



A STUDY ON G –CONSUMER PREFERENCE ON FASHION JEWELLERY

SABARISH A

REGISTER No: 222AC3375

B.COM. WITH COMPUTER APPLICATIONS

Mrs. A. Sangeetha Priya, M.Sc., M.Phil.
Assistant Professor

**DEPARTMENT OF B.COM. CA, Sri Krishna Adithya
College of Arts and Science, Coimbatore**

1.1 INTRODUCTION

The products are made from recycled materials and come in different variety. In addition, The Girl funk Jewellery products are very affordable as compared to products of main Competitors despite similar or high quality status. The customized jewellery sector has a 19% stake in the jewellery and fashion industry in the US. The Girl funk Jewellery intends to capture atleast 20% of this sector within the next three years. The financial need for the Girl Funk Jewellery is estimated at \$106,800, which will be obtained through bank loan and Personal savings. The business will be located in West Hollywood because this place is Strategic to reach the market. The target market consists of female celebrity clients Interested in customized trunk jewellery within the region of Los Angeles.

1.2 OBJECTIVE OF G-FASHION JEWELLERY

- ✓ To provide a unique and stylish accessory that allows individuals to express their personality and Stand out.

- ✓ Funky Jewellery often features bold designs, vibrant colours, and



unconventional materials, making it a popular choice for those looking to add a touch of individuality and flair to their outfits

- ✓ The goal is to create pieces that are not just fashionable but also a reflection of the wearer's Personal style.
- ✓ Use eco-friendly materials and ethical sourcing practices to contribute to sustainability efforts.
- ✓ Implement new design techniques, customization options, and digital tools like augmented reality (AR) for virtual try-ons.



1.3 SCOPE OF G-FASHION JEWELLERY

- ✓ **Diverse Designs:** Embraces a wide range of bold, innovative, and unique designs that stand out from traditional Jewellery. This can include statement pieces, eclectic styles, and artistic Interpretations.

- ✓ **Material Variety:** Uses a mix of materials such as metals, beads, leather, and fabric, often combining unexpected elements to create distinctive looks.

- ✓ **Retail Channels:** Available through various platforms including online stores, boutique shops, and Fashion markets, reaching a global audience.

1.4 LIMITATION OF G-FASHION JEWELLERY

- ✓ Failure to focus on the low-end market

- ✓ High inventory costs

- ✓ Funk Jewellery might use materials like plastic or acrylic, which can be less durable compared to metals or gemstones.

- ✓ The distinctive style might not appeal to everyone, limiting its broad appeal compared to more traditional or minimalist designs.

- ✓ Targets only a high range people like celebrities.



1.5 CHAPTER SCHEME

✓ **Chapter 1:**

This chapter deals with Introduction, objectives of G-Fashion Jewellery, scope of G-Fashion Jewellery, limitation of G-Fashion Jewellery.

✓ **Chapter 2:**

Reviews on G- Fashion Jewellery.

✓ **Chapter 3:**

An overview of the G-Fashion Jewellery.

✓ **Chapter 4:**

Primary data collected through the questionnaire is analysed and interpretation is presented through tables and CHARTs in the tables

✓ **Chapter 5:**

Chapter 5 summarizes with Findings, Suggestions and Conclusion of the G-Fashion Jewellery.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 Review of literature

✓ **Dr. C. Vijaykumar (2015):**

Although gold, silver and diamond jewellery remain to be the most exclusive jewellery, many of women and girls are opting to try different, less expensive and novelty costume or imitation jewellery at the time of festivals and functions.

✓ **Md. Mahiuddin Sabbir (2017):**

While choosing imitation jewellery over gold or other precious metals, their decisions are significantly influenced by comparatively low cost, innovative & elegant design and matching with outfits.

✓ **Fashion Jewellery (2017):**

According to 2018 gift book consumer survey, consumers are most likely to purchase earrings over other types of jewellery, with necklaces coming in second. Fashion jewellery allows consumers to visualize accessories by creating a colour story with multiple statement pieces, such as a purse paired with a bracelet.

✓ **RSM (2017):**

India holds the second position being the largest manufacturer of Fashion Jewellery after China. Demand for fashion Jewellery ranges from flashy coloured Jewellery to traditional designs of Kundan, Polki, and Antique Jewellery etc. Marketing of products with brand visibility, high standard of living, changing behaviour of consumers towards fashion etc. will ensure the rising demand for this subsector.

**“Very limited literature is available in the field of
G - Fashion Jewellery”**

CHAPTER – 3

AN OVERVIEW OF THE G - FASHION JEWELLERY

3.1 INTRODUCTION

G-Fashion Jewellery is a popular online retailer that offers a wide range of stylish and affordable jewellery pieces. From minimalist earrings to statement necklaces, their collection is perfect for fashion enthusiasts who want to stay on-trend without breaking the bank. With a focus on quality and durability, G-Fashion Jewellery uses high-quality materials such as stainless steel, copper, and zinc alloy to craft their pieces. Whether you're looking for everyday essentials or special occasion accessories, G-Fashion Jewellery has something for everyone, making it a go-to destination for fashion-forward jewellery lovers.



HISTORY OF THE COMPANY

- ✓ G-Fashion Jewellery's history is not publicly well-documented, but here is what I found.
- ✓ G-Fashion Jewellery is a relatively new company, likely established in the mid to late 2010s. The company's exact founding date is not publicly known.
- ✓ The company started as an online retailer, selling jewellery through various e-commerce platforms and its own website. Over time, G-Fashion Jewellery expanded its product line and customer base, becoming a popular destination for affordable and fashionable jewellery.
- ✓ Despite its relatively short history, G-Fashion Jewellery has managed to build a loyal customer base and establish itself as a reputable player in the online jewelry market.

3.2 PROFILE OF G-FASHION JEWELLERY:

✓ **LOGO:**



✓ **Tagline:**

"Elevate Your Style, Elevate Your Life"

✓ **Brand Positioning:**

G-Fashion Jewellery is a luxury fashion Jewellery brand that offers high-end, stylish, and sophisticated pieces for discerning individuals.

✓ **Target Audience:**

- **Demographics:** Affluent individuals, aged 25-50, with a high disposable income.
- **Psychographics:** Individuals who value luxury, exclusivity, and unique experiences.
- **Interests:** Fashion, Jewellery, luxury lifestyle, travel, and art.

✓ **Brand Aesthetic:**

- **Style:** Modern, sleek, and sophisticated.
- **Materials:** High-quality precious metals, rare gemstones, and sustainable materials.
- **Colour Palette:** Neutral tones with accents of bold colours.

✓ **Key Collections:**

- **"Elegance"** - Timeless, classic pieces for everyday wear.
- **"Couture"** - High-end, bespoke pieces for special occasions.
- **"Sustainability"** - Eco-friendly pieces made from recycled materials.

✓ **Brand Values:**

- **"Luxury"** - Offering high-end, exclusive pieces.
- **"Sustainability"** - Prioritizing eco-friendly materials and practices.
- **"Exclusivity"** - Providing unique, one-of-a-kind pieces.
- **"Craftsmanship"** - Ensuring exceptional quality and attention to detail.

✓ **Marketing Strategies:**

- **Social Media:** Instagram, Facebook and Twitter.
- **Influencer Partnerships:** Collaborating with luxury influencers and celebrities.
- **Events:** Hosting exclusive events and trunk shows.
- **Online Advertising:** Targeted Google Ads and luxury online publications.

✓ **Retail Presence:**

- **Flagship Store:** Located in a prime luxury shopping district.
- **Online Store:** Offering e-commerce capabilities for global customers.
- **Select Retail Partnerships:** Partnering with high-end department stores and boutiques.

3.3 CHARACTERISTICS OF G-FASHION JEWELLERY:

✓ **High-Quality Materials:**

Luxury fashion Jewellery often features precious metals like gold, silver, and platinum, along with rare gemstones and diamonds.

✓ **Exquisite Craftsmanship:**

Luxury Jewellery pieces are crafted with attention to detail, showcasing exceptional craftsmanship and precision.

✓ **Unique Designs:**

Luxury fashion Jewellery often features innovative, bold, and stylish designs that make a statement.

✓ **Brand Heritage and Storytelling:**

Luxury Jewellery brands often have a rich history, and their pieces are imbued with emotional value and storytelling.

✓ **Sustainability and Ethics:**

Many luxury Jewellery brands prioritize sustainability, using eco-friendly materials, and ensuring ethical sourcing and production practices.

3.4 IMPORTANCE OF G-FASHION JEWELLERY:

✓ **Self-Expression and Personal Style:**

Luxury fashion Jewellery allows individuals to express their personality, style, and values.

✓ **Emotional Value and Sentimentality:**

Luxury Jewellery pieces are often imbued with emotional value, serving as symbols of love, milestones, and achievements.

✓ **Investment and Appreciation:**

Certain luxury Jewellery pieces, like those featuring rare gemstones or precious metals, can appreciate in value over time, making them a valuable investment.

✓ **Social Status and Recognition:**

Luxury fashion Jewellery can convey social status, wealth, and success, as it is often associated with high-end brands and exclusive designs.

✓ **Cultural Significance and Heritage:**

Luxury Jewellery can be a connection to cultural heritage, tradition, and history, with certain pieces serving as family heirlooms or cultural artefacts.

3.5 ADVANTAGE OF THE G-FASHION JEWELLERY:

✓ **Affordability:**

One of the main advantages of G Fashion Jewellery is its affordability compared to high-end luxury Jewellery. It provides trendy, stylish designs without the hefty price tag, making it accessible to a wider audience.

✓ **Trendy and Stylish:**

G Fashion Jewellery is often inspired by the latest fashion trends. This allows wearers to stay on top of current styles and accessorize their outfits with modern, fashionable pieces that complement various looks.

✓ **Variety of Designs:**

From bold statement pieces to delicate everyday accessories, G Fashion Jewellery offers a wide variety of designs to suit different tastes and preferences. Whether you're looking for something casual or glamorous, there's likely a piece to match your style.

✓ **Lightweight and Comfortable:**

Many pieces of G Fashion Jewellery are made from lightweight materials, which make them comfortable to wear throughout the day without causing discomfort.

CHAPTER – 4

ANALYSIS AND INTERPRETATION

Analysis and interpretation of data is the process of assigning meaning to collected information and determining the conclusions, significance and implication of the findings. It is an important and exciting step in the process of research. In all research studies, analyses follow data collection.

The statistical tools used are

- **Percentage Analysis**
- **Chi square**

4.1 PERCENTAGE ANALYSIS

A Percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the No. of Respondents in to 100 and it is divided by the same size

FORMULA:

Simple Percentage = (No of Respondent / Sample Size) * 100

TABLE NO 4.1.1

AGE

| S. No | Age | No. of Respondents | Percentage |
|--------------|-------------|---------------------------|-------------------|
| 1 | 18-25 years | 38 | 76% |
| 2 | 26-35 years | 9 | 18% |
| 3 | 36-45 years | 2 | 4% |
| 4 | 46 above | 1 | 2% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents 76% of the respondents belong to the age group of 18-25, 18% of the respondents belong to the age of 26-35, 4% of the respondents belong to the age of 36-45 and 2% of the respondents belong to the age of above 46.

INFERENCE:

Majority (76%) of the respondents belong to the age group of 18-25.

CHART 4.1.1

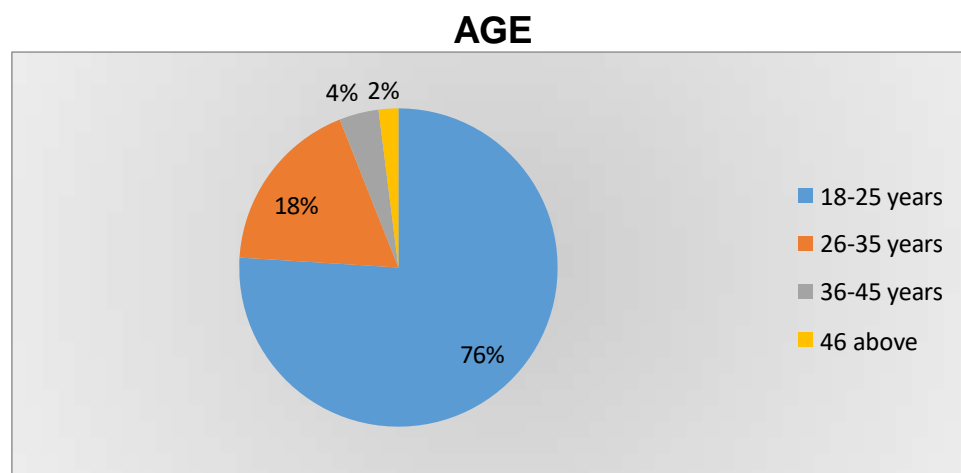


TABLE NO 4.1.2

GENDER

| S. No | Gender | No. of Respondents | Percentage |
|--------------|---------------|---------------------------|-------------------|
| 1 | Male | 25 | 50% |
| 2 | Female | 25 | 50% |
| | Total | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 50% of the respondents are male and 50% of the respondents are female

INFERENCE:

Majority (50%) of the respondents are male

CHART 4.1.2

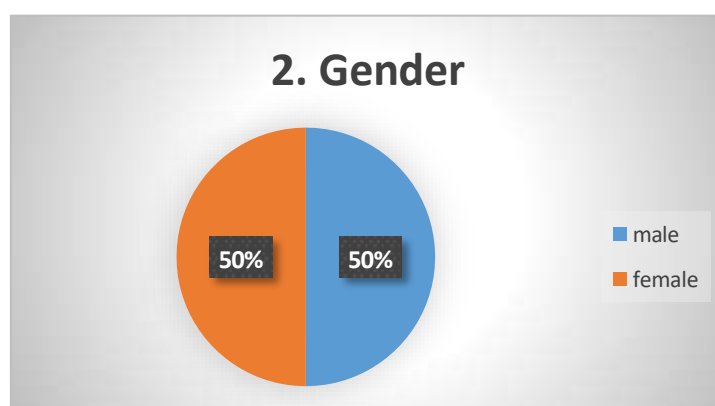


TABLE NO 4.1.3

AREA OF RESIDENCE

| S. No | Area of Residence | No. of Respondents | Percentage |
|--------------|--------------------------|---------------------------|-------------------|
| 1 | Urban | 27 | 55% |
| 2 | Semi-urban | 15 | 35% |
| 3 | Rural | 5 | 10% |
| Total | | 50 | 100% |

INTERPRETATION:

The above shows that out of 50 respondents, 55% of the respondents are urban, 35% of the respondents are semi-urban, 10% of the respondents are Rural.

INFERENCE

Majority (55%) of the respondents are Urban.

CHART 4.1.3

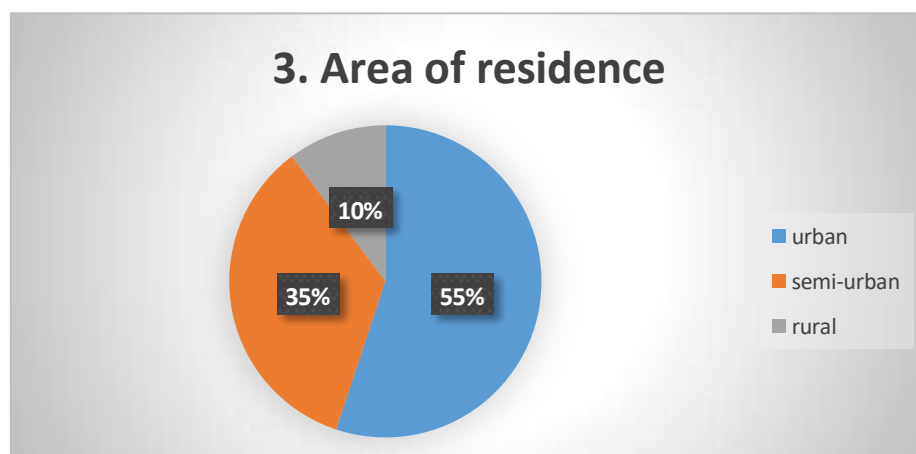


TABLE NO 4.1.4
EDUCATION QUALIFICATION

| S. No | Education Qualification | No. of Respondents | Percentage |
|--------------|-------------------------|--------------------|-------------|
| 1 | High school | 9 | 19% |
| 2 | UG degree | 29 | 59% |
| 3 | PG degree | 8 | 16% |
| 4 | Others | 3 | 6% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 19% of the respondents are high school, 59% of the respondents are UG degree, 16% of the respondents are pg degree, 6% of the respondents are others .

INFERENCE:

Majority (59%) of the respondents are ug degree.

CHART 4.1.4

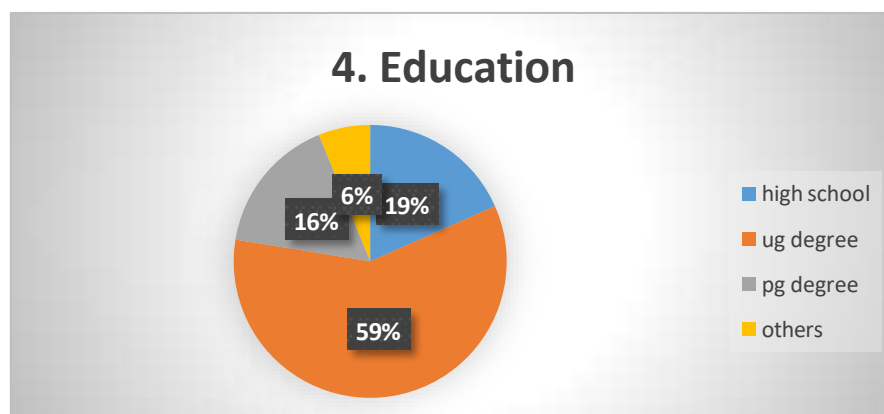


TABLE NO 4.1.5

OCCUPATION

| S. No | Occupation | No. of Respondents | Percentage |
|--------------|------------|--------------------|-------------|
| 1 | Student | 35 | 70% |
| 2 | Employee | 6 | 12% |
| 3 | Business | 7 | 14% |
| 4 | Others | 2 | 4% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 70% of the respondents are student, 12% of the respondents are employee, 14% of the respondents are business, and 4% of the respondents are others.

INFERENCE:

Majority (70%) of the respondents are student.

CHART 4.1.5

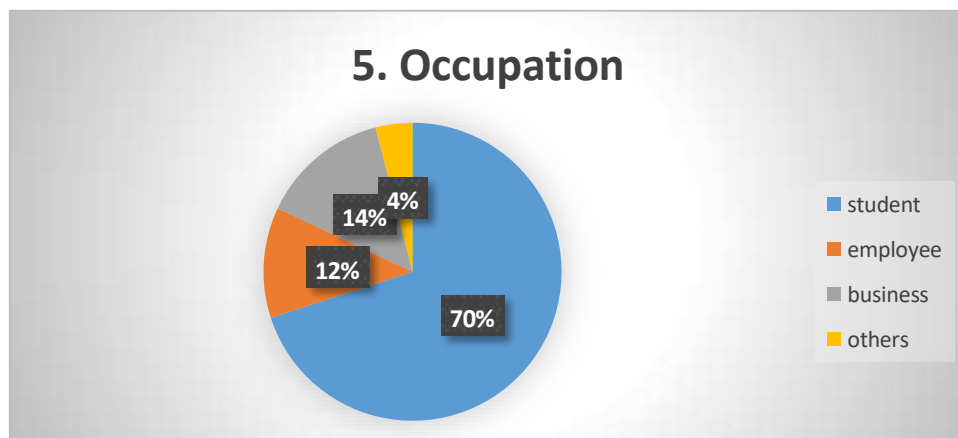


TABLE NO 4.1.6
MONTHLY INCOME

| S. No | Monthly Income | No. of Respondents | Percentage |
|--------------|----------------|--------------------|-------------|
| 1 | 10000 – 20000 | 24 | 50% |
| 2 | 20001 – 30000 | 13 | 27% |
| 3 | 30001 – 40000 | 7 | 15% |
| 4 | Above 40000 | 4 | 8% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 50% of the respondents are earning 10000 – 20000, 27% of the respondents are earning 20001 – 30000, 15% of the respondents are earning 30001 – 40000, 8% of the respondents are earning above 40000.

INFERENCE:

Majority (50%) of the respondents are earning 10000 – 20000.

CHART 4.1.6

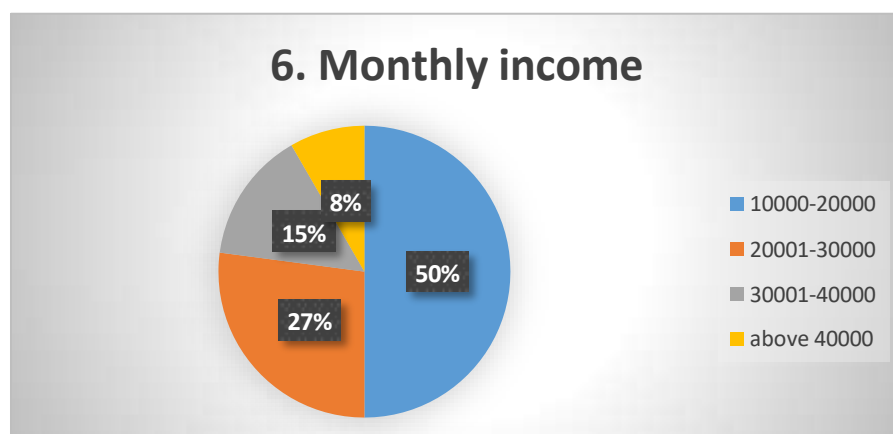


TABLE NO 4.1.7

G-FASHION JEWELLERY CONTEXT

| S. No | Context | No. of Respondents | Percentage |
|--------------|--------------------------------------|---------------------------|-------------------|
| 1 | High end luxury Jewellery | 13 | 27% |
| 2 | Trendy, affordable fashion Jewellery | 25 | 51% |
| 3 | Traditional gold Jewellery | 8 | 16% |
| 4 | Jewellery made for men | 3 | 6% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 27% of the respondents are High end luxury Jewellery, 51% of the respondents are Trendy, affordable fashion Jewellery, 16% of the respondents are Traditional gold Jewellery, 6% of the respondents are Jewellery made for men.

INFERENCE:

Majority (51%) of the respondents are Trendy, affordable fashion Jewellery.

CHART 4.1.7

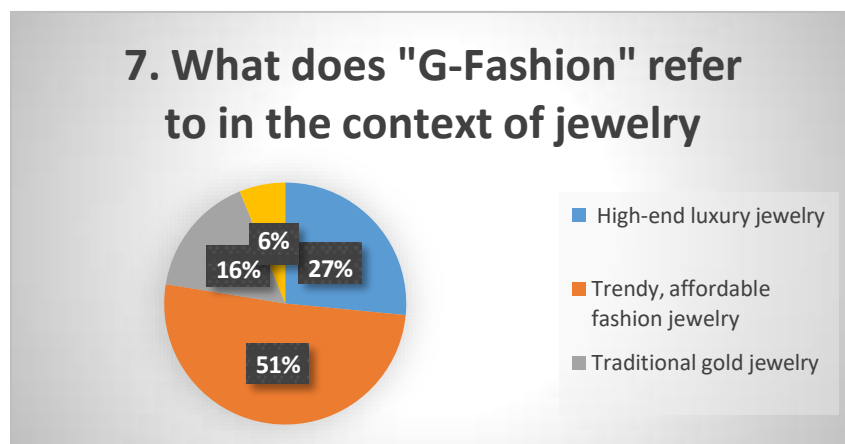


TABLE NO 4.1.8

G-FASHION'S MATERIAL

| S. No | Material | No. of Respondents | Percentage |
|--------------|-----------------------------------|---------------------------|-------------------|
| 1 | Solid gold | 13 | 26% |
| 2 | Platinum | 19 | 39% |
| 3 | Stainless steel, alloy, and brass | 14 | 29% |
| 4 | Diamonds and precious stones | 3 | 6% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 26% of the respondents are Solid gold, 39% of the respondents are platinum, 29% of the respondents are Stainless steel, alloy, and brass, 6% of the respondents are Diamonds and precious stones.

INFERENCE:

Majority (39%) of the respondents are platinum.

CHART 4.1.8

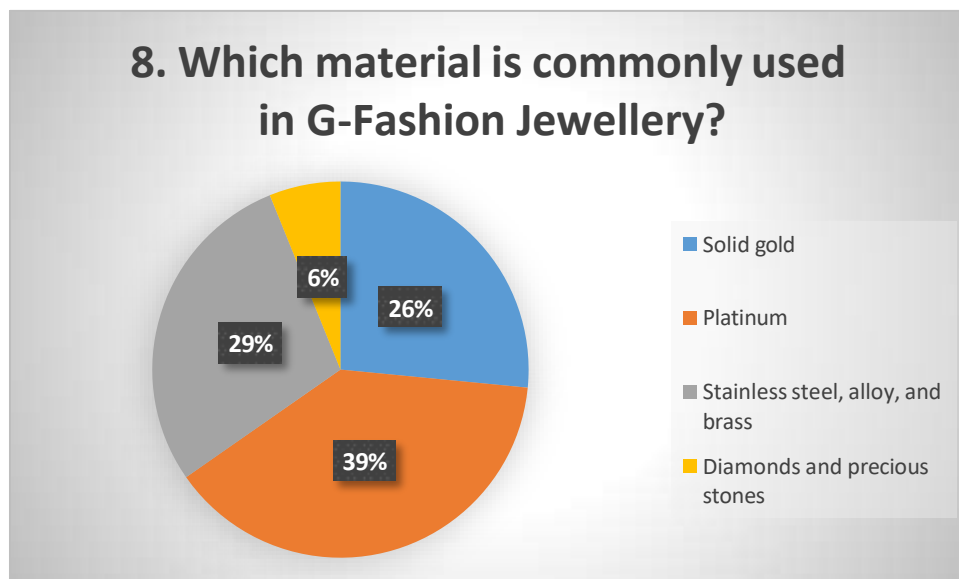


TABLE NO 4.1.9

G-FASHION JEWELLERY KEY FEATURE

| S. No | Key Feature | No. of Respondents | Percentage |
|--------------|---|--------------------|-------------|
| 1 | Experience and Rare metals | 11 | 22% |
| 2 | Designed for specific occasions like weddings | 15 | 31% |
| 3 | Lightweight, stylish, and affordable | 16 | 33% |
| 4 | Exclusively handmade | 7 | 14% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 22% of the respondents are Experience and Rare metals, 31% of the respondents are Designed for specific occasions like weddings, 33% of the respondents are Lightweight, stylish, and affordable, 14% of the respondents are Exclusively handmade.

INFERENCE:

Majority (33%) of the respondents are Lightweight, stylish, and affordable.

CHART 4.1.9



TABLE NO 4.1.10

G-FASHION TARGETED AUDIENCE

| S. No | Targeted Audience | No. of Respondents | Percentage |
|--------------|----------------------------|---------------------------|-------------------|
| 1 | High Net Worth Individuals | 13 | 27% |
| 2 | Young Adults and Teenagers | 24 | 49% |
| 3 | Antique Collectors | 6 | 12% |
| 4 | Professional Jewellers | 6 | 12% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 27% of the respondents are High net worth individuals, 49% of the respondents are Young adults and teenagers, 12% of the respondents are Antique collectors, 12% of the respondents are Professional jewellers.

INFERENCE:

Majority (49%) of the respondents are young adults and teenagers.

CHART 4.1.10

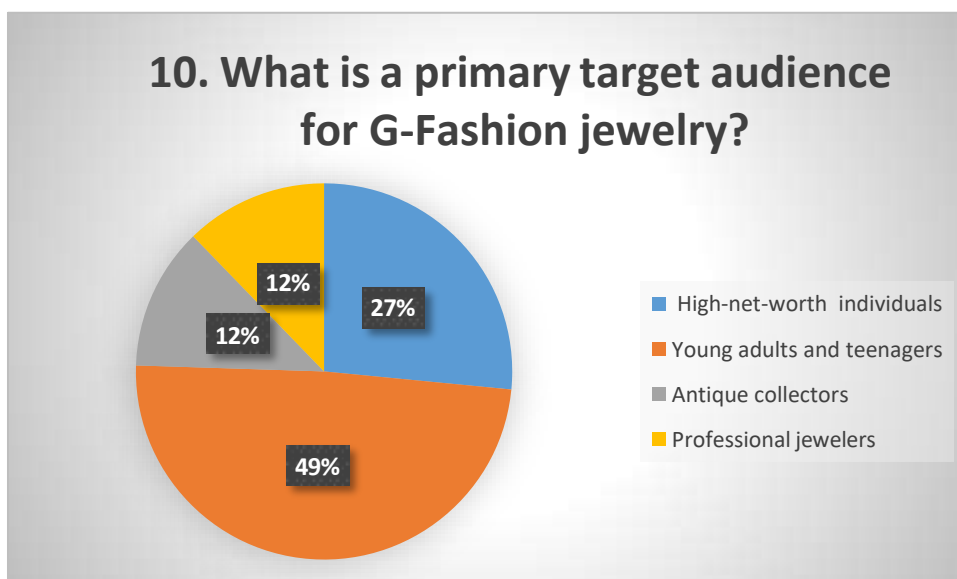


TABLE NO 4.1.11

REASON FOR CHOOSING G-FASHION JEWELLERY

| S. No | Reason | No. of Respondents | Percentage |
|--------------|--|--------------------|-------------|
| 1 | Durability and high value | 18 | 37% |
| 2 | Low price and fashion forward designs | 15 | 31% |
| 3 | Exclusivity and limited edition pieces | 11 | 22% |
| 4 | Investment | 5 | 10% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 37% of the respondents are Durability and high value, 31% of the respondents are Low price and fashion forward designs, 22% of the respondents are Exclusivity and limited edition pieces, 10% of the respondents are Investment.

INFERENCE:

Majority (37%) of the respondents are Durability and high value.

CHART 4.1.11

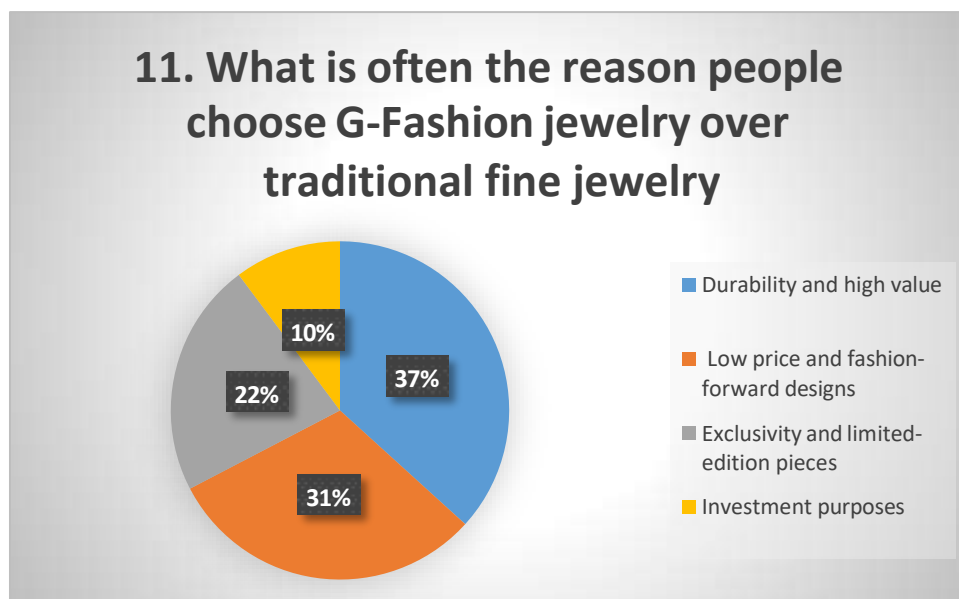


TABLE NO 4.1.12

G-FASHION JEWELLERY'S POPULAR ITEM

| S. No | Popular Item | No. of Respondents | Percentage |
|--------------|--|---------------------------|-------------------|
| 1 | Custom engagement rings | 11 | 22% |
| 2 | Bracelets, rings, and earrings with trendy designs | 22 | 45% |
| 3 | Watches with precious stones | 13 | 27% |
| 4 | Heavy gold necklaces | 3 | 6% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 22% of the respondents are Custom engagement rings, 45% of the respondents are Bracelets, rings, and earrings with trendy designs, 27% of the respondents are Watches with precious stones, 6% of the respondents are Heavy gold necklaces.

INFERENCE:

Majority (45%) of the respondents are Bracelets, rings, and earrings with trendy designs.

CHART 4.1.12

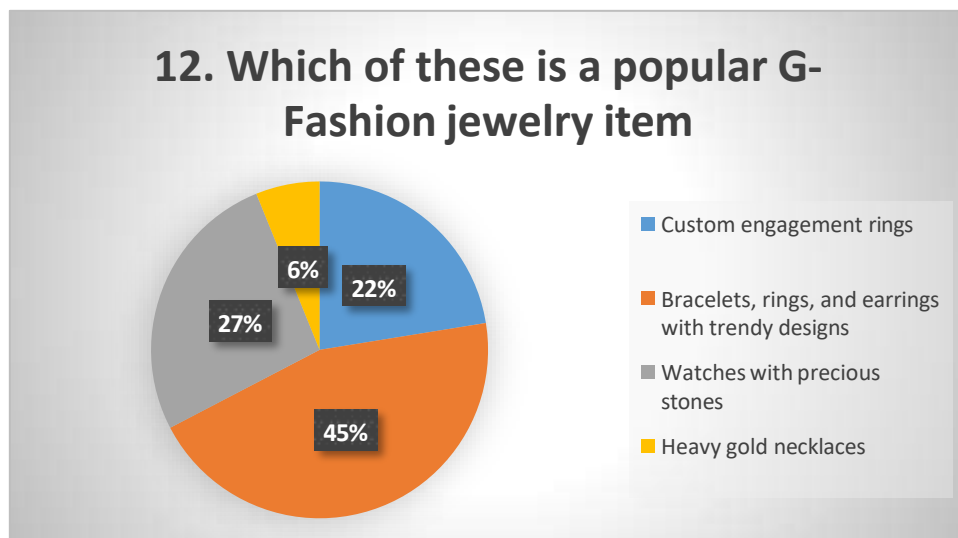


TABLE NO 4.1.13

G-FASHION JEWELLERY'S COMMON PLATING

| S. No | Type of Plating | No. of Respondents | Percentage |
|--------------|------------------------|---------------------------|-------------------|
| 1 | Rhodium plating | 19 | 39% |
| 2 | Platinum plating | 9 | 18% |
| 3 | Silver plating | 12 | 25% |
| 4 | Gold plating | 9 | 18% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 39% of the respondents are Rhodium plating, 18% of the respondents are Platinum plating, 25% of the respondents are Silver plating, 18% of the respondents are Gold plating.

INFERENCE:

Majority (39%) of the respondents are Rhodium plating.

CHART 4.1.13

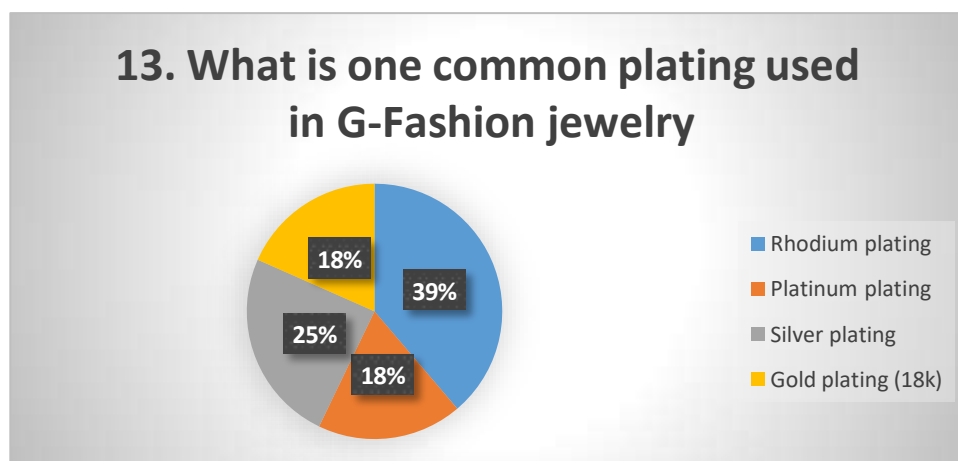


TABLE NO 4.1.14

ADVANTAGE OF G-FASHION JEWELLERY

| S. No | Advantage | No. of Respondents | Percentage |
|--------------|--|---------------------------|-------------------|
| 1 | It holds its value over time | 8 | 16% |
| 2 | It is often hypoallergenic | 14 | 29% |
| 3 | It is inexpensive and accessible for all | 23 | 47% |
| 4 | It is made using only natural gemstones | 4 | 8% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 16% of the respondents are It holds its value over time, 29% of the respondents are It is often hypoallergenic, 47% of the respondents are It is inexpensive and accessible for all, 8% of the respondents are It is made using only natural gemstones.

INFERENCE:

Majority (47%) of the respondents are it is inexpensive and accessible for all.

CHART 4.1.14

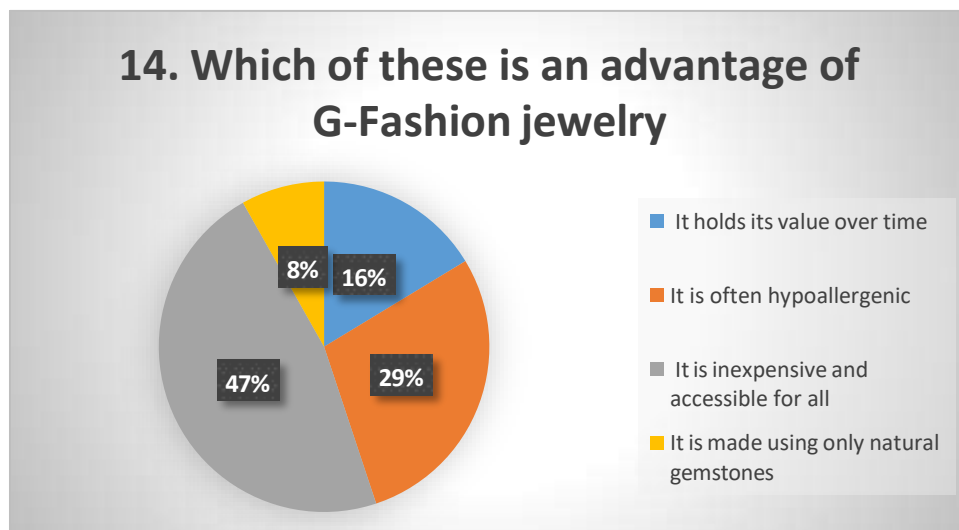


TABLE NO 4.1.15

POPULAR SEASON FOR G-FASHION JEWELLERY

| S. No | Popular Season | No. of Respondents | Percentage |
|--------------|-----------------------|---------------------------|-------------------|
| 1 | Winter | 16 | 33% |
| 2 | Spring | 15 | 31% |
| 3 | Summer | 13 | 26% |
| 4 | Fall | 5 | 10% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 33% of the respondents are winter, 31% of the respondents are spring, 26% of the respondents are summer, 10% of the respondents are fall.

INFERENCE:

Majority (33%) of the respondents are winter.

CHART 4.1.15

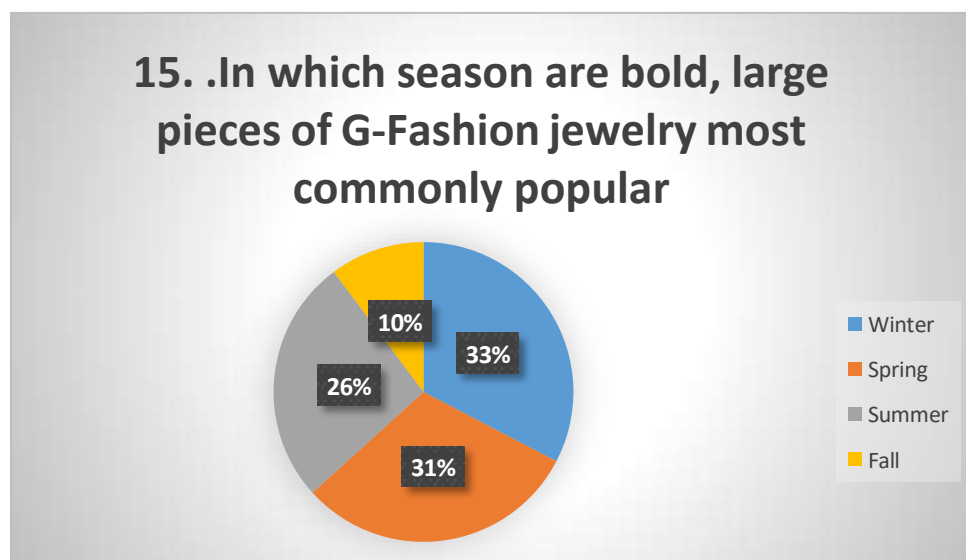


TABLE NO 4.1.16

COMMON OF STYLE OF G-FASHION JEWELLERY

| S. No | Common Style | No. of Respondents | Percentage |
|--------------|------------------------------|--------------------|------------|
| 1 | Minimalistic and simple | 14 | 29% |
| 2 | Vintage and antique-inspired | 21 | 43% |
| 3 | Chunky and statement-making | 9 | 18% |
| 4 | Only solitaire designs | 5 | 10% |
| Total | | 50 | 100 |

INTERPRETATION:

The above table shows that out of 50 respondents. 29% of the respondents are minimalistic and simple, 43% of the respondents are vintage and antique inspired, 18% of the respondents are Chunky and statement-making, 10% of the respondents are Only solitaire designs.

INFERENCE:

Majority (43%) of the respondents are Vintage and antique-inspired.

CHART 4.1.16

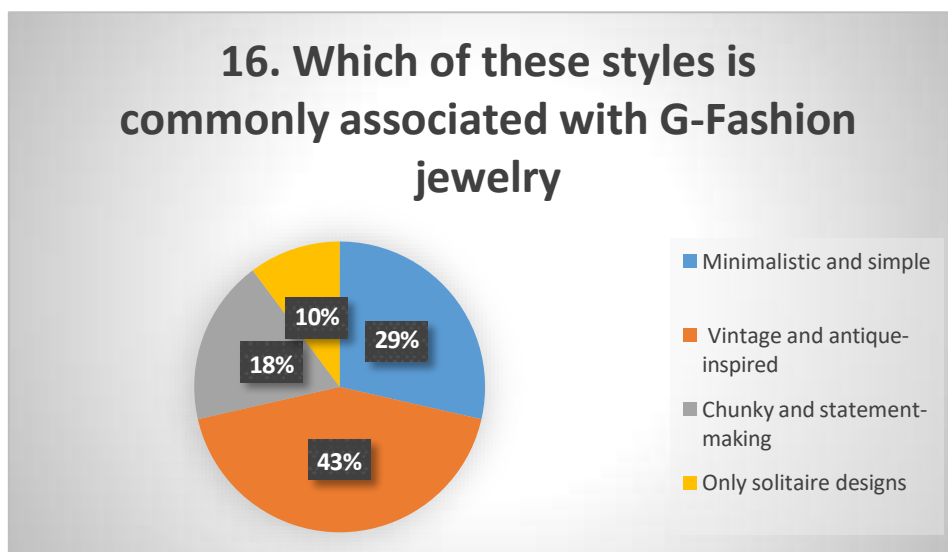


TABLE NO 4.1.17

PRIMARY MATERIAL USED IN G-FASHION JEWELLERY

| S. No | Primary Material | No. of Respondents | Percentage |
|--------------|-------------------------|---------------------------|-------------------|
| 1 | Gold | 10 | 20% |
| 2 | Silver | 21 | 43% |
| 3 | Stainless steel | 11 | 23% |
| 4 | Alloy | 7 | 14% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 20% of the respondents are gold, 43% of the respondents are silver, 23% of the respondents are stainless steel, 14% of the respondents are alloy.

INFERENCE:

Majority (43%) of the respondents are silver.

CHART 4.1.17

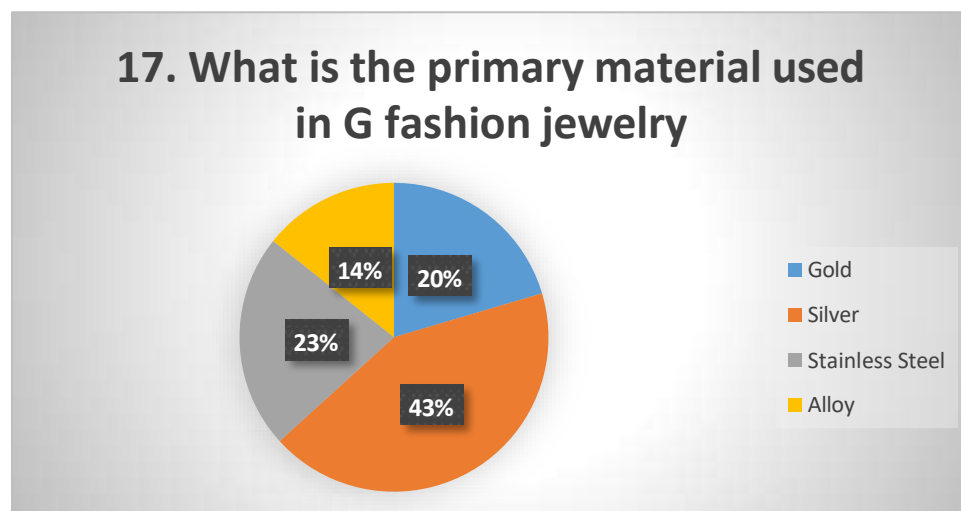


TABLE NO 4.1.18

NOT A COMMON DESIGN THEME OF G-FASHION JEWELLERY

| S. No | Rarely Used Design | No. of Respondents | Percentage |
|--------------|---------------------------|---------------------------|-------------------|
| 1 | Vintage | 19 | 39% |
| 2 | Geometric | 16 | 33% |
| 3 | Floral | 5 | 10% |
| 4 | Heavy traditional | 9 | 18% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 39% of the respondents are vintage, 33% of the respondents are geometric, 10% of the respondents are floral, 18% of the respondents are Heavy traditional.

INFERENCE:

Majority (39%) of the respondents are Vintage.

CHART 4.1.18

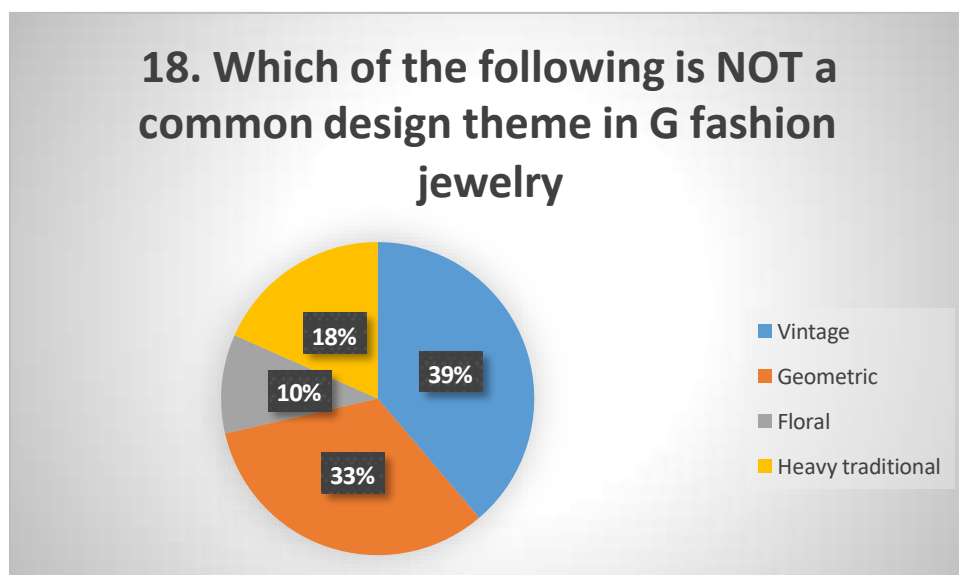


TABLE NO 4.1.19

OFTEN KNOWN OF G-FASHION JEWELLERY

| S. No | Known For | No. of Respondents | Percentage |
|--------------|------------------------------------|---------------------------|-------------------|
| 1 | Expensive price tags | 13 | 26% |
| 2 | Intricate gemstone settings | 15 | 31% |
| 3 | Trendy and affordable designs | 14 | 29% |
| 4 | Being handmade by skilled artisans | 7 | 14% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 26% of the respondents are Expensive price tags, 31% of the respondents are Intricate gemstone settings, 29% of the respondents are Trendy and affordable designs, 14% of the respondents are Being handmade by skilled artisans.

INFERENCE:

Majority (31%) of the respondents are Intricate gemstone settings.

CHART 4.1.19

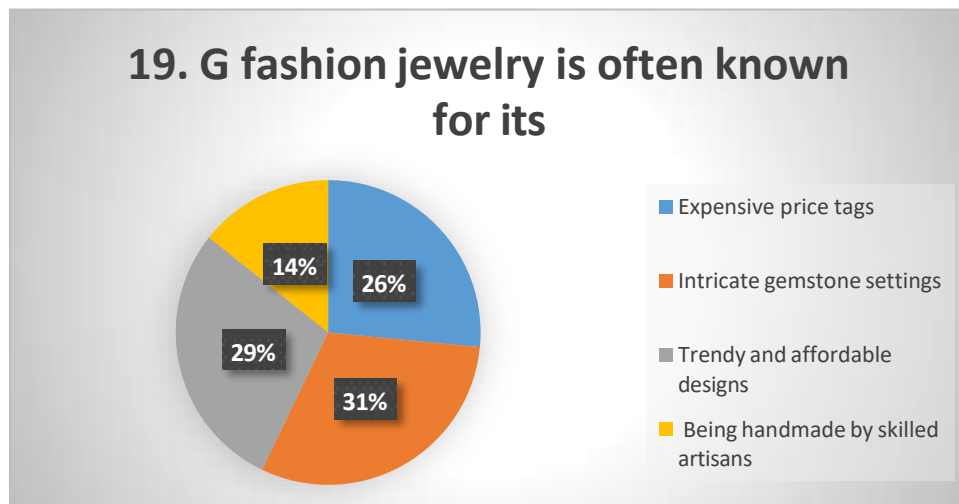


TABLE NO 4.1.20

POPULAR TYPE OF G-FASHION JEWELLERY

| S. No | Popular Type | No. of Respondents | Percentage |
|--------------|---------------------------|---------------------------|-------------------|
| 1 | Beaded necklaces | 18 | 37% |
| 2 | Diamond engagements rings | 18 | 37% |
| 3 | Gold bangles | 9 | 18% |
| 4 | Pearl earrings | 4 | 8% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents. 37% of the respondents are Beaded necklaces, 37% of the respondents are Diamond engagements rings, 18% of the respondents are gold bangles and 8% of the respondents are pearl earrings.

INFERENCE:

Majority (37%) of the respondents Diamond engagements rings.

CHART 4.1.20

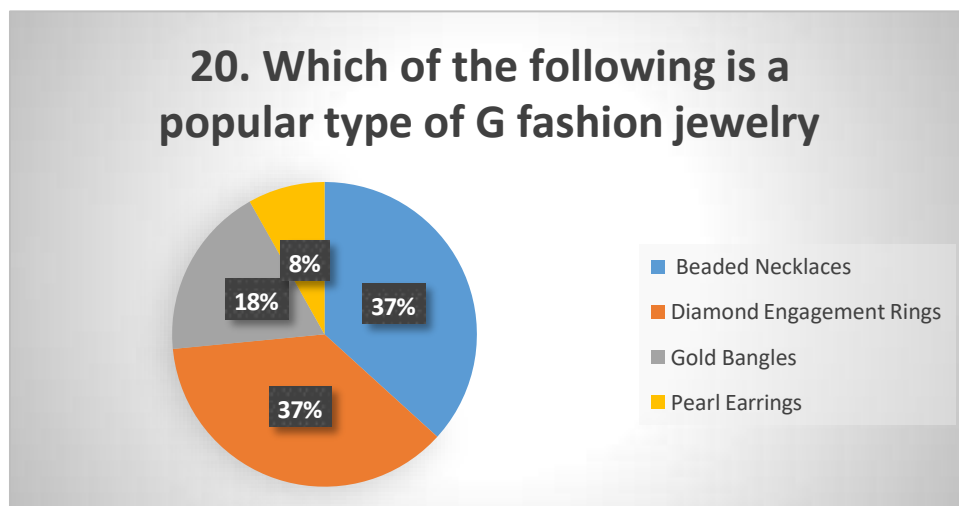


TABLE NO 4.1.21

G-FASHION JEWELLERY'S OFTEN TARGETED TOWARDS

| S. No | Targeted Towards | No. of Respondents | Percentage |
|--------------|-----------------------------------|---------------------------|-------------------|
| 1 | High end luxury buyers | 12 | 24% |
| 2 | Young fashion forward individuals | 23 | 47% |
| 3 | Antique collectors | 13 | 27% |
| 4 | Celebrities | 1 | 2% |
| | Total | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 24% of the respondents are High end luxury buyers, 47% of the respondents are Young fashion forward individuals, 27% of the respondents are antique collectors, 2% of the respondents are celebrities.

INFERENCE:

Majority (47%) of the respondents are Young fashion forward individuals.

CHART 4.1.21

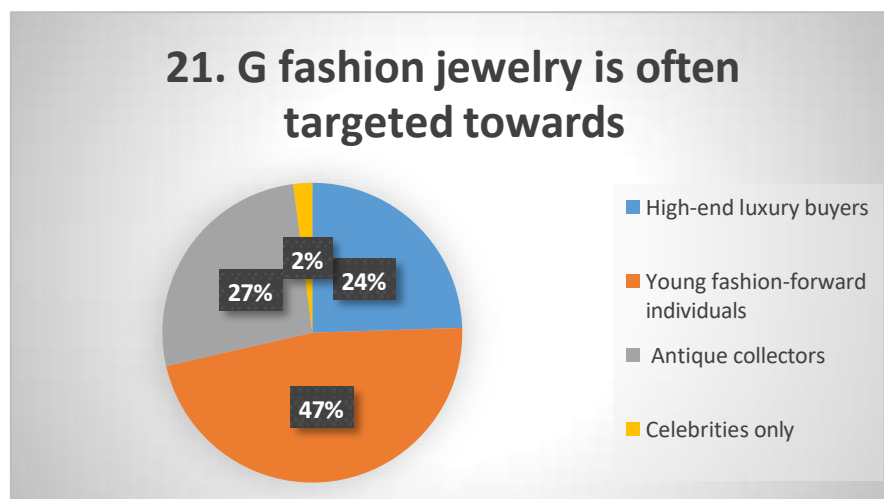


TABLE NO 4.1.22

G-FASHION JEWELLERY'S PURCHASE ADVANTAGE

| S. No | Purchase Advantage | No. of Respondents | Percentage |
|--------------|----------------------------------|---------------------------|-------------------|
| 1 | High resale value | 17 | 29% |
| 2 | Timeless designs | 13 | 22% |
| 3 | Budget friendly prices | 16 | 27% |
| 4 | Exclusivity to a specific region | 13 | 22% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 29% of the respondents are High resale value, 22% of the respondents are Timeless designs, 27% of the respondents are Budget friendly prices, 22% of the respondents are Exclusivity to a specific region.

INFERENCE:

Majority (29%) of the respondents are High resale value.

CHART 4.1.22

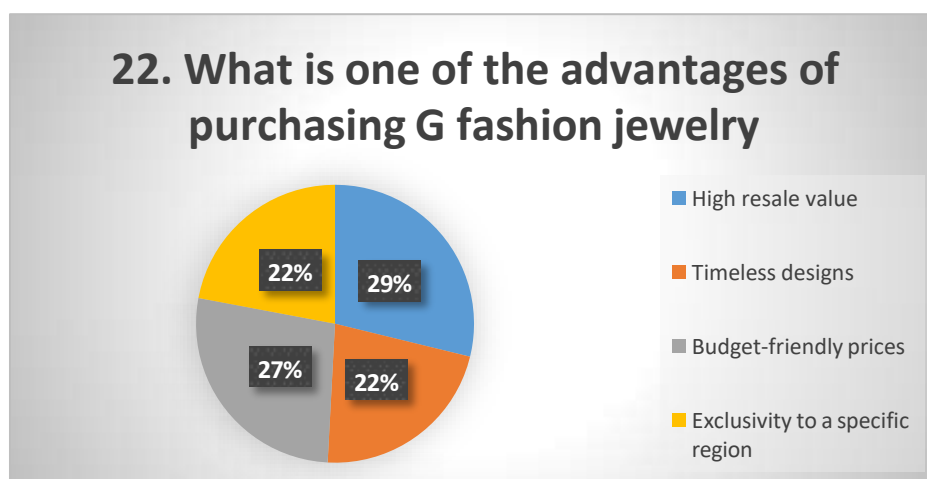


TABLE 4.1.23

COMMONLY USED STONE IN G-FASHION JEWELLERY

| S. No | Commonly Used Stone | No. of Respondents | Percentage |
|--------------|-----------------------------------|---------------------------|-------------------|
| 1 | Diamonds | 18 | 37% |
| 2 | Sapphires | 10 | 20% |
| 3 | Synthetic or semi precious stones | 15 | 31% |
| 4 | Rubies | 6 | 12% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 37% of the respondents are Diamonds, 20% of the respondents are sapphires, 31% of the respondents are Synthetic or semi precious stones, 12% of the respondents are rubies.

INFERENCE:

Majority (37%) of the respondents are Diamonds.

CHART 4.1.23

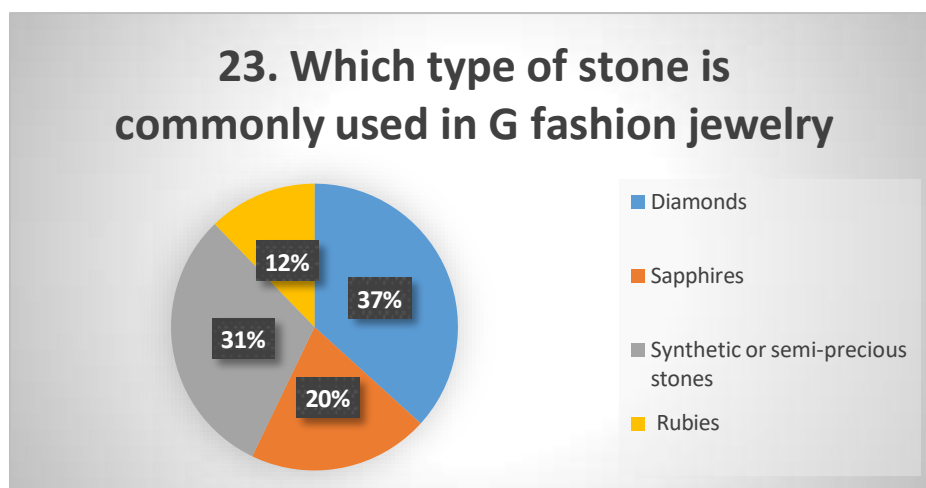


TABLE NO 4.1.24
IDEAL FOR G-FASHION JEWELLERY

| S. No | Ideal | No. of Respondents | Percentage |
|--------------|------------------------------------|--------------------|-------------|
| 1 | It's made with expensive metals | 18 | 37% |
| 2 | It is durable and lightweight | 13 | 27% |
| 3 | It's designed with large gemstones | 11 | 22% |
| 4 | It has intricate custom designs | 7 | 14% |
| Total | | 50 | 100% |

INTERPRETATION:

The above table shows that out of 50 respondents, 37% of the respondents are It's made with expensive metals, 27% of the respondents are It is durable and lightweight, 22% of the respondents are It's designed with large gemstones, 14% of the respondents are It has intricate custom designs.

INFERENCE:

Majority (37%) of the respondents are Its made with expensive metals.

CHART 4.1.24

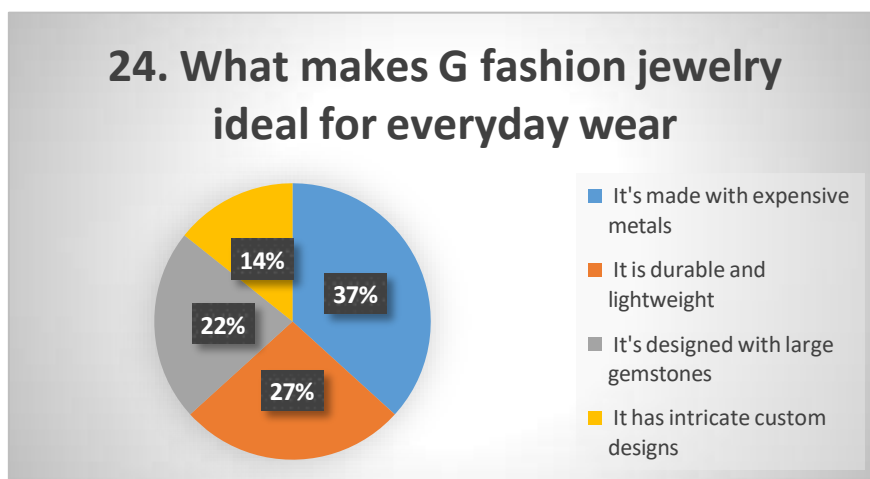


TABLE NO 4.1.25

TREND IN G-FASHION JEWELLERY

| S. No | Trend | No. of Respondents | Percentage |
|--------------|-----------------------------------|---------------------------|-------------------|
| 1 | Minimalistic and dainty designs | 23 | 47% |
| 2 | Heavy and ornate statement pieces | 17 | 35% |
| 3 | Traditional designs with gold | 5 | 10% |
| 4 | Only using diamonds and pearls | 4 | 8% |
| Total | | 50 | 100% |

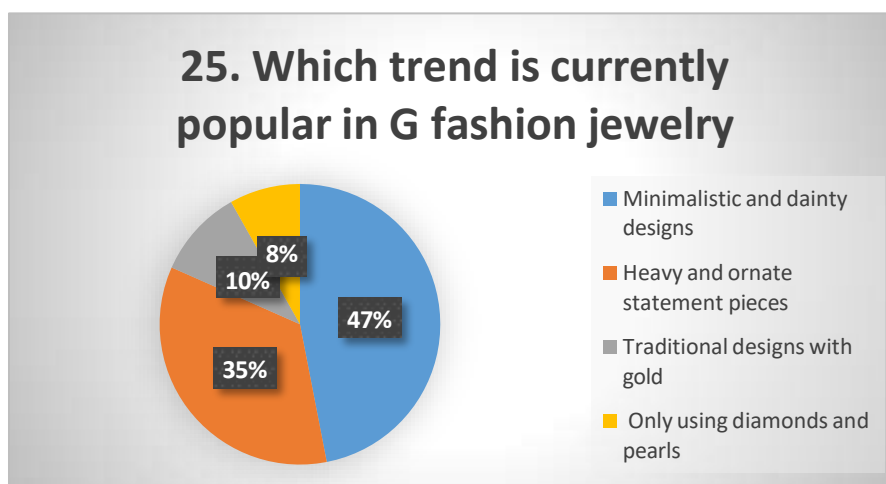
INTERPRETATION:

The above table shows that out of 50 respondents, 47% of the respondents are Minimalistic and dainty designs, 35% of the respondents are Heavy and ornate statement pieces, 10% of the respondents are Traditional designs with gold, 8% of the respondents are Only using diamonds and pearls.

INFERENCE:

Majority (47%) of the respondents are Minimalistic and dainty designs.

CHART 4.1.25



4.3 Chi –Square Test :

Gender and Occupation category of G-Fashion jewellery

| Gender & Occupation | Student | Employee | Business | Others | Total |
|---------------------|---------|----------|----------|--------|-------|
| Male | 21 | 8 | 6 | 2 | 37 |
| Female | 6 | 4 | 2 | 1 | 13 |
| Total | 27 | 12 | 8 | 3 | 50 |

Null Hypothesis (H₀) : There is no significant relationship Gender and occupation category of consumer buying eco-friendly products.

CHI - SQUARE TEST:

| | | |
|---------------------------|---|-------------------------|
| Calculated χ^2 value | = | 9.390a |
| Degree of Freedom | = | 3 |
| Asymp. Sig | = | .025 |
| Result | = | Significant at 5% level |

INFERENCE :

It is found from the above table that calculated value is greater than the table value at 9 degree of freedom. So, Null hypothesis (H₀) rejected. Hence it is concluded that there is close significant relationship between Gender and Occupation category of eco-friendly products.

Chapter – 5

Findings, suggestions and conclusions

5.1 Findings:

- Most of (76%) of the respondents are 18 – 25 Years.
- Majority (50%) of the respondents are Male.
- Majority (55%) of the respondents are Urban.
- Majority (59%) of the respondents are UG degree.
- Majority (70%) of the respondents are student.
- Majority (50%) of the respondents are earning 10000 – 20000.
- Majority (51%) of the respondents are Trendy, affordable fashion Jewellery.
- Majority (39%) of the respondents are platinum.
- Majority (33%) of the respondents are Lightweight, stylish, and affordable.
- Majority (49%) of the respondents are young adults and teenagers.
- Majority (37%) of the respondents are Durability and high value.
- Majority (45%) of the respondents are Bracelets, rings and earrings with trendy designs.
- Majority (39%) of the respondents are Rhodium plating.
- Majority (47%) of the respondents are It is inexpensive and accessible for all.
- Majority (33%) of the respondents are winter.
- Majority (43%) of the respondents are Vintage and antique-inspired.
- Majority (43%) of the respondents are Silver.
- Majority (39%) of the respondents are Vintage.
- Majority (31%) of the respondents are Intricate Gemstone settings.
- Majority (37%) of the respondents Diamond engagements rings.
- Majority (47%) of the respondents are Young fashion forward individuals.
- Majority (29%) of the respondents are High resale value.
- Majority (37%) of the respondents are Diamonds.
- Majority (37%) of the respondents are It's made with expensive metals.
- Majority (47%) of the respondents are Minimalistic and dainty designs.

5.2 Suggestion:

- 5.2.1. Total 140 consumers from Ahmadabad and Gandhinagar area has participated in a survey out of which 123(87.86%) were Female and 17(12.14%) were Male.
- 5.2.2. Total 80.57% participants are below the 35 years of age.
- 5.2.3. In survey 86 students,40 working people,14 housewives have participated.
- 5.2.4. It can be observed that 63.57% people purchases fashion jewellery without any occasion, while 27.86% people purchase during festivals.
- 5.2.5. We observed from the data analysis that, 30% consumers prefer to buy fashion jewellery from local markets and 42.86% consumers prefer to buy fashion Jewellery from more than one options like online, local market and retail stores.
- 5.2.6. In the answer of the question, when do you wear fashion jewellery? 82.14% consumers wear fashion jewellery occasionally, while 15.71% consumers wear it daily.
- 5.2.7. Imitation jewellery (imitation of real gold and diamond jewellery) preferred by 69.90% consumers.
- 5.2.8. When purchase fashion jewellery,78% consumers are influenced by design and 45.40% also consider fashion trends and 11.30% are also influenced by TV & movies.
- 5.2.9. With 83.70% votes earring to be considered as most preferred fashion jewellery while with 35.50% votes ring comes second.
- 5.2.10. During the selection of fashion jewellery 78% consumers looks uniqueness of the jewellery, while 31.90% also consider the craftsmanship of the jewellery.

5.3 Conclusion:

G-Fashion jewellery is trend-conscious and keeps on changing as per changing needs and patterns in the market and very trendy and fast selling among youth and working women in general. India is the country of around 65% of young population which are the potential consumers of fashion jewellery market. Affordability and durability are the key factor behind the remarkable growth of fashion jewellery industry in India. Fashion jewellery is an impulse buying product, consumers buy it according to occasion or even the design appeals to them. Global jewellery market would be \$40,631 million by 2022 as per trade reports.

1. A.Lake, I. (2009). consumer behavior for dummies. NJ: Wiley publishing inc. costume jewellery market. (2015). Retrieved september 29, 2019.

2. Dr. C.Vijaykumar, R. k. (2015, January). Buyer behaviour towards costume jewellery in Ramnathapuram District,Tamilnadu. International journal of research in commerce & management, 6(01). G- Fashion Jewellery. (2017, October)

3. J.Paul Peter, J. C. (2010). Consumer behaviour and marketing strategy. New York, United States.

4. MARC. (2018, December). Retrieved september 29, 2019.

5. Md. Mahiuddin Sabbir, M. H. (2017, December). Analysis of women's preference of Limitation jewellery: Bangladesh perspective. Journal of business, society and science.,

6. RSM, G. &. (2017). report on estimation of manpower requirement in fashion jewellery subsector in Ind
1.