

# A Study on Men's Perception of Jewellery

Ms. Swati Phophalia, Prof. M.K. Sharma & Dr. Shweta Kastiya

## Abstract

Millennium men are much interested in wearing jewellery than ever before. They are adorning themselves with attractive jewellery. An extensive variety of men's jewellery is available in the market. Fancy Bracelets, Necklaces, chains, studs, cuffs, rings, cufflinks are becoming a popular among men. Most of the studies in jewellery are done to know the female's perception about it. There is a need to study the male's preferences. Thus the study was conducted to get awareness about the male consumer's perception towards jewellery. The study was conducted in the month of September and October in the Jaipur city. The data collected through a structured questionnaire from 100 respondents was chosen through convenience sampling technique. The study identified the reasons for jewellery purchase by males. The study will be helpful for jewellers as it will provide insights about the preferences of males in relation to jewellery. To achieve success in the market, jeweller has to keep a track of the changing perceptions of new consumers towards jewellery.

**Keywords:** Consumer Perception, Male Consumers, Jewellery

## Introduction

### Consumer perception

Customers' perceptions about product and services can have a serious impact on their purchase behaviour. Perception is defined as how a product is seen by an individual. Two people can under the same conditions be exposed to the similar situation but the way they perceive, organize and interpret information is completely different. Perception is an individual's internal process that is based on their knowledge, needs, demands, beliefs, desires, likes and dislikes. So their decision regarding the purchase is based on their awareness about the product. Thus, it is necessary for marketers to understand the consumer perception about their product or service and identify the reasons which influence consumers to buy goods or services.

Men's jewellery segment is quite small as compared to women but gaining popularity these days as men's are opting to buy jewellery items more than ever before. These jewellery items were previously perceived as exclusive to females. The millennials and the generation Z are spending more and more upon their looks. Male consumers are not only buying jewellery for their life partners but also for themselves. they are preferring to embellish their attires with jewellery as well. Many jewellers have started giving space to male jewellery displays and even launched special brands for men's jewellery. Brands such as Tanishq, Kirtilals, PC Jewellers,

Amrapali Jewellers, Kalyan Jewellers etc. have established their market in men's jewellery. Mens jewellery is available both in-store and online. But most of the jewellers are viewing men's jewellery segment as an addition to women. Today the range of men's jewellery not only includes accessories like cufflinks, belt buckle, pen but also chains, bracelets, cuffs & studs rings. The perceptions of men towards jewellery is constantly changing. Creating jewellery products acceptable to them is the key challenge faced by jewellers. To achieve success in the market, jewellers have to keep a track on the changing perceptions of men towards jewellery. Hence, the study was conducted to get awareness about the male consumer's perception towards jewellery.

### **Review of Literature**

Bhola & Singh (2020) in their paper emphasised consumer preferences, goals, and assessments will define branded jewellery recognition among consumers. The paper indicates that branded jewellery will dominate a sizable portion of the industry in the future.

Jaggi & Bahl (2019) concluded in their paper that "Jewellery is more an emotional investment as compared to financial investment". They identified 6 factors namely "sales promotion reference group influence, customer loyalty, brand loyalty, customer convenience, payment modes & customer preference" that contribute significantly in steering the consumer's mind-set towards the purchase of jewellery.

Ersoy, N. F., Yolal, M., & Batmaz, B. (2015). identified "self-esteem, lifestyle, societal attitudes, shopping, and self-image" are important factors determining men's cosmetic usage. The study also reveals that men's cosmetic buying habits are directly influenced by their life style and self image. Their self esteem and cultural views further impact their preference for cosmetics.

Sultana et al. (2015) in their study namely "Factor Analysis of Consumer Behaviour in Jewellery Business: An Empirical Study on Bangladesh" found that Customers are influenced by three primary aspects when purchasing gold jewellery "Factor 1: operational and marketing factors, Factor 2: perceived quality, and Factor 3: serviceability and conformance".

Karve, S. (2014) believes Every men's physical appearance today plays a critical part in improving self-confidence and effectively becoming conscious, and men today are no exception.

The findings of the study by Herter, M. M., dos Santos, C. P., & Pinto, D. C. (2014) show that positive emotions raise men's buying behaviour to the same degree as women's. The data also suggest that perceptions of the shop environment play a role in mediating the effects. Furthermore, the findings reveal that good emotions improve men's purchase frequency.

According to Daneshvary and Schower (2000), demographic characteristics influence purchasing behavior. According to prior studies, youngsters have a greater influence on purchasing intentions. It could be because youngsters seem to be more receptive to new experiences and are less price sensitive.

**Objectives :**

1. To understand men’s perception towards jewellery.
2. To explore the reasons for men to purchase jewellery
3. To determine the relationship between certain demographic parameters and their reasons for purchasing jewellery.

**Research Hypothesis**

H0: There is no significant association between demographic factors and reasons for purchase of jewellery by men

H1: There is significant association between demographic factors on reasons for purchase of jewellery by men

**Methodology:**

**Universe of the study:** The universe includes men jewellery buyers of Jaipur city.

**Sampling Technique:** Male respondents have been selected by applying convenience sampling technique

**Sample Size:** A Sample of 100 respondents is collected between the month of September- October, 2020 to undertake this study. SPSS 22 and MS Excel software is used for analyzing the data.

**Scope of Research:** The scope is restricted to perception of male jewellery buyers of Jaipur city.

**Data Collection:** The primary data is collected by administering structured questionnaire from Jaipur city. The questionnaire is designed on google forms and distributed through social media mainly on whatsapp and facebook due to the pandemic.

The questionnaire is divided in two sections. Section A contains questions associated with demographic profile (like age, income and occupation) of the respondents and Section B includes questions that were directly correlated with the objective of the study. The data was analysed using MS Excel 2016 and SPSS 22

**Data Analysis Techniques:** In the current study, SPSS 22 & Microsoft Excel software have has been used. One way ANOVA is applied to determine the relationship between certain demographic parameters and their reasons to purchase jewellery.

**Result & Discussion**

**Table 1: Demographic details of respondents**

Profile	Percentage of respondents	
Age	18-28	35
	28-48	45
	48 and above	20

Marital Status	Married	55
	Unmarried	45
Occupation	Service	35
	Business	35
	Retired	5
	Students	25
Annual Income	1-5 lakh	32
	5-10 lakh	47
	10 lakh and above	21

Source:- Primary Data

Table 1 depicts the demographical characteristics of male jewellery buyers. It reveals that 35% of respondents are in the age group of 18-28 years, 45% are in the age group of 28-48 years and 20% are above 48 years. 55% of respondents are married and 45% are unmarried. Respondents doing service and business counts 35% each while 5% are retired and 25% are students. 32% of respondent earn between 1-5 lakhs, 47% earn between 5-10 lakhs & 21% have earnings above 10 lakhs.

Statistics reveals that males mostly choose jewellery on their own, only few prefer their partners or friends choice as they believe that their better halves will find alternatives that add to their appearance and show their best features. They mostly prefer wearing gold or silver jewellery. Nowadays platinum is also gaining popularity among them. As far as mode of shopping is concerned they mostly like to shop in-store for jewellery.

**Table 2: Reasons for purchase of jewellery**

Reason	Frequency	Percentage
Self expression	21	21
Symbolize their power	10	10
Metrosexuality	12	12
Contribution to a sub-culture	8	8
Be fashionable and trendy	38	38
Specific Occupation	11	11
	100	100

Source:- Primary Data

Table 2 depicts the Reasons for purchase of jewellery by men. The main reasons for purchase of jewellery are listed below:

Be fashionable and trendy:

Not only females, millennials males are also fashionable. They also want to look trendy. According to the table 38% men wear jewellery to enhance their fashionable and trendy image.

Self expression:

21% Youngsters see jewellery as a way of self-expression. An earring in the earlobe, rings on fingers, and a risqué haircuts are most often a desire to mirror the image of an idol. Along with that, teens tend to do everything contrary to the wishes of their parents. Piercing and accessorizing may happen simply because parents said not to do it. With age, normally, young men get an understanding that folks were probably right, and their style becomes more moderate.

Metrosexuality

Image of 21<sup>st</sup> century men is that of metrosexual men who enjoys fashion and shopping. 12% of the respondents wear jewellery to enhance their metrosexual image. It is not only commitment to certain clothing style but also jewellery. Metrosexual men not only loves to wear watches and wedding rings but also everyday wear jewellery like bracelets, chains, earrings, and beads to have a more polished look.

Specific Occupation

Artists, musicians, designers, celebrities and people from the artistic world loves to wear jewellery to hold their iconic image.

Symbolize their power

Ornaments are worn by men to symbolize their power or superiority over others. Some ornaments, such as a particular headpiece, could only be worn by members of a social group who inherited or gained the right to do so.

Contribution to a sub-culture

21<sup>st</sup> century came up with the emergence sub cultures concept which led to the rise in the craze for jewellery among men. They like to accessorise themselves with bracelets, rings, necklaces, pendants, cuffs etc to show their belonging to particular subculture. For example, a biker would like to accessorise with biker jeweller to show his belonging to that group.

**Table 3: Ornaments preferred by Males**

Ornament	Frequency	Percentage
Rings	38	38
A Bracelet	25	25
Cufflinks	20	20
Lapel Pins	2	2

Necklaces	9	9
A Tie Clip	3	3
Earrings	3	3
TOTAL	100	100

Source:- Primary Data

Table 3 depicts the most popular ornaments among men consumers. The following are the most popular jewellery products among men consumers.

#### Rings

Rings are most popular item worn by males these days. 38% males prefer to wear rings. They prefer signet rings or plain bands with engraved initials or textures.

#### A Bracelet

Another very popular item is bracelet. 25% males prefer to wear bracelets. Wrist watches are now replaced by bracelets.

#### Cufflinks

According to study Cufflinks are worn by 20% of males. Cufflinks are preferred during formal occasions. They can add a lot of style and fun to look..

#### Lapel Pins

A lapel pin are another accessory items worn by men though they not very common. Only 2% males prefer wearing lapel pins. But these are gaining popularity-amongst youngsters these day.

#### Necklaces

Men prefer wearing thick gold or platinum chain to enhance their macho effect. Many times they slide a pendant or a locket in the chain. As revealed by statistics of the sample, 9% male prefer wear necklace.

#### A Tie Clip

Tie pin is usually worn by those who work in corporate or business environment. Nearly 3% male prefer to wear tie clips

#### Earrings

Men also like to add some earrings to their daily accessories. Men's earrings are more acceptable today than ever before though there are evidences of ear piecing of males in our ancient history.

#### One Way ANOVA

One way ANOVA is applied to determine the relationship between certain demographic parameters and their reasons to purchase jewellery.

**Table 4: One Way ANOVA**

		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Age</b>	Between Groups	16.416	42	4.208	16.793	.000
	Within Groups	164.600	57	.285		
	Total	181.016	99			
<b>Marital Status</b>	Between Groups	87.800	14	.800	2.854	.292
	Within Groups	100.160	85	.280		
	Total	187.960	99			
<b>Occupation</b>	Between Groups	6.695	33	1.674	6.143	.000
	Within Groups	174.366	66	.272		
	Total	181.060	99			
<b>Annual Income</b>	Between Groups	.540	2	1.270	1.960	.003
	Within Groups	180.521	97	.281		
	Total	181.060	99			

Source: Primary Data

The above table shows that the P value in case of Marital Status is 0.292 which are more than 0.05. This means, there is no significant association between Marital Status and reasons for purchase of jewellery by men and the P value in case of age, occupation and annual income is .000, 0.000, 0.003 which is less than 0.05 suggest that there is a significant association between age, occupation, annual income and reasons for purchase of jewellery by men.

### Conclusion

Modern men's love affair with jewellery continues to the present day. Today's cosmopolitan, sophisticated and suave men wear jewellery comfortably. Men's attitudes to jewellery are changing. They have moved on from cufflinks, tiepins, and watches to jewellery pieces that was formerly thought to be entirely feminine. Men are wearing jewellery as a means of self-expression and be fashionable and trendy. The ANOVA test showed that there is significant association between certain demographic variables (like age, occupation and annual income) and reasons for purchase jewellery while some other factors like marital status had no significant association with reasons to purchase jewellery. Jewellers can think on providing more space to men's jewellery, they can stock up more range, more brands to provide choice to male consumers. Jewellers can improve their male jewellery sales through a study of the demographic characteristics of their target market.

### References

Bhola, A., & Singh, P. (2020). A study of Consumer Perception in Jewellery Industry. *Proceedings of Design Research ...*, 7(13), 17-21. [http://portal2.ntua.edu.tw/~dc/files/A study of consumer perception in innovative product.pdf](http://portal2.ntua.edu.tw/~dc/files/A%20study%20of%20consumer%20perception%20in%20innovative%20product.pdf)

- Daneshvary, R., & Schwer, K. (2000). The association endorsement and consumer intention to purchase. *Journal of consumer marketing*, 17.
- Ersoy, N. F., Yolal, M., & Batmaz, B. (2015). Cosmetic Consumption Of Metropolitan Males In A Developing Country. *Studia Universitatis Babeş-Bolyai, Negotia*, 60(3).
- Jaggi, S., & Bahl, S. (2019). Factors Affecting Consumer Buying Behaviour. *Our Heritage*, 67(10), 563–568. <https://doi.org/10.21474/ijar01/8362>
- Herter, M. M., dos Santos, C. P., & Pinto, D. C. (2014). “Men, I shop like a woman!” The effects of gender and emotions on consumer shopping behaviour outcomes. *International Journal of Retail & Distribution Management*.
- Karve, S. (2014). Study of male consumers’ attitude in grooming segment. *Saiom Journal of Commerce & Management*, 1 (3), 21-24.
- Sultana, M., Jafar, P., & Saiful, S. (2015). Factor Analysis of Consumer Behaviour in Jewellery Business : An Empirical Study on Bangladesh. *European Journal of Business and Management*, 7(5), 79–85.
- <https://www.bbc.com/culture/article/20190924-why-more-men-are-wearing-jewellery> as retrieved on June 15, 2021
- <https://www.jewellermagazine.com/Article2/8306/Mens-jewellery-the-great-untapped-market> as retrieved on June 15, 2021
- <https://www.fibre2fashion.com/industry-article/5940/-the-indian-charm-india-to-become-the-3rd-biggest-market-for-men-s-jewellery> as retrieved on June 15, 2021