

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

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BUYING BEHAVIOR OF COLLEGE GIRLS TOWARDS QUILLING AND TERRACOTTA JEWELLERY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

Quilling or paper filigree is an art form that involves the use of strips of paper that are rolled, shaped, and glued together to create decorative designs. The paper is rolled, looped, curled, twisted and otherwise manipulated to create shapes which make up designs to decorate greetings cards, pictures, boxes, jewellery and mobile covers etc. Terracotta, terra cotta or terra-cotta, a type of earthenware, is clay. Its uses include making vessels (notably flower pots), pottery, jewellery, surface embellishment in building construction and sculptures. Coimbatore being the educational hub with more number of colleges and more youth population buying behavior has changed drastically. Females want innovative accessories to differentiate them from others. More importance to fashion accessories among girls resulted in buying quilling and terracotta jewellery for their unique colors, less weight and feeling of closeness to nature since the jewellery are made from paper and clay. The objective of the study is to discuss buying behavior of college girls towards quilling and terracotta jewellery with reference to Coimbatore city. Primary research and secondary research is done for the purpose of the study. It is found that customers like quilling and terracotta jewellery for their eco friendliness, customization, and colors and for affordability. It was found in the study that there is awareness of eco friendly jewellery amongst college girls in Coimbatore. It is also found in study that college girls like quilling jewellery more than terracotta jewellery.

KEYWORDS

Buying Behaviour, Teracotta Jewellery, Quilling Jewellery.

INTRODUCTION

The Indian imitation jewellery market has emerged as one of the rapidly growing business segments of the country. Low cost, innovative designs and rise in fashion among the rural and urban folk compared to original jewellery have made the business particularly popular throughout the country. Indeed, the imitation jewellery market in India is anticipated to grow at a CAGR of around 20% over the period 2014-2018, says RNCOS in its latest report Disposable income to buy gold jewellery in Indian households has dried up so they have shifted more to fashion jewellery to buy different varieties. Human beings have an inherent love of beauty. The art of making and wearing jewellery dates back to ancient civilizations. The oldest jewellery was made from natural materials such as clay, wood, horn; bone etc. Terracotta jewellery is one of the oldest forms of jewellery in the world. Terracotta is an Italian word that means "cooked earth". Terracotta is hard red earthenware. It is ceramic. It is used to refer to items made out of this material and to its natural, brownish orange color. It is used for making earthen handicrafts and pots and nowadays jewellery etc. They are available in beautiful color combinations. The varied cultures and moods of Indian heritage have given rise to many challenging crafts which are reflected in terracotta fashion jewellery. They are popular because of their ethnic style and beautiful bright colors. They are often handmade and its variety is at par with the expensive items in terms of beauty of design and the variety offered. Terracotta fashion jewellery has a rustic and a very earthen appeal. It is in vogue as an accessory with the traditional as well as the contemporary casual wear. The products include necklaces, chokers, earrings, bracelets, bangles, danglers and pendants. The process involves purifying the clay, shaping and designing the wet slab. After drying it completely it is fired in a kiln at a very high temperature to give it a stone consistency. When clay is fired, it can take a natural brick color or shades of brown, pink, or even white, depending on the quality of clay. When clay is fired in the kiln with saw dust, it is burnt a natural black. It is then hand-painted in a myriad of colors to complement ethnic as well as Indo-western outfits.

Quilling jewellery uses paper as a base material to do the jewellery. The paper strip is rolled in fingers or using a tool called a quilling needle. The coil is then released and then glued at the tip and then shaped. These shaped coils are arranged to form flowers, leaves, and various ornamental patterns. Though quilling jewellery seems to be a new technique, the art of quilling dates back to 18th century where the European ladies practiced in leisure time. Quilling and terracotta jewellery are ethical and eco friendly jewellery which is made with paper and clay respectively. Quilling and Terracotta jewellery are generally made by house wives, working women, teenagers and college girls for wearing with their attire and also for sales. Mostly sale of this fancy and new jewellery is through sales exhibitions generally in colleges and also through online. Retail selling accounts only little.

LITERATURE REVIEW

Leon G. Schiffman and Lesile Lazar Kanuk alluded that many early theories concerning consumer behavior were based on economic theory, on the notion that individuals act rationally to maximize their benefits (satisfaction) in the purchase of goods and services. Later research discovered that consumers are just likely to purchase impulsively and to be influenced not only by family and friends, by advertisers and role models, but also by mood, situation and emotion. All these factors combine to form a comprehensive model of consumer behavior that reflects both cognitive and emotional aspects of consumer decision making.

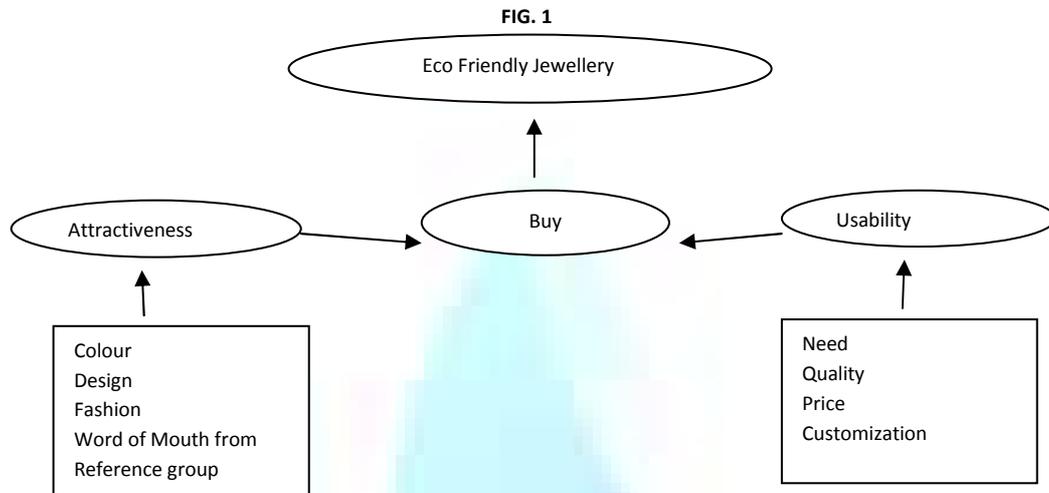
Joy D.Linquist and M.Joseph Sirgy say consumer takes decision out of motivation arousal. Motivation arousal is the sense of drive to action. Once a problem is recognized consumer intends to take the action. He or she will have one or more motivation direction choices. The consumer makes a purchase in order to maintain satisfaction. Many purchases are made simply to maintain the status quo. They also said that customers do impulse purchase. When a consumer visits big bazaar or any large super market it is quite common to find certain products which are on deals or discounts. There would be certain percentage of shoppers who plan impulse under such conditions. These shoppers are important for retailers so they need to be motivated.

Females have particular perspectives and motives behind their purchases. The preference of consumers will help the marketer to attract and maintain their target group, Namita Rajput, Kesharwani & Akansksha Kanna (2012).

BUYING BEHAVIOR

The buying behavior is needed for the success of any organization. Consumer behaviour is a subject that deals with the factors that affect the buying behaviour of a consumer. It gives a clear idea that how consumer select, buy, use and dispose of product, service, ideas or experiences to satisfy needs and desires.(Kotler, 2003).consumer behavior reflects the totality of consumers decision with respect to acquisition, composition and disposition of goods, services, time and ideas

by (human) decision making units (overtime). Generally, every day consumers make many buying decision. The consumer gets attracted by visual indicators to buy the jewellery. The visual indicators like color, style design stimulate customers to buy the eco friendly jewellery. Consumers buy eco friendly jewellery based on attractiveness and usability. Certain factors which contribute customers to buy fashion jewellery are price, customization, variety, design, need, fashion, quality, influence from friends and family. Life style plays an important role in consumer decision making. An individual or family's decision is committed to particular lifestyle. For college girls who are trendy wearing matching ornaments to their dress is a lifestyle issue. They wanted to wear the latest trends in market for the purpose of socialization with their friends. Most of the times people do impulse purchase for fashion jewellery. Impulse buying in general is an unplanned behavior.



METHOD OF ANALYSIS

The questionnaire method has been used to collect the sample of 200 customers in women’s age group between 17 – 24 using eco friendly jewellery. The study is based only to Coimbatore urban area. Descriptive research design is used for the study. Convenience sampling is used for the study. 200 college girls doing ug and pg in different colleges in Coimbatore is taken as sample. The questions have been asked through questionnaire and personal meet for collecting the information to find out the buying behavior. It has given clear idea about their needs and preference towards terracotta and quilling jewellery. To test the reliability of the set of items forming the scale a measure of construct reliability (Cronbach’s alpha) was computed. The alpha coefficient was found to be 0.845.

STATISTICAL TOOLS

- Percentage Analysis
- Fried Man Ranking Method

DATA ANALYSIS AND INTERPRETATION

TABLE 1: SHOWING AWARENESS OF COLLEGE GIRLS TOWARDS PAPER AND CLAY JEWELLERY

Particulars	Number of Respondents	% of Respondents
Quilling Jewellery	118	59
Terracotta Jewellery	82	41

TABLE 2: SHOWING HOW RESPONDENTS CAME TO KNOW ABOUT PAPER AND CLAY JEWELLERY

Particulars	Number of Respondents	Percentage of Respondents
Friends	82	41
Relatives	39	19.5
Advertisements	48	24
Others	31	15.5

TABLE 3: SHOWING OCCASION FOR WHICH RESPONDENTS BUY PAPER AND CLAY JEWELLERY

Particulars	Number of Respondents	Percentage of Respondents
Birthday	14	7
Festival	55	27.5
Marriage	34	17
Gift	28	14
Daily usage	46	23
College Tours and Functions	23	11.5

TABLE 4: SHOWING WHERE DO RESPONDENTS GO FOR SHOPPING TO BUY PAPER AND CLAY JEWELLERY

Particulars	Number of Respondents	Percentage of Respondents
Fancy stores	30	15
Malls	18	9
E-Shopping	69	34.5
Exhibitions	31	15.5
Others	52	26

TABLE 5: SHOWING EXPECTED PRICE RANGE IN WHICH RESPONDENTS BUY THE PRODUCT

Particulars	Number of Respondents	Percentage of Respondents
Rs100-Rs300	136	68
Rs300-Rs500	36	18
Rs 500 – Rs 900	17	8.5
Above Rs 1000	11	5.5

TABLE 6: SHOWING WHICH JEWELLERY RESPONDENTS PREFER MORE

Particulars	Number of Respondents	Percentage of Respondents
Gold	31	15.5
Silver	19	9.5
Fashion	68	34
Quilling	52	26
Teracotta	30	15

TABLE 7: SHOWING RESPONDENTS DOING IMPULSE PURCHASE

Particulars	Number of Respondents	Percentage of Respondents
Quilling	60	30
Teracotta	51	25.5
Others	89	44.5

ANALYSIS USING FRIEDMAN TEST

FACTORS WHICH CONTRIBUTE TO PURCHASE DECISION OF QUILLING AND TERRACOTTA JEWELLERY

H0 : There is no significant mean difference in the mean ranks of the factors that contribute to purchase decision of quilling and terracotta jewellery

H1 : There is significant mean difference in the mean ranks of the factors that contribute to purchase decision of quilling and terracotta jewellery

TABLE 8.1.1: TEST STATISTICS

N	200
Chi-Square	82.805
Df	5
Asymp.Sig	.000

TABLE 8.1.2: FACTORS CONTRIBUTES TO PURCHASE DECISION OF QUILLING AND TERRACOTTA JEWELLERY

Particulars	Mean Rank	Rank
Price	2.05	1
Design	2.65	3
Colour	2.61	2
Fashion	4.21	5
Style	3.55	4

The Significance level that is Asymp.Sig (.000) is less than nominal value (.05). Hence we reject null hypothesis H0 and accept alternate hypothesis H1. This confirms that there is significant difference between mean ranks of factors that contribute to purchase decision of quilling and terracotta jewellery.

The table clearly shows that most of the respondents rank price as the major factor that contributes to purchase decision of quilling and terracotta jewellery. Color is the 2nd place as per the study. Design and style are 3rd and 4th place respectively.

ANALYSIS USING FRIEDMAN TEST

PEOPLE INFLUENCING PURCHASE DECISION OF QUILLING AND TERRACOTTA JEWELLERY

H0 : There is no significant mean difference in the mean ranks of people influencing purchase decision of quilling and terracotta jewellery

H1 : There is significant mean difference in the mean ranks of people influencing purchase decision of quilling and terracotta jewellery

TABLE 9.1.1: TEST STATISTICS

N	200
Chi-Square	81.074
Df	5
Asymp.Sig	.000

TABLE 9.1.2: PEOPLE INFLUENCING PURCHASE DECISION

Particulars	Mean Rank	Rank
Family	3.09	4
Friends	2.25	1
Relatives	4.29	5
Coworkers	2.30	2
Other college students	3.07	3

The Significance level that is Asymp.Sig (.000) is less than nominal value (.05). Hence we reject null hypothesis H0 and accept alternate hypothesis H1. This confirms that there is significant difference between mean ranks of factors that contribute to people influencing purchase decision of quilling and terracotta jewellery.

The table clearly shows that most of the respondents rank friends are the people who influence to buy the jewellery. Co-workers and other college students are 2nd and 3rd place as per the study. Family ranks the 4th place and relatives influence is very less.

FINDINGS

- It is found that 59% of respondents know about quilling jewellery and 41% of respondents know about terracotta jewellery.
- 41% of respondents know about eco friendly jewellery from their friends
- 27.5% of respondents buy eco friendly jewellery for festival and 23% buy ecofriendly jewellery for daily usage.
- 34.5% of respondents buy eco friendly jewellery from online and mostly they get attracted from social networking sites. 26% of respondents buy from manufacturer. Manufacturer is mostly their friends, other college girls or neighbours.
- 68% of respondents buy jewellery between Rs 100 - Rs 300. Mostly they purchase earrings for wearing with different dresses. Next to earrings they prefer finger ring. They prefer chain set and anklets only for functions. They also said that if it is online purchase they purchase upto Rs 500. If it is from manufacturer, they used to purchase below Rs 300. Displaying price in the online motivate them to purchase more.
- 34% of respondents prefer fashion jewellery and 26% of respondents prefer quilling jewellery.
- 55% of respondents said that they do impulse purchase on eco friendly jewellery.
- Majority of respondents whose mean rank is 2.05 said that price is the main factor that contributes to purchase decision of quilling and terracotta jewellery.

- Majority of respondents whose mean rank is 2.25 said that friends influence their purchase decision.

RESULTS AND SUGGESTIONS

Most of college going females prefers fashion jewellery which is more viable to the changing trends like latest design, Comfort, look, elegance. Consumer prefers quilling jewellery compared to terracotta jewellery. The reason is for its affordability, lightweight, convenience, daily usage and trendy. Quilling jewellery goes good with all chudidhars and modern dresses compared to terracotta jewellery which is heavy and more traditional looking, going good with sarees. Since the respondents are college girls they prefer trendy accessories more compared to traditional accessories. They also wear terracotta jewellery once in a while for grand function and marriages. The respondent's complaint about terracotta jewellery is its cost which entrepreneurs should look to increase the customers for this category. Some of the college girls started doing quilling and terracotta jewellery by themselves so it is easy and fascinating for youngsters to purchase product from their co-students so that they can get for cheaper price and they can customize according to their dress colors. College girls learn this art by going to classes and from videos on net. They started learning for their own use and eventually it became business for more college girls by word of mouth. They feel happy because they started earning while they are studying and they feel confident to become an entrepreneur after completing their studies. Most of the girls do impulse purchase online getting attracted to advertisements in social media networks. They said sites like nakshatra; craftsvilla.com and sally's paper quilling are famous among them. They also feel that these jewellerys are available only from manufacturer and online retailers. There are very few shops that possess these jewellerys. Retailers can take this as an opportunity and can sell quilling and terracotta jewellery along with other artificial jewellerys to get more sales and also for social responsibility towards society for going natural. Entrepreneur can focus on customized jewellery for high prices and readymade jewellery for low prices. Entrepreneur should try to develop a loyal customer base for getting the consistent business by supplying the quality and new fashion designs at a reasonable rate with prompt customer service. In festive seasons, there should be trendy, latest designs to attract more customers. Entrepreneurs have to keep latest knowledge about the different shades which are most preferred in current scenario and try to provide various shades according to customer needs and preference. Nowadays customers are well informed, they know the concept of green marketing and they support for eco friendly products. They also feel these jewellerys are bio-degradable and recyclable which causes no harm to the society.

CONCLUSION

Quilling and terracotta jewellery is a hot business in Coimbatore and also in other parts of tamilnadu. Women entrepreneurs who are in quilling and terracotta jewellery can look into the issue of availability so that jewellerys occupy the retail space which can be purchased by more number of customers. Due to increase in Gold price girls tend to prefer fashion jewellery so that they can wear more designs which are also supported by parents. Buying behavior of girls has changed dynamically due to emergence of super markets, malls, organized retail outlets and online marketing. Consumer behavior has changed dramatically. Today customers can order online many customized products ranging from sneakers. The digital revolution in the market place and its impact on consumer behavior, presents many challenges for today's marketers.

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