

IMPACT OF DEMOGRAPHIC VARIABLES ON PSYCHOLOGY OF WOMEN PURCHASES OF JEWELLERY

T. Kiran Kumar* Dr. T. N. Murty**

*Research Scholar in Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar.

**Director, Nimra College of Business Management, Vijayawada, India.

Abstract

The psychographic research within the context of marketing has contributed widely to the growing body of knowledge about consumer behaviour. The wide use of psychographics has brought new applications of many statistical techniques of multivariate analysis to consumer research. The successful role of these analytical strategies in describing and predicting various aspects of consumer behaviour based on psychographic variables has confirmed their reliability to consumer research as well. The study also provides required information to the marketers about the women consumption pattern in jewellery and the marketing strategies adopted by the industry.

Key Words: Psychology, Jewellery, Women, Purchases.

INTRODUCTION

The psychographic factors like preference, motivation, influence, search, price prestige, price consciousness and fashion consciousness are influenced by the demographic characters of women. Many researches identified the demographic regeneration is a powerful tool to classify the customers on their needs, preferences, and behavioural aspects. In this research age, educational qualification, present status, monthly income, marital status and number of family members have been considered and their categorizations classified the sample limits in to disjoint classes. The parametric mean value and standard deviation of these disjoint groups are compared only to identify the influence of demographic variables, in fact the demographic variables are considered as independent categorical variables and their influences are presented in given below.

OBJECTIVES OF THE STUDY

1. To identify the association between demographic variable of consumers and their preference and purchase decision of Women consumers related to Jewellery.
2. To make appropriate suggestions for improvement of psychological attitude of women to purchase jewellery.

METHODOLOGY

The study is based on the primary as well as secondary data. The secondary data were collected from Books, Journals, periodicals, websites and bank manuals, files and records. The study depends mainly on the primary data collected through well-framed and pre-tested structured questionnaire to elicit the well-considered opinions of the respondents. The survey is conducted among women jewellery consumers in Vijayawada city. Vijayawada hosts a number of mega jewellers. being a metropolitan city, truly represents women jewellery consumers belonging to various strata of the society. This study employs both analytical and descriptive type of methodology. All relevant statements are included to derive responses. The researcher circulated the framed questionnaire among the women jewellery consumers in the purchase outlets and other places. Respondents were selected on the basis of willingness and availability. The filled up questionnaire is collected in the subsequent meeting. Some of the women jewellery consumers preferred the questionnaire to be read out by the enumerator and they indicated their answers. The women were informed that the study was being carried out as a part of the research work, in order to know their views about purchase behaviour.

DISCUSSIONS AND RESULTS

Influence of age of women purchasers and their psychographic factors

The sample unit of research is classified in to broad categories viz., 21-30 years, 31-40years, 41-50 years and above 51 years. These four groups and their mean value comparison are exhibited in the following ANOVA table.

Table No.1.1: ANOVA for the influence of age and psychographic factors

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	.049	3.016		.031	.993
	Within groups	260.465	496	.525		
	Total	260.514	499			
Preference	Between groups	.636	3.212		.537	.657
	Within groups	195.642	496	.394		
	Total	196.278	499			

Information	Between groups	1.612	3.537		.597	.617
	Within groups	446.890	496	.901		
	Total	448.502	499			
Artificial	Between groups	.586	3.195		.221	.882
	Within groups	438.427	496	.884		
	Total	439.012	499			
Prestige	Between groups	.222	3.074		.102	.959
	Within groups	360.625	496	.727		
	Total	360.847	499			
Price consciousness	Between groups	.694	3	.231	.385	.764
	Within groups					
	Total	298.070	496	.601		
Fashion consciousness	Between groups	4.607	3	1.536	2.764	.041
	Within groups	275.549	496	.556		
	Total	280.155	499			

From the above table, it is found that there is no significant difference in the age group of women purchasers of jewellery with respect to motivational aspects, preference, information, artificial jewellery, prestige, price consciousness and fashion consciousness. Therefore, it is concluded that the women purchasers in all the age group have the same type of psychographic factors except their fashion consciousness. It is found that fashion consciousness (F2.764, P0.041) differ significantly at 5% level. The mean sum comparison revealed that the women purchasers in the age group above 51 are meticulous in reaching for latest fashion. Women in this age group have only moderate limitation towards new fashion jewellery available in the market.

Influence of Educational Qualification of Women Purchasers Relating to Jewellery

The sample unit of a resource is classified in to four broad categories viz., school level, Degree level, PG level, and professional degrees. These four groups and their mean value comparison are shown in the following table.

Table No.1.2, ANOVA for the influence of educational qualification and purchase of jewellery

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	.049	3.016		.031	.993
	Within groups	260.465	496	.525		
	Total	260.514	499			
Preference	Between groups	.636	3.212		.537	.657
	Within groups	195.642	496	.394		
	Total	196.278	499			
Information	Between groups	1.612	3.537		.597	.617
	Within groups	446.890	496	.901		
	Total	448.502	499			
Artificial	Between groups	.586	3.195		.221	.882
	Within groups	438.427	496	.884		
	Total	439.012	499			
Prestige	Between groups	.222	3.074		.102	.959
	Within groups	360.625	496	.727		
	Total	360.847	499			
Price consciousness	Between groups	.694	3	.231	.385	.764
	Within groups					
	Total	298.070	496	.601		
Fashion consciousness	Between groups	4.607	3	1.536	2.764	.041
	Within groups	275.549	496	.556		
	Total	280.155	499			

The above table shows that there is no significant difference among the women purchasers' irrespective of their level of educational qualification with respect to various factors which are discussed in the study which influence them to buy jewellery. That means their purchase habit remains the same as far as the jewellery purchases are concerned. At the same time, the professional degree holders show special interest in collecting information which is proved in the study ($F= 0.866$; $P0.459$) with significant difference. From the mean wise comparison, it is observed that the professionals have high information knowledge regarding purchase of gold jewellery (mean = 3.47) when compared to other women purchasers.

Influence of occupation and purchase of jewellery

Various positions of women are taken in to study for research purpose viz., students, employees, business people, self - employed and house wives. These groups are compared with their mean values and the result is shown in the form of ANOVA table.

Table No.1.3: ANOVA for influence of occupation and purchase of jewellery

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	2.012	4	.503	.963	.427
	Within groups	258.503	495	.522		
	Total	260.514	499			
Preference	Between groups	2.480	4	.620	1.583	.177
	Within groups	193.798	495	.392		
	Total	196.278	499			
Information	Between groups	4.9313	4	1.228	1.371	.243
	Within groups	443.589	495	.896		
	Total	448.502	499			
Artificial	Between groups	1.427	4	.357	.404	.806
	Within groups	437.585	495	.884		
	Total	439.012	499			
Prestige	Between groups	1.503	4	.376	.518	.723
	Within groups	359.344	495	.726		
	Total	360.847	499			
Price consciousness	Between groups	.451	4	.113	.187	.945
	Within groups	298.313	495	.603		
	Total	298.764	499			
Fashion consciousness	Between groups	1.961	4	.490	.872	.480
	Within groups	278.195	495	.562		
	Total	280.155	499			

From the above table, it is indicated that all women purchasers think alike regarding purchases of gold jewellery. The occupation does not affect their preference and information. It is evident that preference factor ($F= 1.583$; $P=.177$) and information ($F=1.371$; $p=.243$) differ at 5 % level of significance. The mean comparison reveals that the students prefer to buy from the same shop and there is no difference among the women purchasers' attitude to purchase gold jewellery to a large extent due to the attractive designs which they prefer (Mean value = 4.1591) but others also equally interested to buy from the same shop which gives the confidence of trustworthiness. When the mean values are compared on the basis of information sectors, business women show keen interest in collecting information (mean = 3.3792) than other women purchasers. It shows their analytical knowledge before the decision is taken by them.

Influence of Income and Purchase of Gold Jewellery

Family monthly income is the main consideration for purchase of jewellery by women. So, it is considered in four stages viz., Below Rs.10, 000, 10,001 to 20,000, 20,001 to 30,000 and 30,001 and above for which ANOVA table is prepared and produced below.

Table No.1.4: ANOVA for influence of occupation and purchase of jewellery

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	1.079	3	.360	.688	.560
	Within groups	259.435	496	.523		
	Total	260.514	499			
Preference	Between groups	.623	3	.208	.526	.664
	Within groups	195.655	496	.394		
	Total	196.278	499			
Information	Between groups	9.759	3	3.253	3.677	.012
	Within groups	438.743	496	.885		
	Total	448.502	499			
Artificial	Between groups	.458	3	.153	.173	.915
	Within groups	438.554	496	.884		
	Total	439.012	499			
Prestige	Between groups	1.976	3	.659	.910	.436
	Within groups	358.871	496	.724		
	Total	360.847	499			
Price consciousness	Between groups	1.191	3	.397	.662	.576
	Within groups	297.574	496	.600		
	Total	298.764	499			
Fashion consciousness	Between groups	.526	3	.175	.311	.817
	Within groups	279.629	496	.564		
	Total	280.155	499			

From the above table, it is observed that all women purchasers think similarly except in few aspects like information. It is found that sources of information collected by women differ at 5 % level of significance ($F = 3.677$; $P = 0.12$). The mean comparison reveals that the women purchasers whose income level is between Rs.10,001-20,000 take more efforts to get sources of information before they turn their hard earned savings to yellow metal when compared to affluent society who buys jewellery for various reasons like fashion, status, investment, etc.

Influence of Marital Status and Purchase of Gold Jewellery

Marital status has a great concern in deciding the purchase of jewellery. Being married women, it is expected that she has to get the permission or consent from her family for the purchase of jewellery. So, it is taken into consideration for the study and presented in the form of ANOVA table below.

Table No.1.5: ANOVA for influence of marital status and purchase of jewellery

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	4.481	1	4.481	8.716	.003
	Within groups	256.033	498	.514		
	Total	260.514	499			
Preference	Between groups	1.742	1	1.742	4.460	0.35
	Within groups	194.536	498	.391		
	Total	196.278	499			
Information	Between groups	.152	1	.152	.169	.681
	Within groups	448.350	498	.900		
	Total	448.502	499			
Artificial	Between groups	.123	1	.123	.140	.709
	Within groups	438.889	498	.881		
	Total	439.013	499			
Prestige	Between groups	3.064	1	3.064	4.265	0.39
	Within groups	357.783	498	.718		
	Total	360.847	499			
Price	Between groups	.469	1	.469	.782	.377

consciousness	Within groups	298.296	498	.599		
	Total	298.765	499			
Fashion consciousness	Between groups	.124	1	.124	.220	.639
	Within groups	280.032	498	.562		
	Total	280.155	499			

The above table depicts that there is no significant difference between married and unmarried women while they purchase jewellery except motivational aspect. The motivational aspect is different ($f=8.716$; $P=0.003$) at 5 % level of significance. The mean comparison reveals that married women are highly motivated (Mean= 3.9698) than unmarried women. It shows their responsibility towards future by way of purchasing jewellery.

Influence of the Number of Family Members and Purchase of Gold Jewellery

The number of family members are divided in to four groups viz., 1-2, 3- 4, 5-6 and 6 and above for the study. These groups are compared mean wise and the ANOVA table is presented below.

Table No.1.6: ANOVA for influence of number of family members and purchase of jewellery

Variable		Sum of squares	Df	Mean Square	F	Sig.
Motivation	Between groups	3.140	3	1.047	2.017	.111
	Within groups	257.374	496	.519		
	Total	260.514	499			
Preference	Between groups	1.522	3	.507	1.292	.277
	Within groups	194.756	496	.393		
	Total	196.278	499			
Information	Between groups	.033	3	.011	.012	.998
	Within groups	448.469	496	.904		
	Total	448.502	499			
Artificial	Between groups	.579	3	.193	.218	.884
	Within groups	438.433	496	.884		
	Total	439.012	499			
Prestige	Between groups	1.247	3	.416	.573	.633
	Within groups	359.600	496	.725		
	Total	360.847	499			
Price consciousness	Between groups	2.789	3	.930	1.558	.199
	Within groups	295.976	496	.597		
	Total	298.765	499			
Fashion consciousness	Between groups	3.947	3	1.316	2.362	.070
	Within groups	276.209	496	.557		
	Total	280.155	499			

It is observed from the above table that there is no much difference between the groups except for motivation purpose. Motivation differs ($f=2.017$, $p=.111$) at 5 % level of significance. The mean wise comparison shows that the families who have 5 to 6 members are highly motivated to buy jewellery to satisfy various members in the family. Family plays an integral role in influencing the purchase of gold jewellery. But purchase of jewellery is not influenced only by their family members. It is according to their requirements and to celebrate various occasions for which they use gold jewellery.

FINDINGS OF THE STUDY

Demographic variables of women like age, educational qualification, present status, monthly income, marital status and number of family members have been take-in for study and their influence on psychographic factors which are given below.

Women purchasers in all age groups have same type of psychographic influence except fashion consciousness. The mean sum comparison revealed that the women purchasers in the age group above 51 are meticulous in searching for latest fashion. It is implied that women aged above 51 purchase gold jewellery for their daughters who definitely like to buy fashionable jewellery.



The influence of educational qualification remains the same with respect to various factors taken for the study. But the professionals show keen interest in getting more information to take purchase decision.

All women purchasers think alike irrespective of their occupation. But, when compared to others, business women take extra effort to analyse the factors for their decision making. Purchasers, whose income level is between Rs.10, 001-20,000 are more conscious in transferring their hard earned savings to gold ornaments.

When the marital status is considered, married women are highly motivated to buy gold jewellery than unmarried women. This is because they have got certain powers to use the family income for their family when compared to unmarried women who are under the control of their parents. It is observed that there is no much difference when number of members is considered except the motivational factor which is high in the families who have 5 to 6 members.

SUGGESTIONS OF THE STUDY

- The marketers should conduct studies to gain knowledge about their target customers and they should focus on the ongoing changes in the lifestyle pattern of consumers which influence their purchases.
- Marketers must maintain transparency about wastages and making charges to each and every customer.
- Brand choice should be introduced by all marketers to gain confidence of their customers and enhance their sales.
- Marketers should install Gold Silver Purity Analyzer machine to check the accuracy of weight and purity by the consumers themselves.
- Attempt should be made by the consumers to ensure the quality by checking the Hallmark seal which gives the buyer a guarantee on the purity of gold issued by an independent agency other than the jeweller.
- Consumers must insist the shopkeepers to issue the certificates for the purity of gold, diamond, platinum and other precious stones.
- Brand awareness should be created among women purchasers which in turn improve the quality of jewellery among the competitors in the market.
- Consumers must avoid substandard jewellery to reduce their purchasing cost which may lose its value at the time of resale.
- Awareness must be created among consumers to know about the procedure followed by marketers for various types of jewellery to ensure the purity, weight, making charges and wastage at the time of jewellery purchases.

CONCLUSION

In India, gold always was and still is, much more than just a precious metal. It is part of the fabric of our culture and an inseparable part of our belief system. Gold is acquired continuously over the years, as money is saved and available. Thus the acquisition is done over generations. Except for the last few decades, gold was the only form of savings that was practical. Gold purchase in India is entwined with religious and cultural beliefs. India has the highest demand for gold in the world and more than 90% of this gold is acquired in the form of jewellery. It is concluded that the psychographic factors influence the women purchasers to a great extent on their purchase behaviour. The intimate relationship between women and gold jewellery is a fascinating lifelong experience and making sure that the gold jewellery makes an endless statement of their personal style and individuality which express their lifestyle and fashion.

SCOPE FOR FURTHER RESEARCH

The present study explores the psychographic factors of women purchasers which touch the lifestyle segmentation and perception of women purchasers. So, a separate study is to be conducted to establish the empirical relationship between lifestyle perception as well as segmentation with women psychographics based on other products.

REFERENCES

1. Art Weinstein (2004), Handbook of Market Segmentation: Strategic targeting for business and technology firms, Routledge.
2. Bennett, Peter D. and Kassartjian Marold H. (1988), Consumer Behaviour, Prentice Hall of India Pvt. Ltd., 5th Edition September, New Delhi.
3. Costa, Janeen Arnold (1979), Gender Issues and Consumer Behaviour, Sage publications, New Delhi.
4. David A. Aaker, University of California, Berkeley V. Kumar, University of Houston and George S. Day, University of Pennsylvania, Wharton School, Marketing Research, John Wiley and Sons Inc., New York, 5th Edition.
5. David W. Cravens and Nigel F. Piercy (2006), Strategic Marketing 8th edition, McGraw Hill International edition.



6. Del I. Hawkins, Kenneth A. Coney A. and Roger J. Best (1980), Consumer Behavior - Implications for marketing strategy, Business Publications Inc., Ontario.
7. Dorothy S. Rogers, Lynda R. Gamans, Fashion: A Marketing Approach, New Hampshire College Pub. CBS College publishing Holt, Rinchart and Winston.
8. Edward E. Jones and Harold B. Gerared (1967), Social Psychology, John Wiley, New York.
9. Elaine Donelson, Michigan State University and Jeanne B. Gullahom, Michigan State University, Women, a Psychological Perspective, John Willy and Sons, New York.
10. Evans, Jamal and Foxall (2007), Consumer Behavior, Wiley-India.
11. Evelyn Grace, Introduction to Fashion Merchandising, Prentice- Hall Inc., New Jersey.
12. Gordon Wills and David Midgley, Cranfield School of Management in association with Martin Christopher and Roy Hayhurst, Fashion Marketing ,**An Anthology of view points and perspectives**, published by George Allen and Unwin Ltd., London
13. Kenneth E. Runyon, North Arizona University (1979), Consumer Behaviour and **The Practice of Marketing**, Charles E. Merrill Publishing Company, Ohio.
14. Kothari, C.R.(2003), Research Methodology, Methods and Techniques, K.K.Gupta for New Age International (P) Ltd., New Delhi.
15. Philip Kotler (2003), Marketing Management, Pearson Education, Singapore Pvt. Ltd.
16. Rajat K. Baisya and G. Ganesh Das (2008), Aesthetics in Marketing, Response Books, New Delhi.
17. Reynolds, F.L. and Wells W.D. (1977), Consumer Behavior, McGraw Hill.