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A Study on Consumer Preference for Lightweight Jewelry Among Popular Brands in Coimbatore

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Abstract:

The Growing need for lightweight jewelry shoes how consumer lifestyle and taste are changing, especially among city shopper how care about comfort, cost and modern looks. This study looks at what people want in lightweight jewelry from well-known brands in Coimbatore. It focuses on the things that affect buying choices, like how much people care about price, what they think of the brand, how much they like the style, the quality of the materials, and how friends or others influence their decisions. A detailed survey was used to gather information from a group of jewelry buyers in Coimbatore. Descriptive and inferential statistical methods were used to find patterns and connections between important factors. The results show that people have a strong liking for light jewelry because it is easy to wear every day, feels like a good deal, and matches current fashion styles. When looking at the brands that were studied, there were differences in what people preferred. This was influenced by how loyal customers were to a brand and how much they responded to special offers and promotions. The study provides useful information for marketers and retailers to adjust their product choices and marketing plans in a way that matches what customers expect in the lightweight jewelry market. These findings help better understand how consumers behave in the changing jewelry industry in Coimbatore.

Keywords: **Consumer Preference, Lightweight Jewelry, Brand Awareness, Purchase decision, customer perception, design and style.**

INTRODUCTION

Lightweight jewelry has become a big trend in Coimbatore's jewelry business, showing a major change in what people want. In the past, customers in Coimbatore mostly liked big, heavy gold pieces. But now, they are more interested in jewelry that is comfortable, easy to wear, and looks good. More people are learning about fashion trends through the internet, changes in how people live their lives, and more women taking part in social and work activities. These changes are helping to create a bigger demand for light-weight jewelry in Coimbatore. Today's customers look for pieces that can be worn in different situations, are easy to take care of, and show their personal style. Also, the power of social media, fashion experts, and famous people recommending jewelry has made light-weight jewelry more popular. This shows a bigger change in how people choose what to buy, with things like comfort, cost, and brand image playing a big role.

Knowing what Coimbatore's customers like about light jewelry helps brands build a stronger position in the market. It shows how cultural beliefs, lifestyle habits, and how well-known a brand is all play a role in influencing what people buy, especially in a tough retail environment.

STATEMENT OF THE PROBLEM

People in Coimbatore are starting to like lightweight jewelry more, but there isn't much information on how their choices differ between famous brands. Things like design, cost, comfort, and how people see the brand aren't well understood in this area. This makes it hard for jewelry stores to know what products to offer. Because of this, this study looks at what Coimbatore customers prefer in lightweight jewelry from well-known brands and finds out what really makes them decide to buy.

OBJECTIVE

- To examine the demographic factors of the lightweighted jewelry.
- To study factor influencing the customer choosing lightweighted jewelry.
- To examine brand preference of the customer for lightweighted jewelry.

SCOPE OF THE STUDY

The study looks at what people in Coimbatore City prefer when buying lightweight jewelry. It checks things like how well they know a brand, the design of the jewelry, its price, purity, and how trustworthy the brand is. The research includes people from different ages, income levels, and jobs. It also looks at how much people spend, how often they buy, and which brands they like best. The study shows that more people are choosing lighter, more versatile jewelry instead of traditional styles. These results can help jewelers and advertisers create better products and marketing plans that match what today's customers want and how they interact with brands.

RESEARCH METHODOLOGY:

1) **Sources Data:**
   The study is based on both Primary and Secondary data
2) **Data Collection Method:**
   Primary Data:
   Primary data was gathered using a structured questionnaire given to various jewelry buyers in Coimbatore. The questionnaire helped understand how aware people are of different brands, what influences their buying decisions, how much they spend, and what factors make them prefer lighter jewelry.
   Secondary Data:
   Secondary data from industry reports and articles indicate a rising demand for lightweight, affordable, and versatile jewelry in Coimbatore and across India. This trend is largely driven by urban working women preferring, everyday and multi-purpose jewelry over heavy traditional designs.
3) **Area of the study:**
   The area of the study is Coimbatore City in Tamil Nadu, focusing on consumers who purchase or prefer lightweight jewelry. It examines their awareness, attitudes, purchase decisions, and usage patterns across different parts of the city.
4) **Sampling size:**
   The area of study focuses on consumers in Coimbatore City who are aware of, interested in, or have purchased lightweight jewelry from popular brands. A convenience sample of 100 respondents was selected to represent this group. The study analyzes their brand preferences, design choices, price sensitivity, and buying behavior.
5) **Period of study:**
   November 2025 – March 2026
6) **Statistical tools of the study:**
   - Simple percentage Analysis
   - Rank Analysis

LIMITATION OF THE STUDY

- The study is based on 100 respondents, which may not fully represent the entire population of jewelry consumers in Coimbatore.
- The study only considers lightweight jewelry and does not include heavy or traditional jewelry, limiting the scope of overall consumer behavior analysis in the jewelry segment.

LITERATURE REVIEW

The Study on "**A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS GOLD ORNAMENTS WITH SPECIAL REFERENCE TO COIMBATORE"** by **Mr. Rajani P (2018)**[1] did a study looking into how people feel about gold jewelry and what makes them buy it. The research showed that many people like to buy jewelry from well-known brands because they trust those brands, know the quality is good, and feel the prices are fair. The study said that branding is very important in helping people decide what to buy, especially for people who are more modern. It also found that gold is seen as more than just a piece of jewelry; it's also considered a safe and easy way to invest money. People think of gold jewelry as something valuable that can be turned into cash when they need it. The study pointed out that gold serves two main purposes: as a stylish item and as a way to protect money. Things like the purity of the gold, how it looks, and how well-known the brand is all have a big effect on what people choose to buy. In the end, the study said that feelings, traditions, and money concerns all play a part in why people prefer gold jewelry.

The Study on "**CONSUMER PERCEPTION OF LUXURY BRANDS IN EMERGING MARKETS WITH REFERENCE TO COIMBATORE CITY, TAMIL NADU"** BY **SHUKLA AND ZHAO ET AL (2023)**[2] looked at how people in developed countries and emerging

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markets see the value of luxury items. They found that in emerging markets, showing off status and being part of a group is really important. The study showed that culture plays a big role in how people think about luxury brands studied how sustainability is becoming more important in luxury. They found that today's customers care more about ethical choices and being environmentally friendly. Their work shows that sustainability is now a big part of what people look for in luxury brands. Both studies show that luxury is changing and is no longer just about being prestigious. Also, social media is now a key way for luxury brands to connect with customers. It helps shape how young people and wealthy teenagers see and interact with brands.

The Study on **"WOMEN'S BUYING ATTITUDE TOWARDS INVEST IN E-GOLD"** by **Dr. E. Dhanasekar et al (2024)**[3] To understand how women investors think about their investments and how aware they are, the study aimed to find out which gold investment options they prefer and how satisfied they are with their investments. Data was gathered through a detailed questionnaire given to 117 working women in Coimbatore City. The study found that women see gold as a safe and dependable way to invest. It also showed that women have different levels of knowledge about the various ways to invest in gold. Satisfaction with their investments was found to be a major factor that affects how they view gold and their decision to invest. The research concluded that women who are more satisfied with their investments have a more positive outlook on gold. Overall, the study stressed that awareness and satisfaction play a big role in the investment choices of working women.

The Study on **"UNVEILING CONSUMER PREFERENCES: EXPLORING FACTORS INFLUENCING PURCHASE DECISIONS IN THE JEWELLERY MARKET" by Ahmad and Kakkar and Mathur and Megharaj and Kumar (2020)**[4] talked about how organized retailing has made a big difference in Lucknow, pointing out how big companies like the Raheja Group and Future Group are helping the retail industry grow. looked at what affects how people shop in organized retail stores across India. They said that things like how the store is set up, the quality of the products, and how easy it is for customers to shop all play a big role. Their research showed that for a retail business to do well, it's not just about having products available, but also about making the shopping experience good for customers. studied how social factors influence people's choices when buying small cars in the Rayalaseema area. They found that friends, what others think, and how a car makes someone feel about their social standing all affect their decision to buy. Together, these studies show that both the structure of the retail industry and social influences are important in shaping how people make buying decisions. They also give useful information on how consumer choices and preferences work in different markets and types of products.

The Study on **"CONSUMERS BRAND PREFERENCE AND PURCHASE INTENTION TOWARDS GOLD JEWELLERY WITH SPECIAL REFERENCE TO SCHOOL TEACHERS IN KOTTAYAM DISTRICT"** by **K. Prabha Kumari and M. Anitha (2016)**[5] The study looked at what affects how people buy gold jewelry. It found that how much people can spend depends a lot on their age, income, and personality. It stressed that knowing these differences is key for jewelry stores to attract and keep customers. The research said that giving special deals and promotions that match different spending levels can help people decide to buy. The study also said that marketing should match what customers like and what they can afford. It added that offering personalized deals and flexible prices can make customers happier. In the end, the study showed that buying gold jewelry is influenced by both money-related and mental factors. It reminded businesses that they need to understand and meet different customer needs to sell more products.

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DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

TABLE 1.1

Demographic Category of the Respondent.

DEMOGRAPHIC CATEGORY	SUB-CATEGORY	PERCENTAGE (%)
Gender	Male	32
	Female	68
	Other	0
Age Groups	Below 18 years	22
	20 - 24 years	47
	25 – 29 years	17
	Above 30	14
Qualification	Higher secondary	10
	Undergraduate	33
	Postgraduate	33
	Diploma	10
	Other	14
Occupation	Student	35
	Working Professional	14
	Self-employed	33
	Homemaker	10
	Unemployed	8
Area	Urban	58
	Semi-urban	36
	Rural	6

Interpretation

The demographic data shows a predominantly female sample (68%) that is largely young, with 47% aged 20–24 and 22% under 18. Most respondents are well-educated, with 33% undergraduates and 33% postgraduates, while others hold higher secondary, diploma, or other qualifications. Students (35%) and self-employed individuals (33%) make up the largest occupational groups, with fewer working professionals, homemakers, and unemployed respondents. A majority live in urban (58%) and semi-urban (36%) areas, with only 6% from rural regions. Overall, the profile reflects a young, educated, urban, and female-skewed population. This composition may shape the survey findings toward urban and youthful perspectives with limited representation from older adults and rural residents.

Majority of 68 respondents are female, Majority of (47%) are 20 – 24, Majority of (33%) are Undergraduate and Postgraduate, Majority of respondents are Urban, most (33%) are Self-employed

Type of lightweight jewelry that customer buy most often.

Table 1.2

S NO	Type of light weight Jewelry	No. of Respondents	Percentage
1	Earrings	36	36%
2	Chains / Necklaces	24	24%
3	Bangles / Bracelets	18	18%
4	Rings	14	14%
5	Anklets	8	8%
Total		100	100%

Interpretation

The table shows that earrings are the most popular lightweight jewelry, picked by 36% of people. Chains and necklaces are next, with 24% of people choosing them, because they are good for everyday wear. Bangles and

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bracelets are chosen by 18% of people, showing they are somewhat popular. Rings are selected by 14% of people, showing they remain a steady choice. Anklets are the least popular, with only 8% of people choosing them.

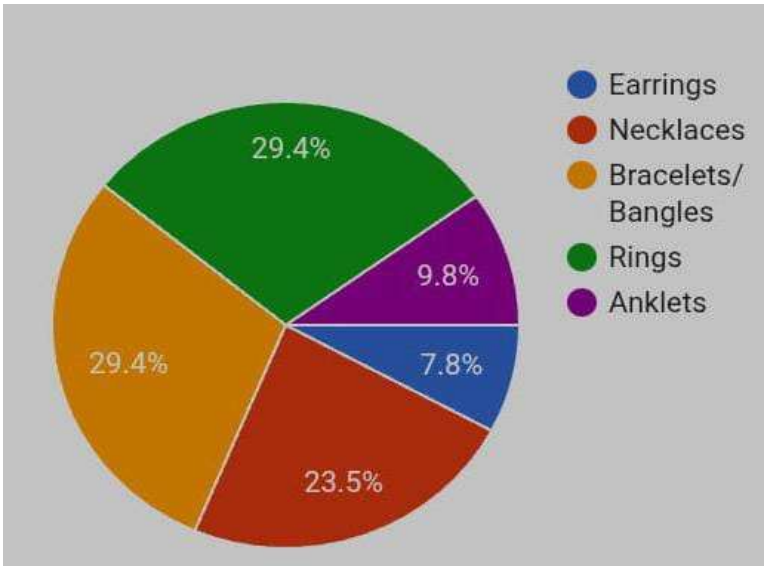
These results show that people strongly prefer simple and comfortable jewelry.

Jewelry worn on the upper body is more popular than jewelry worn on the lower body.

Overall, people have clear preferences when it comes to different types of lightweight jewelry.

Majority respondents prefer 36% of the Earrings, Majority respondents prefer 24%, Majority 14% prefer Bangles and Bracelets, most 8% prefer Anklet.

Chart 1.1



Factor Influencing Choice of Brand for Lightweight Jewelry.

Table 1.3

S. No	Factor influencing Brand Choice	Number of Respondents	Rank
1	Design & Style	30	30%
2	Price	24	24%
3	Brand Reputation	20	20%
4	Purity & Certification	16	16%
5	Offers & Discounts	10	10%

Interpretation

Design & Style (30%) is the most influential factor in choosing lightweight jewelry brands in Coimbatore, showing that consumers prefer modern and attractive designs. Price (24%) ranks second, indicating that affordability is important due to rising gold prices. Brand reputation (20%) also plays a key role, as consumers trust well-known brands for quality and service. Purity and certification (16%) influence buyers who are concerned about authenticity. Offers and discounts (10%) have the least impact, suggesting they are not the main deciding factor.

Majority of 30% respondents prefer Design & Style, Majority of 24% prefer Price, Majority of 20 % prefer Brand reputation and most 10 % prefer Offers and discounts

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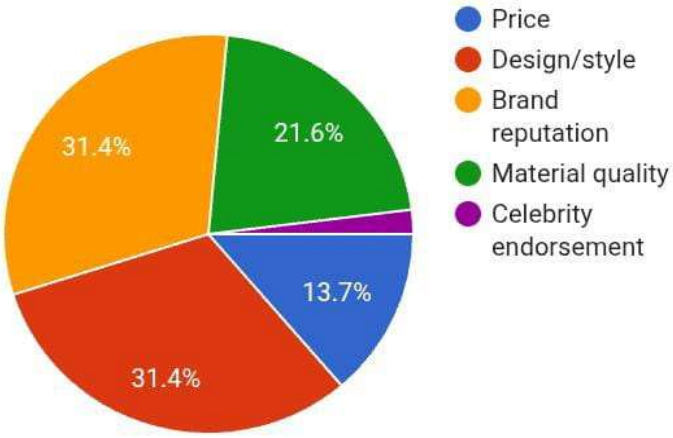
Chart 1.2



RANKING ANALYSIS

Brand Preferred in Purchasing Lightweight Jewelry

Table 1.4

S no	Brand Name	No. of Respondents	Percentage (%)	Rank
1	Tanishq	31	31%	I
2	Kalyan Jewellers	24	24%	II
3	Carat Lane	20	20%	III
4	Bluestone	16	16%	IV
5	Senco Gold & Diamonds	9	9%	V

Interpretation

Tanishq is the most preferred brand, chosen by 31% of respondents. Kalyan Jewellers ranks second with 24%, indicating strong brand trust. Carat Lane is preferred by 20% Carat Lane is liked by 20% of people, which suggests it is becoming more popular with younger buyers. Bluestone is chosen by 16% of people, showing it has a fair amount of support.

Senco Gold & Diamonds is the least popular, with only 9% of people choosing it.

In general, people tend to pick brands that are well-known and reliable.

How much people trust a brand and how many different designs they offer are key factors in their buying decision.

Majority of 31% respondents prefer Tanishq, most of 9% prefer Senco Gold & Diamonds.

FINDINGS

- According to the demographic data (47%) of respondents are between the ages of 20-24, 33% are undergraduates and 58% cities, including that consumer in Coimbatore prefer modern, trendy, and attractive lightweight jewelry designs.
- The Most of the 36% prefer Earrings are the most frequently purchased type of lightweight jewelry among respondents.
- The low preference for anklets suggests they are viewed as occasion-specific rather than regular-use jewelry.
- The (30%) respondents, Design & Style of is the is the most influencing factors determining the choice of Brand for Lightweight Jewelry
- A gender-wise study finds that a larger percentage of the respondents are 32% are men and 68% are women
- Tanishq is the First Brand preferred in purchasing lightweight jewelry (Rank I).

SUGGESTIONS

- Jewelry brands should focus on introducing modern, trendy, and innovative designs to match consumer preference for design and style.

- Since brand name strongly influences purchase decisions, companies should invest in brand building through consistent quality, service, and promotion.
- Brands should expand and refresh their earrings collection, as they are the most frequently purchased lightweight jewelry item.
- To improve demand for anklets, marketers can reposition them as suitable for daily or casual wear by introducing lightweight and contemporary designs.
- As offers and discounts have limited impact, brands should prioritize value creation through design quality and brand trust rather than relying heavily on promotional schemes.

CONCLUSION

The study shows that people in Coimbatore prefer lightweight jewelry mainly because of how it looks and the trust they have in the brand, not because of the price or discounts. Modern and trendy designs really affect what people buy, showing they want jewelry that is both stylish and useful. Famous brands are trusted more and people tend to buy from them again, which shows how important brand image is in this market. Earrings are the most popular choice because they are not too expensive and can be worn every day. Although factors like price, purity, and certification help people feel confident about their purchase, they are not as important as the way the jewelry looks and the reputation of the brand. In the end, customers care about looking good, getting good value, and knowing they can rely on the product. This means that jewelry shops should focus on creating new and attractive designs and building a strong brand to stay ahead in the market.

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