COMPARATIVE STUDY OF ADVERTISEMENTS OF JEWELLERY BRANDS AND ITS IMPACT ON CUSTOMERS IN MUMBAI

Shalini Padhi[1] & Parag Ajagaonkar[2], Ph. D.

[1]*Research Scholar/Assistant Professor, Faculty of Commerce, Mithibai College, University of Mumbai. Email ID-padhishalini@gmail.com*

[2]*Principal, Narsee Monjee College, University of Mumbai. Email ID-drparag23@gmail.com*

Abstract

The main purpose of conducting this research is to study the impact of jewellery advertisements on the consumer buying behavior with special reference to Mumbai city. The objective of the study is to do a brand comparison on basis of their advertisements and to get an insight about the preference given to different elements of a jewellery advertisement on a rating scale by the consumers. Also, to analysis which media is most effective when it comes to reach the target audience. The primary data was collected through questionnaire and personal contact from around 145 customers. Mainlythe top five jewellery brands of the city have been taken into consideration for this research. The study was restricted only to Mumbai city. This study will help jewellery retailers to understand about whatconsumers notice in a jewellery advertisement and accordingly frame their promotional strategies.

Keywords: Jewellery, Advertisements, Branded, Celebrity, Media.

Introduction

Jewellery since centuries has remained "neighbour's envy and owner's pride". The ornaments have remained exotic, unequalled and invaluable articles of personal glory. According to the statistics of the World Gold Council, India is the number one among world countries which kept most of its gold in households. Most of such gold are kept in the form of ornaments.

A jeweller may use one or a combination of two or more of the promotional tools available to reach out to its targeted customers. There are a number of promotional strategies that are used in the precious ornament market of India. They are advertisements, promotional schemes celebrating auspicious days, offers and canvassing agents. The current paper tries to identify the impact of advertisement on the customer buying behaviour in Mumbai.

Every advertisement aims to create Top of The Mind Awareness (TOMA) and stimulate a lasting image in the minds of customers. To do so jewellery advertisers employ several of marketing techniquesand focus on elements like theme of the ad, design of the jewellery,

celebrityendorsers, and promotionalschemes. They also use various media to intensify the reach and impact.

Literature Review

As per a study by McKinsey on A multifacetedfuture: the jewellery industry in 2020, **(Dauriz, Remy, and Tochtermann, 2014)** everyjewellery company should seek to strengthen and differentiate its brands through unique, distinctive designs. The trend toward branded jewellery will be especially hard on small artisans, who don't have the marketing muscle of the large jewellerygroups. One option for smaller players would be to seek distribution through ventures like Cadenza, Swarovski's chain of curated multibandjewellery stores featuring well-known luxury brands as well as up-and-coming designers.

According to **Retailers guide to Marketing Diamond Jewellery (2007)**, Jewellery is predominantly a 'considered purchase'; therefore it is important that, as a retailer facing lots of competition, you reach the consumer in a manner, which reflects the product and your shop environment. Advertising is probably the most cost-effective promotional tool for creating high levels of awareness among target consumers. However, because it can be expensive, it is essential you choose the right media to advertise your products and services.

According to the **Diamond Insight Report 2016(The De Beers Group of Companies)** When it comes to shopping, Millennials use online methods alongside visiting traditional brick-and-mortar stores. They will often compare prices online, search for product information and look for discount coupons and promotions online. Omni channel shopping experiences are now the norm for younger consumers. Retailers who are not equipped for this will lose out among this client base

Research Methodology

Sampling area: Mumbai.

Sampling unit: Customers with the age group 18-50.

Sampling size: 145

Sampling type: random sampling method.

Type of data: Primary data collected through questionnaire and

Secondary data: Books, Journals and articles etc.

This study is conducted on the customers with the age group 18-50 in the city of Mumbai. Questionnaire is developed very carefully and designed in such a way that it compares and helps analyse the impact of jewellery advertisements on consumers.

Tools for Analysis

Along with the usual statistical tools such as tables, percentages, Ranking, Proportion test (**Z test for comparison between two proportions**) were used for analysing the data and arriving at the conclusion.

Data Classification & Tabulation

Which jewellery brand ad do you recall having seen the most?	Frequency
Joya lukkas	01
Kalyan Jewellers	37
Mia	02
Nakshatra	06
png	01
Tanishq	84
TBZ	14

Which jewellery brand ad do you recall on basis of theme /central idea of the ad?	Frequency
Joya lukkas	05
Kalyan Jewellers	29
Mia	06
Nakshatra	08
PNG	00
Tanishq	80
TBZ	17

Which jewellery brand ad do you recall on basis of celebrity endorsement?	Frequency
Gitanjali Jewellers	01
Joya lukkas	03
Kalyan Jewellers	61
Mia	00
Nakshatra	07
PC jewellers	01
Tanishq	64
TBZ	11

Which jewellery brand ad do you recall on basis of promotional/discount schemes?	Frequency
Joya lukkas	01
Kalyan Jewellers	44
Mia	10
Nakshatra	10
PNG	00
Tanishq	64
TBZ	16

Which jewellery brand ad do you recall on basis of design?	Frequency
kalamandir	01
Kalyan Jewellers	22
Mia	07
Nakshatra	08
PNG	00
Tanishq	87
TBZ	19

What appeals you in a jewellery ad? [celebrity endorsement]	responses
1	37
2	23
3	21
4	13
5	10
6	13
7	11
8	13

What appeals you in a jewellery ad? [brand name]	responses
1	45
2	28
3	18
4	09
5	09
6	09
7	13
8	11

What appeals you in a jewellery ad? [promotional schemes]	responces
1	22
2	32
3	25
4	09
5	18
6	16
7	09
8	09
No response	05

What appeals you in a jewellery ad? [design of the jewellery]	responses
1	60
2	14
3	17
4	09
5	07

6	05
7	10
8	21
No response	02

What appeals you in a jewellery ad? [theme of the ad]	responses
1	20
2	22
3	28
4	19
5	17
6	09
7	14
8	12
No response	04

What appeals you in a jewellery ad? [quality]	responses
1	51
2	19
3	16
4	12
5	06
6	04
7	11
8	25
No response	01

What appeals you in a jewellery ad? [Price)	responses
1	48
2	17
3	22
4	08
5	13
6	05
7	17
8	14
No response	01

What appeals you in a jewellery ad? [certificate of authenticity]	responses
1	54
2	14
3	10
4	13
5	09
6	09

7	09
8	25
No response	02

Jewellery ads on which media impacts you the most? [Radio]	responses
1	24
2	24
3	22
4	19
5	14
6	42

Jewellery ads on which media impacts you the most? [T.V.]	responses
1	64
2	12
3	22
4	06
5	19
6	22

Jewellery ads on which media impacts you the most? [Print]	responses
1	24
2	38
3	37
4	17
5	17
6	12

Jewellery ads on which media impacts you the most? [Outdoor]	responses
1	24
2	27
3	26
4	27
5	27
6	14

Jewellery ads on which media impacts you the most? [Social media]	responses
1	30
2	34
3	23
4	25
5	20
6	13

Master Tables:

Brand	Recall when seen most	Theme of the ad	Celebrity Endorsement	Promotional offers and discounts	Designs
Joyalukkas	01	05	03	01	00
Kalyan Jewellers	31	29	61	44	22
Mia	02	06	00	10	07
Nakshatra	06	08	07	10	08
PNG	01	00	01	0	00
Tanishq	84	80	64	64	87
TBZ	14	17	11	16	19
Gitanjali	00	00	01	00	00
Kalamamdir	00	00	00	00	01

Ratings for the appealing factor of advertisement

Ratings	Celebrity Endorsement	Brand Name	Promotional schemes	Jewellery designs	Theme of ad	Quality	Price	Certified Authenticity
1	37	45	22	69	20	51	48	54
2	23	28	32	14	22	19	17	14
3	21	18	25	17	28	16	22	10
4	13	9	9	9	19	12	8	13
5	10	9	18	7	17	6	13	9
6	13	9	16	5	09	4	5	9
7	11	13	9	10	17	11	17	9
8	13	11	9	21	9	25	14	25
No Rating		05	2	14	01	01	02	

Ratings for the media that impacting the advertisement

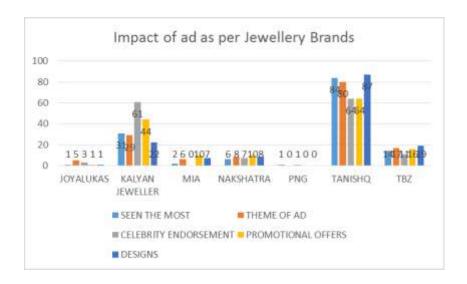| Ratings	Radio	Television	Print	outdoor	Social Media
1	24	64	24	24	30
2	24	12	38	27	34
3	22	22	37	2	23
4	19	06	17	27	25
5	14	19	17	27	20
6	42	22	12	14	13

Data Analysis& Interpretation

- **Objective: A) Brand wise comparison**.

We have observed 145 persons observations and recorded their opinions for various jewellery brands like Tanishq, Kalyan Jewellers, Joyalukkas, etc. for various criterions.

Brand	Recall when seen the most	Theme of ad	Celebrity Endorsement	Promotional offers and discounts	Designs
Joyalukas	01	05	03	01	00
Kalyan Jewellers	31	29	61	44	22
Mia	02	06	00	10	07
Nakshatra	06	08	07	10	08
PNG	01	00	01	0	00
Tanishq	84	80	64	64	87
TBZ	14	17	11	16	19
Gitanjali	00	00	01	00	00
Kalamamdir	00	00	00	00	01

Here we can observe that Tanishq brand is having highest proportions than others in every aspect. Thesecond one is Kalyan Jewellers, as per total responses we can order the brands as follows

Brand Name	Total Responses
Tanishq	379
Kalyan Jeweller	187
TBZ	77
Nakshatra	39
Mia	25
Joyalukkas	10
PNG	2

Hence we can compare two brands as per their responses for various criterions like the most seen brand, theme of advertisement, celebrity endorsement, etc. For such comparison we used Proportion test (**Z test for comparison between two proportions**). As the same person is giving responses for brand for different reasons which we can take as criterions.

A two proportion z-test allows you to compare two proportions to see if they are the same.

- The null hypothesis (H_0) for the test is that the proportions are the same.
- The alternate hypothesis (H_1) is that the proportions are **not** the same. with the test statistics is as,

$$Z = \frac{(\hat{p}_1 - \hat{p}_2) - 0}{\sqrt{\hat{p}(1-\hat{p})\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}}$$

Here $P_1 \ and \ P_2$ are the proportions to be compare and $n_1 \ and \ n_2$ are the sample sizes. $\hat{P}$ is combined proportion defined as $\hat{P} = \frac{n_1 P_1 + n_2 p_2}{n_1 + n_2}$

1) Comparison between Tanishq and Kalyan Jeweller

Criterion	Tanishq	Kalyan Jeweller	Hypothesis	Test Statistics	Zvalue(at 5% level of significance)	Accept or Reject Ho
Most seen brand	84 out of 379 $P_1=$ 0.2216	31 out of 187 $P_2=$ 0.16	Ho: both brand seen equally the most H₁: both brands seen not equally	Z= 1.6806	1.96	**Accept Ho**
Theme of Advertisement	0.21	0.165	Ho: both brand's theme is equally	Z = 1.70	1.96	**Accept Ho.**

			liked H$_1$: both brand's theme is not equally liked			
			Ho: both brand's theme is equally liked H$_1$: one of brand's theme is liked the most	Z=1.70	1.64	**Reject Ho** As per hypothesis this became one tailed test so we can interpret that the ad theme of Tanishq is mostly liked by viewers
Celebrity Endorsement	0.168	0.2352	Ho: both brand's celebrity endorsement is equally liked H$_1$: both brand's celebrity endorsement is not equally liked	Z =4.2680	1.96	**Reject Ho**. The celebrity involved makes huge difference for jewellery brand
Promotional Discounts	0.168	0.2352	Ho: both brand's Offers equal promotional offers H$_1$: : one of the brand's is offering more offers	Z = 1.89	1.64	**Reject Ho.** As per proportions Kalyan Jeweller gives more promotional offer
Design	0.23	0.12	Ho: Both brands have equal liked designs H$_1$: Both brands have not equal liked designs	Z = 3.1154	1.96	**Reject Ho** Hence we can surely say that the designs by Tanishq is mostly liked by respondents

2) The comparison between Kalyan Jeweller and TBZ.

Criterion	Kalyan Jeweller	TBZ	Hypothesis	Z	Z table	Accept or Reject Ho
Designs	0.12	0.25	Ho: Both brands designs are equally liked H_1: one of them is liked most	Z= 2.6188	1.64	**Reject Ho** Here the designs of TBZ is mostly liked compare to kalyan jeweller
Theme Of Advertisement	0.16	0.22	Ho: Both brands theme of ads are equally liked H_1: one of the brands ad theme is mostly liked	Z=1.15	1.64	**Accept Ho** Here the ad theme of both the brand are liked equally

Interpretations:

- Tanishq, Kalyan jewellers and TBZ are mostly seen brands.

- The Tanishq brand is mostly liked for theme of their advertisement them TBZ.

- As per celebrity endorsement, Kalyan Jewellers is the mostly liked brand as we can observe the ambassador is the Amitabh Bachchan is involved.

- As per above results Kalyan Jeweller is giving the most promotional and discount offers than any other

- For Jewellery designs the huge response is for TBZ then Tanishq.

- **Objective: B) The ratings for most appealing criteria is for Jewellery design**

  The observations for different ratings for different criteria are given bellow

Ratings	Celebrity Endorsement	Brand Name	Promotional schemes	Jewellery designs	Theme of ad	Quality	Price	Certified Authenticity
1	37	45	22	69	20	51	48	54
2	23	28	32	14	22	19	17	14
3	21	18	25	17	28	16	22	10
4	13	9	9	9	19	12	8	13
5	10	9	18	7	17	6	13	9
6	13	9	16	5	09	4	5	9
7	11	13	9	10	17	11	17	9
8	13	11	9	21	9	25	14	25
No Rating			05	2	14	01	01	02

Jewellery advertisements are mostly liked by viewers of any age and occupation as well as gender, as per the survey we have responses of 145 for different age, occupations and sex. They rated the ads as per various appealing reasons like theme of advertisement, particular brand, designs shown, promotional offers and many more. We considered '1' is the best rating. The maximum responses we have got for 1.

As we observe the highest 1 rating is for jewellery designs and Certified Authenticity.

Hence, Ho: The best Rating given for Designs and Certified Authenticity is Equal

H1: The best Rating given for Designs and Certified Authenticity is not Equal.

Criterion	Designs	Certified Authenticity	Z	Z table	Accept or Reject Ho
Rating 1	0.1994	0.17	0.9965	1.96	**Accept Ho**

Interpretation:

- The best rating 1 is mostly for the designs and certified authenticity.

- Mention of jewellery design and certification of authenticity has highest weightage in consumer evaluation of the advertisement.

Objective: C) Comparison between media used for advertisement.

We come across the advertisement through different media like TV, Social media, etc.
As per the survey conducted, we have rated such Media from 1 to 5 and said that 1 is the best rating. Ratings for the media that impacting the advertisement

Ratings	Radio	Television	Print	outdoor	Social Media
1	24	64	24	24	30
2	24	12	38	27	34
3	22	22	37	2	23
4	19	06	17	27	25
5	14	19	17	27	20
6	42	22	12	14	13

Again the best rating got for Television and the second most best media rating got for Radio.

1) Comparison between TV and Radio

Ho: TV and Radio is equally responsible for best rating on advertisement

H$_1$: TV is more effective media than Radio for rating

Proportion for TV is $P_1 = \frac{64}{166} = 0.385$

Proportion for Radio is $P_2 = \frac{30}{166} = 0.1807$

Z calculated = 4.9667   Z table = 1.64 at 5% level of significance

Reject H0

Hence TV is the more effective media than radio.

2) Comparison Between Radio and social media

Ho: Radio and Social Media are equally responsible for best rating on advertisement

H$_1$: Radio is more effective media than Social media for rating

Proportion forRadio is $P_1 = \frac{30}{166} = 0.1805$

Proportion for Radio is $P_2 = \frac{24}{166} = 0.1445$

Z calculated = 0.8937   Z table = 1.64

At 5% level of significance

Accept H0

Hence Radio and Social Media is equally effective for ratings.

Some IMP notes:

- **What is proportion test?**

   We compare the proportion of selection by dividing total responses made by same person in to various groups. (E.g.: Like for the person may rate 1 for designs and rate 3 for other aspect.)

- **Why proportion test?**

   Data points should be independent from each other. In other words, one data point isn't related or doesn't affect another data point.Your data should be randomly selected from a population, where each item has an equal chance of being selected.

- **WHY Proportion test by Z only?**

   The observations which called as sample has more than 30 in number. So it is large sample otherwise we should use T test.

Conclusion

A comprehensive analysis was done for determining the impact of jewellery advertisements on consumers in Mumbai city. In the light of the above analysis it can be concluded thatthe Jewellery retail sectors have to adopt some innovative and focused advertisement strategies which improvetheir awareness and sales. Jewellery retailers should focus on elements like design of the jewellery, celebrity endorsers and certification. Also right media should be chosen for emission of the message to their target audience.

Suggestions/Recommendations

1. Giving attractive advertisement through the media like online, television, newspaper, radio, magazine.

2. Introducing more attractive sales promotion schemes to the customer to
    increase the sale of jewellery.

3. Emphasise on assurance to customers through certification of authenticity etc.

4. Introduce more attractive designs, latest fashion of gold/diamonds to the customer.

References:

Mulky, A. G., Bose, S., Majumdar, A., Pundra, C.k. and Saritha (2015). Market entry strategy in platinum jewellery category. An IIMB Management Review Initiative.

Rawal, K. R. (2015). A study of consumer buying behaviour for purchasing of diamond jewellery from branded retailers. Tactful Management Research Journal, 99-104.

Dauriz, Linda, et al. "A Multifaceted Future: The Jewelry Industry in 2020." McKinsey & Company, www.mckinsey.com/industries/retail/our-insights/a-multifaceted-future-the-jewelry-industry-in-2020.

The Retailer's Guide to Marketing Diamond Jewellery.

www.bing.com/cr?IG=05B58101B39D4E0BB471EDD47822516B&CID=16DB8639EF266FB83A1E 8D8EEE896EE8&rd=1&h=TWsTwOGMv_W1WgNtTdAnSUZS3MJ5iEvzpViqDOIEKhM&v =1&r=http%3a%2f%2fwww.cibjo.org%2fdtc%2fcibjo_Main.pdf&p=DevEx,5066.1.