



JEWELLERY PREFERENCES AMONGST COLLEGE GOING GIRLS

Dehghani Mohaddesa & Madhan Ritu, Ph. D.

*Department of Textile and Fashion Technology, College Of Home Science,
NirmalaNiketan, 49, New Marine Lines, Churchgate.*

Abstract

Accessories are often used to complete an outfit and are chosen to specifically compliment the wearers look. A fashion accessory is an item which is used to contribute in a secondary manner to the wearers outfit but is adorned by all. Jewellery is a type of accessory which is a small decorative item worn for personal adornment, such as brooches, rings, necklaces, earrings, bracelets, bangles, anklets, etc. It may be attached to the body or the clothes. The patterns of wearing jewellery between the sexes, by children and older adults are very different between cultures, but adult women have been the most consistent wearers of jewellery. The aim of the study was to assess the jewellery preferences of college going girls in the age group of 15-25 years to observe the different types of jewellery available currently, to assess the preferences of the college going girls based on the different types of jewellery available in the market and to assess the frequency of purchase of jewellery by the college going girls. A survey method was carried out to gather the data. All the participants agreed that wearing jewellery is a part of their daily routine. The age group selected preferred more contemporary styles of jewellery, artificial and semi-genuine jewellery. Also, maximum participants said that jewellery is their favourite gifting option.

Keywords: *accessory, jewellery, youth, preferences, materials, styles, design.*



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

1. Introduction:

Accessories are often used to complete an outfit and are chosen to specifically compliment the wearers look. A fashion accessory is an item which is used to contribute in a secondary manner to the wearers outfit.

One of the most favoured forms of distinction is fashion, because fashionable clothes, accessories and body adornment are easy for others to observe at a glance.

Fashion accessories can be loosely categorised into two general areas: those that are carried and those that are worn. Accessories that are carried include purses, handbags; umbrellas etc. accessories that are worn include jackets, boots, shoes, tie, hats, sunglasses, watches, belts,

jewellery, shawls, headgear, hairpins etc. Jewellery is a major subcategory, including rings, bracelets, necklaces, noserings, anklets, and other wearable adornments. Semi-permanent jewellery includes some earrings and nose rings.

Jewellery is a small decorative item worn for personal adornment, such as brooches, rings, necklaces, earrings, bracelets, bangles, anklets, etc. Jewellery may be attached to the body or the clothes, and the term is restricted to durable ornaments, excluding flowers for example.

Jewellery may be made from a wide range of materials, but gemstones and similar materials such as amber and coral, precious metals, beads and shells have been widely used. Jewellery has been made to adorn nearly every body part, from hair pins to toe rings.

The patterns of wearing jewellery between the sexes, by children and older adults are very different between cultures, but adult women have been the most consistent wearers of jewellery.

Most modern commercial jewellery continues traditional forms and styles, but designers have widened the concept of wearable art. The advent of new materials such as plastics, precious metal clay (PMC), fabrics and colouring techniques has led to increased variety in styles.

2. Aims and Objectives:

Aim: The aim of the study is to assess the jewellery preferences of college going girls in the age group of 15-25 years.

Objectives:

- To observe the different types of jewellery available currently.
- To assess the preferences of the college going girls based on the different types of jewellery available in the market.
- To assess the frequency of purchase of jewellery by the college going girls.

3. Methodology:

The research was carried out in the following way:

- Out of the various accessories available, a survey was conducted in the preferences of jewellery among women in the age group of 15-25 years, since it is the age group where jewellery is accepted majorly.
- **Sample size**- 50 participants.
- **Sampling technique**- Purposive sampling technique.
- **Formulation of tool**- On the basis of the study, the tool was formulated i.e. a questionnaire method. 10 close ended questions are formulated.

- **Implementation of tool-** implementation was done as per convenience of researcher and participants.
- The data was tabulated and analysis of the data was done, followed by the presentation of the results.

4. Results and Discussions:

The patterns of wearing jewellery between the sexes, by children and older adults are very different between cultures, but adult women have been the most consistent wearers of jewellery. This research was conducted to study the jewellery preferences among college going girls with the age group of 15-25 years. The participants were the students of College of Home Science Nirmala Niketan, as per the convenience of the researcher. The survey was carried out on 50 participants. All the participants said that they wear jewellery. This is because India is a country diverse in culture, where all women wear jewellery and also because jewellery is a form of adornment.

The results of the survey conducted are presented in the following section from 4.1 to 4.8.

4.1 Frequency of use of jewellery

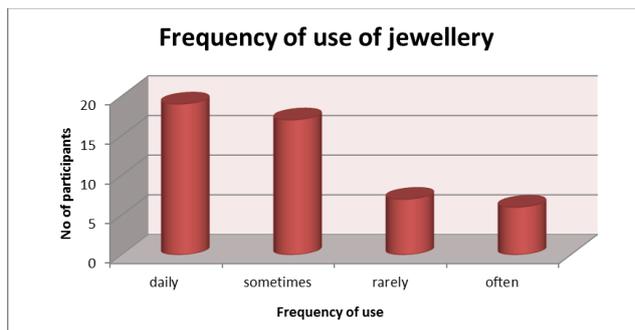


Fig 4.1 Frequency of use of jewellery

The study indicates that majority of the participants i.e.39% said that they wear jewellery on a daily basis to college, whereas 12% said that they wear jewellery often.Majority of the participants wear jewellery because it's the culture of India.

4.2 Jewellery pieces used frequently

The result of the study indicates that majority of the participants i.e. 37% usually wear earrings. 4% and 3% participants wear nose ring and anklet respectively.

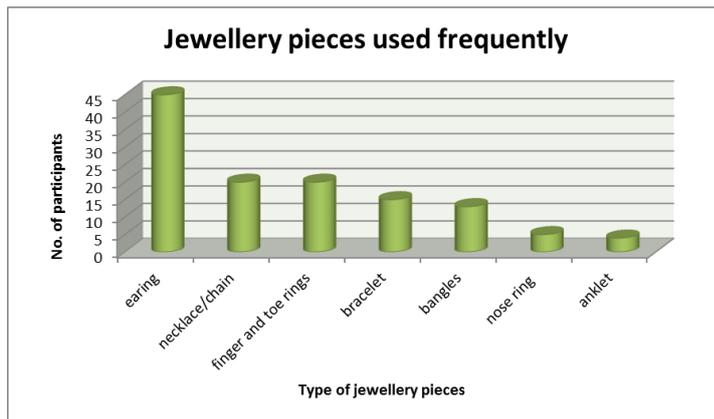


Fig no. 4.2 Jewellery pieces used frequently

Whereas on the other hand, anklet is not so visible at a glance, that is why minimum percentage of girls wear anklets.

4.3 Types of jewellery

The result of the survey indicates that 42% of the participants wear real jewellery whereas 58% of the participants generally wear imitation jewellery. This is because the age group of the target audience is such that they are college going and too young to afford to buy real jewellery themselves whereas on the other hand real gold jewellery is worn in Indian culture. That is why both real as well as imitation jewellery is worn in a nearly equal proportion.

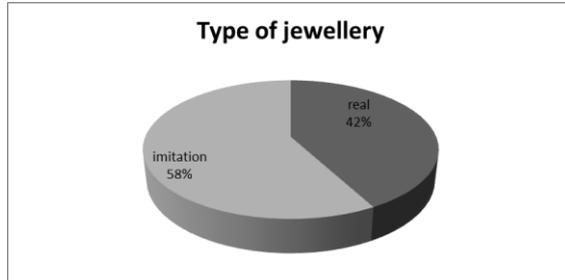


Fig no. 4.3 Types of jewellery worn

4.4 Preferences for materials of the jewellery

The results of the study indicates that 39% participants wear jewellery made of stones i.e. precious, semi, precious and imitation, followed by 34% participants who wear metal jewellery. Majority of the participants wear jewellery made of stones as well as metallic jewellery because of India's rich culture. Fabric jewellery is a new concept and has not been entirely accepted, that is why minimum participants wear fabric jewellery.

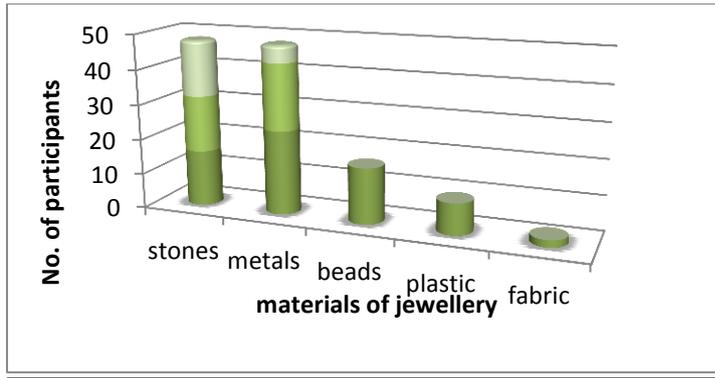


Fig no.4.4 Preferences for materials of the jewellery

4.5 Styles of jewellery

47% of the participants said that they wear usually contemporary jewellery whereas 20% participants said that they wear funky jewellery. The study indicates that majority participants wear contemporary jewellery because they follow trends, since they are of the particular age group. Contemporary jewellery is a mix of latest ethnic and western jewellery which is preferred by majority youngsters. Whereas, funky jewellery is least accepted by the participants because the target audience were students of NirmalaNiketan College, where majority of the girls are from conservative families pursuing Home Science.

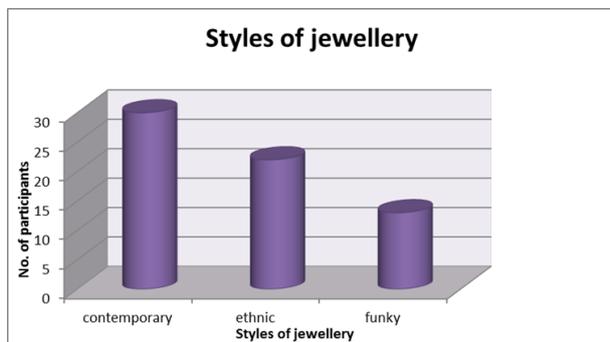


Fig no. 4.5 Styles of jewellery

4.6 Frequency of purchase of jewellery

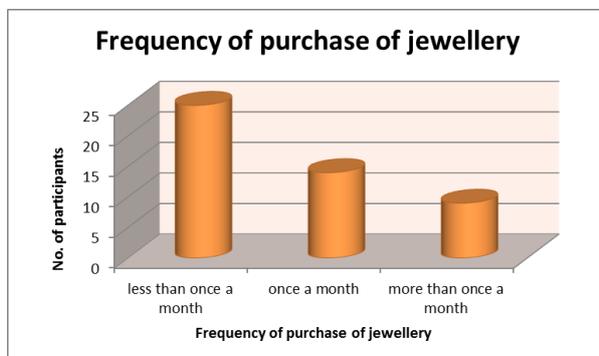


Fig no. 4.6 Frequency of purchase of jewellery

The views of the participants in the study on the basis of the survey conducted are that 52% participants said that they purchase new jewellery less than once a month, whereas 19% participants said that they purchase jewellery often, i.e. more than once a month. Majority participants purchase jewellery less than once a month because they are non-working college going girls and cannot afford to buy new jewellery often and since they get pocket money, they have limited amount of money with them when they are travelling.

4.7 Buying decisions of jewellery

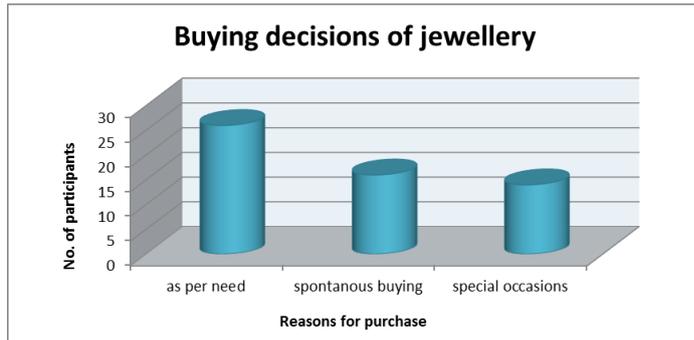


Fig no. 4.7 Buying decisions of jewellery

The result of the study indicates that 46% participants purchase new jewellery as per their need whereas 25% participants buy new jewellery only on special occasions. Majority participants buy jewellery as per their need, when they require it. They do not buy jewellery spontaneously because they do not have enough spare cash with them all the time.

4.8 Gifting of jewellery

82% of the participants said that they gift jewellery whereas 18% participants do not gift jewellery. Majority participants feel it is better to gift jewellery to their friends because jewellery is worn and appreciated as a gift by majority of girls.

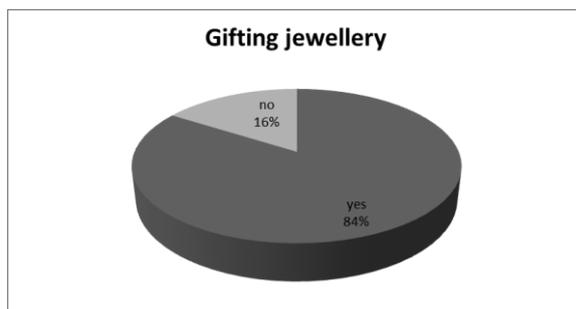


Fig no. 4.8 Gifting of jewellery

4.9 Frequency of gifting jewellery

56% participants said that they gift jewellery only sometimes whereas 2% participants said that they gift jewellery very often. It is surprising to know that, inspite of 82% participants who gift jewellery, only 2% of them have said that they gift jewellery very often. This may be because; it will be very expensive to gift good jewellery, and that is why it is given only on special occasions.

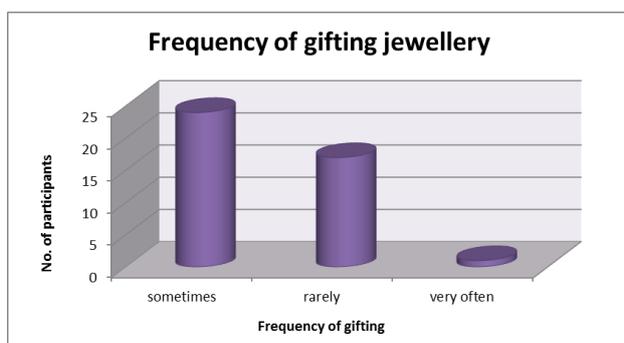


Fig no. 4.9 Frequency of gifting jewellery

Bibliography

References from past Dissertations-

Ansari, S. and Rathi, D. (2013) "Design development of burqa using checks and stripe fabric" Unpublished MSc.II dissertation, Department of Textile and Fashion Technology, College of Home Science NirmalaNiketan.

Gupta,P and Rathi, D.(2011) "Developing ergonomically designed school bags for girl child."Unpublished MSc.II dissertation, Department of Textile and Fashion Technology, College of Home Science NirmalaNiketan.

Sheikh, A. and Madhan, R. (2013) "Designing and developing shopping bags, lunch bags and hand bags using non-woven fabrics".Unpublished MSc.II dissertation, Department of Textile and Fashion Technology, College of Home Science NirmalaNiketan.

Sweta, G. and Dedhia, E.(2010) "Sensitizing college students towards environment concerns through product development based on scrap utilization." Unpublished MSc.II dissertation, Department of Textile and Fashion Technology, College of Home Science NirmalaNiketan.

Lakdawala, S. and Dedhia, E.(2008)"Design development of accessories using fabric waste of garment/ home furnishing/ accessory units through applique technique. The Apparel journal (2012)." Unpublished MSc.II dissertation, Department of Textile and Fashion Technology, College of Home Science NirmalaNiketan.

Webliography- <http://en.m.wikipedia.org/wiki/jewelry>