

A study on Consumer preferences towards Fashion Jewellery in Ahmedabad & Gandhinagar city of Gujarat

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Abstract

This paper attempts to study on consumer preferences towards fashion jewellery in Ahmedabad and Gandhinagar city of Gujarat state. Fashion jewellery also called as imitation Jewellery or costume jewellery, mainly for the reason that it is not made of precious metals and stones, rather lighter and cheaper material are used. India has 65% young population which is the highest in the world. Increasing purchasing power of fashion conscious, financially independent working women and youth will continue to appreciate the field of fashion jewellery and fashion accessories.

Research methodology of this paper comprises of descriptive research. Primary data have been collected through structured questionnaire while secondary data have been collected from sources like articles, journals, magazines, and web sources.

This study reveals that that more than 60% consumers buy fashion jewellery without any occasion at every three months or six months interval. Earring is the most popular jewellery article in the fashion jewellery. Consumers buy fashion jewellery more from local market and retail stores than online retailers. This research also aims to be useful to the manufacturers and marketers to decide the strategies and researchers can explore the area of design, marketing and buying behaviour of consumers in fashion jewellery market.

Keywords: Fashion jewellery, Imitation jewellery market, Consumer preferences, Buying behaviour.