.708) Less risk (.578) Easy to replace (.625) Recommendation (.620)	Cost & Practicality Orientation
<b>Factor 3: Brand/Quality Focus</b>	Satisfaction with quality (.666) Brand influence (.698) Quality influence(.675)	Brand/Quality Sensitivity

The first factor was named as “**Aesthetic Utility**”and it included three values such as enhances appearance, variety of designs, fashion trend match and it explained 32.2% of the variance. The second factor was named as “**Economic Value**” and it included four values such as price concern, less risk, easy to replace, recommendation and it is explained 25% of the variance. The third factor was named as “**Brand/Quality Focus**”

and it include three variance such as satisfaction with quality, brand influence, quality influence and it is explained 14% of the variance.

### Suggestions

1. Design variety and fashion matching are top priorities, sojewellers should continuously update collections to reflect current fashion trends and unique aesthetics.
2. Affordable pricing ranks highest, offering frequent discounts, combo offers, and festival deals can attract more consumers.
3. Hybrid Shopping Experience that is both online and offline shopping, brands should maintain strong presence across platforms with consistent quality and service.
4. Brand and quality sensitivity emerged as a significant factor, certifications, guarantees, and customer reviews should be emphasized.

### Scope for Further Study

1. The current study is focused on Chennai. Future studies could compare urban vs. rural preferences across different cities or states.
2. As online trends rise, research can focus on how Instagram, YouTube, and influencers affect jewellery buying behavior.
3. Future studies could assess durability, maintenance issues, and long-term satisfaction with artificial jewellery.
4. A detailed analysis can be conducted on preferences for specific materials such as oxidized, beaded, gold-plated, silver-plated.

### Conclusion

The study reveals that working women in Chennai strongly prefer artificial jewellery primarily due to its affordable pricing, aesthetic appeal, and practicality. Among types, **earrings and necklaces** are the most favored. Factor analysis has grouped the influencing variables into three core factors. They are **Fashion Consciousness (32.2%)**, **Cost & Practicality Orientation (25%)**, **Brand/Quality Sensitivity (14%)**. Together, these explain a substantial **71.2% of the variance** in perception. The high **Cronbach's Alpha (0.944)** and **KMO value (0.862)** confirm the reliability and adequacy of the sample. Overall, the artificial jewellery market has significant growth potential driven by women's evolving fashion needs, price consciousness, and openness to alternatives over traditional gold.

### Reference

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