

A STUDY ON MARKETING OF IMITATION JEWELLERY IN MADURAI CITY

Dr.C.Vijayakumar

M.Com., MBA., Ph.D., Associate Professor in Commerce, The American College, Madurai-02

R.Kalyan Kumar

*M.Com., M.Phil., M.B.A.,(Ph.D), Assistant Professor in Commerce
Caussanel College of Arts and Science, Ramanathapuram-23*

Abstract

The main purpose of the study is to determine the seller's perception and attitude towards selling of imitation jewellery. Total 55 sellers in and around Madurai city have participated as respondents in this study. Sellers had an overall more positive motivation for selling Imitation Jewellery with regard to source of purchase, capital introduced in the business, cost of running the business and so on. The period of study was April and May 2015 and may be it is not generalized to other cities. The research hints that the sellers of Imitation Jewellery give more attention to its marketing strategy on enriching the attitude of buyers' towards purchase of Imitation Jewellery. This study fills a gap in the literature on selling of Imitation Jewellery in business research.

Key Words: Sellers, Motivation, Marketing mix

Introduction

Imitation jewellery gives very stylish look. The best part of imitation jewellery is that even on a very tight budget, it is possible to create magic with inexpensive imitation jewelries. Imitation Jewellery is a popular kind of jewellery made of less valuable materials, including base metals, glass, plastic, leather etc. It has got its name from use in stage Imitations. The jewellery is synonymous with fashion jewellery and mainly used for fashion purpose. The jewellery is mass produced, resulting in lower costs and also included semi precious and imitation jewellery and hair accessories¹.

Objectives of the Study

- To know about the marketing mix of imitation jewellery.
- To study the amount invested income and expenditure level of this business.
- To measure the factors influencing the sellers to start Imitation Jewellery
- To trace out the difficulties faced by the sellers while purchasing and selling ornaments.

¹ <http://www.streetdirectory.com/etoday/costume-jewelry-from-india-fuapf.html>

Statement of the Problem

As rapid socio-economic changes sweep across India, the country is witnessing the creation of much new marketing method of their products. In early days sellers are not much interested in selling imitation jewellery but now the sellers sell more varieties and more number of designs in imitation jewellery due to fashion and trendy ornaments. This induced the researcher to measure the factors influencing the sellers to start Imitation Jewellery Hence the study titled "A Study on Marketing of Imitation Jewellery in Madurai City" has been undertaken for the purpose of current research.

Review of Previous Studies

There are numerous studies that have been undertaken in areas related to this topic. The following studies have been reviewed.

Jeffrey D. Weidenhamer and Michael L. Clement made "Widespread lead contamination of imported low-cost Jewellery in the US" they found that recent recalls of lead-contaminated Jewellery and the death of a Minnesota child by lead poisoning after swallowing a Jewellery charm have highlighted the hazards of leaded Jewellery to children. We sought to determine the extent of lead contamination in inexpensive, imported Jewellery available in United States retail stores. Our results show that much inexpensive children's and costume Jewellery imported and sold in the US is heavily leaded. Given the high neurotoxicity of lead to young children, inexpensive Jewellery items pose a potential yet avoidable threat to children's health.²

Laura Macchion, Antonella Moretto, Federico Caniato, Maria Caridi, Pamela Danese and Andrea Vinelli, in their paper "Production and supply network strategies within the fashion industry" attempted to study the decisions on where and how to locate a production and supply network have become an increasingly important part of a firm's global supply network strategy and are critical to obtain competitive advantages. This paper contributes to extend knowledge in the field of production and supply network strategy in the fashion industry. Fashion companies should possess and nurture to successfully develop and implement different, either local or international, production and supply network.³

Patrizio Sbornicchia, Giampiero Montesperelli, Gabriel M. Ingo and Gualtiero Gusmano, in their article "Advances in jewellery microcasting" stated that traditional

² Jeffrey D. Weidenhamer and Michael L. Clement, "Widespread lead contamination of imported low-cost jewelry in the US", *Chemosphere*, Vol.67, Issue 5, March 2007, p.961-965

³ Laura Macchion, Antonella Moretto, Federico Caniato, Maria Caridi, Pamela Danese and Andrea Vinelli, "Production and supply network strategies within the fashion industry", *International Journal of Production Economics*, Vol. 163, May 2015, p. 173-188

moulds for jewellery casting are made of refractory particles agglomerated by bonding phase. Typical precious alloys are moulded around 1100 °C, a temperature that might lead to partial thermal decomposition of the bonding phase. The degradation process usually causes release of gas, which is responsible for high porosity and roughness in the casting. These gas imperfections are responsible for about 10% of the overall casting failures. The study of novel bonding phases, developed to eliminate gas defects and improve mechanical strength, is reported in this paper. In traditional moulds, bonding is generated during the investment stage, the new phases are obtained during ceramic burnout.⁴

But however none of the studies has made any attempt to probe into the sellers of Imitation Jewellery. Hence, the researcher has undertaken the present study titled “A Study on Marketing of Imitation Jewellery in Madurai City” as a pioneering approach to find out motivating factors of sellers and marketing strategy used in Imitation Jewellery.

Methodology

The study will cover only from the point of sellers who sell Imitation Jewellery in Madurai City. The present study is an empirical research based on survey method. The researcher administered a questionnaire for collecting primary data with regard to the marketing mix, motivational factors and attitude of sellers. The Questionnaire was carefully designed and duly pre-tested. Pilot study was also undertaken and necessary changes were incorporated before finalising the schedule. For gathering information, the researcher met all 55 sample respondents who are selling imitation jewellery in different parts of Madurai City. The non-probability method of convenience sampling was followed to choose the sample respondents. All the results and discussions are made on the basis of their primary data. The secondary data have also been collected from books, magazines, newspapers, websites and journals.

After collecting data from the respondents, data were analysed thoroughly. The master table has been prepared by the researcher to use classification table for future statistical treatment. The survey for collection of primary data was conducted in the month of April and May 2015. The data which were collected from the respondents were analyzed by using simple percentage analysis.

Results and Discussions

Findings from the complete data and result of the analysis are presented. Primary data was collected through well designed Questionnaire from which results have discussed by the researcher on the basis of marketing mix of imitation jewellery.

⁴ Patrizio Sbornicchia, Giampiero Montesperelli, Gabriel M. Ingo and Gualtiero Gusmano, “Advances in jewellery microcasting”, *Thermochimica Acta*, Volume 419, Issues 1-2, 10 September 2004, Pages 195-204

1. Product

Product is a set of tangible and intangible attributes, including packaging, colour, price, manufacturer's prestige, retailer's prestige, manufacturer's and retailer's service, which the buyer may accept as offering want satisfaction. Now-a-days different varieties of ornaments are available in imitation jewellery in the market. There are different brands and numbers of designs are in imitation jewellery with good quality. From the study area the majority of the marketer sells only some of the ornaments are in their shops like Nose Rings, Ear Rings, Necklace, Choker, Chains, Pendants, Brooches, Rings and Bangles. Sellers have to sell all the products only then sales will be increased. Sellers should target middle class and poor people also. Sellers have to deliver the product without damages.

2. Pricing

Pricing is the determinant factor to increase or to decrease the sales volume of any product. In imitation jewellery business, the manufacturer allowed credit terms and lag in payment to the dealer or to wholesaler or to retailer. The dealer or wholesaler or retailer can get more discounts because they buy large quantities like different varieties of imitation jewellery, different models, styles and different size. But the consumer can buy the product in a spot payment only, cannot enjoy the credit facility and the buyers buy imitation jewellery in differential piece rate system. Occasionally retailer gives discount to the buyers of imitation jewellery at the time of more purchase or to the regular customer or at any festivals. The study reveals that all the respondents have followed this pricing strategy to sell their products.

3. Promotion

Promotion is the most important variable to persuade the buyers to buy the imitation jewellery. It is evident from the study 85% of the sellers who advertise varieties of products in imitation jewellery, different models and styles of imitation jewellery with cost, features in newspaper, television, boards and online too. Manufacturer gives sales promotion tools to the sales force people. Consumer promotion tools can be followed by the sellers. More awareness may be spread in less developed areas about the quality and its importance by giving advertisement and publicity.

4. Physical distribution

It is inferred that physical distribution is the delivery of imitation jewellery at the right time and at right place to the right person. Imitation jewellery shops are available all at places in Madurai like temples, schools and colleges. There are many number of imitation jewellery shops are in Madurai city. Major dealers and wholesalers are distributing the products to the retailers at the right time because buyers can easily access the

imitation jewellery shops. Sellers in Madurai city buy imitation jewellery from different parts of our country and they maintain huge stocks in their shops.

Conclusion

Imitation Jewellery is the latest market trend and is the call of the market. It's fun to wear and is popular amongst all age groups of women. Though the traditional gold, silver, precious stones and diamond jewellery have also not lost its significance but still Imitation jewellery is the choice of the hour. Imitation jewellery provides a wide range of variety to choose from ranging in different segments of prices. Understanding the taste and preference of the customer by the sellers is also very essential. Imitation Jewellery business can lead to good results, higher profits and build goodwill if the taste of the customer is given prime importance and efforts are made for customer satisfaction.

The most important thing in Imitation Jewellery business and that is to be confident in designs and makings. Also, take pride in whatever creations have made by the manufacturer and involvement of selling in Imitation Jewellery. Higher level of involvement in Imitation Jewellery business will provide with a large scope of creativity and ideas required in the designing aspect of Imitation Jewellery business which will automatically lead to higher and higher profits through Imitation Jewellery business.

References

1. Leon G.Schiffman and Leslie Kanuk"Consumer Behavior" Prentice Hall Of India, New Delhi (1988)
2. C.R Kothari "Research Methodology" New Age International (P) Limited New Delhi (2007)
3. William J. Stanton. Fundamentals of marketing (Tokyo, Japan: McGraw-Hill International Book Company, 1984), p.180.
4. <http://www.streetdirectory.com/etoday/costume-Jewellery-from-india-fuapf.html>