



# **A Study of Consumer Perceptions of Worker Wages and Workplace Risks in Relation to the Performance of the Jewelry Manufacturing Industry**

*Dr. M. Geeta<sup>1</sup>, A.Nithin Reddy<sup>2</sup>, S.Praneeth Reddy<sup>3</sup>, N.Nithin<sup>4</sup>*

<sup>1</sup>Associate Professor, Koneru Lakshmaiah Education Foundation, KLHGBS

<sup>2</sup>UG Student, No-2010560135, BBA 20 Batch, Koneru Lakshmaiah Education Foundation

<sup>3</sup>UG Student, No-2010560136, BBA 20 Batch, Koneru Lakshmaiah Education Foundation

<sup>4</sup>UG Student, No-2010560111, BBA 20 Batch, Koneru Lakshmaiah Education Foundation

## **ABSTRACT:**

This paper focuses primarily on consumer knowledge of worker safety and wages in the jewelry industry. Jewelry industries are one of the dangerous industries for workers to work in and it is important that the working conditions of such industries are up to standard without any compromise as the workers deserve to work in a safe environment. Consumer demand for jewelry is known to all, but it is also necessary for consumers to be aware of work safety during production. While the organization is responsible for the safety and pay of the workers, it is the consumer's demand that they be at work. As the jewelry market expands day by day, the demand for more extravagant jewelry is on the rise. A questionnaire was created to collect data from consumers on their views on employee wages and workplace risks. The data was analyzed and interpreted, followed by a list of findings and recommendations based on the collected data.

## **Introduction**

### *Consumers shopping habits when buying jewellery:*

When purchasing the product, the consumer displays various forms of actions against various types of objects, ranging from a tube of toothpaste to a new vehicle. The most complex decisions often involve as many buyer participants and therefore more deliberations with the buyers. By purchasing an expensive piece of jewelry that maintains a customer's self-esteem, a consumer exhibits dynamic buying behavior.

Consumers who engage in complicated buying behaviors once they have deeply engaged in such a purchase, and who notice significant shifts between brands. Consumers could be heavily involved because if the price is high, risky, seldom bought and high self-expression.

Such a customer goes through a learning cycle, eventually becomes interested in quality, and ultimately makes a prudent buying decision based on that behavior. Marketers with highly engaged products need to understand the same information seeking and analyze the behavior of highly engaged consumers; Marketers, must encourage consumers to know both the characteristics of the product class and their relative value.

## **Significance of the study**

The main objective of this research paper was to find out whether consumers are aware of employees' wages and their working conditions in the jewelry industry. Poor working conditions have a negative impact on employee performance. Employees may find it difficult to concentrate on their work. It would be too tiring for them to work longer hours. Employees' health may suffer. Accidents and injuries can multiply and cause huge financial losses to the company. Absenteeism and turnover can grow. A company with poor security may find it difficult to hire and retain skilled workers. Therefore, research focuses on consumers' knowledge of workplace risks, particularly in the jewelry industry, to improve job performance. In order to analyze whether consumers are aware that employees manage risk fairly, while they participate in the production of jewelry. How the jewelry industry takes precautions to protect employees from dangerous accidents

## **Objectives:**

1. To understand whether customers are aware of the dangers faced by employees
2. To Understand whether employees are being paid a fair wage for the risk taken

---

**Scope:**

The study seeks to understand consumer perceptions and knowledge of working conditions and wages in the jewelry industry. The worker in the jewelry industry faces many risks and many investigations and incidents show that the wages in this industry are very low and insufficient for the amount of risk they face.

---

**Limitations:**

The research is based on data collected from consumers, who purchase of different types of jewelry. Most consumers are not fully informed about workplace hazards or labor wages, so they can not provide an accurate answer or opinion. Secondary data is collected from previous research reports and other records which may have inherent statistical limitations. Responses are collected from consumers who purchase jewelry. This can be changed depending on the area. This is an in-depth study for which questionnaire responses are limited to 60 consumers.

---

**Review of Literature**

Henri Jokinen's (2011) has focused on better understanding how consumers think about the moral, social, and environmental implications of jewelry and how that influences their purchasing decisions. Basically, what impact do these significant issues have on consumers and, consequently, the jewelry industry? There are two different study methodologies. First, sixteen qualitative research interviews were conducted in Finland, England, Italy, and Australia with jewelry industry experts. A solid understanding of consumer behavior and how it affects the jewelry industry can be gained by combining all of these approaches. Design, price, and trust are the primary influences on jewelry buyer behavior.

**Ms. Saritha, Mrs. Rachana, Dr. Umesh Maiya, and B. Dr. G. Gov. Shankar, 2020,** has investigated young people's attitudes toward gold jewelry, specifically with regard to Udupi and Kundapura. The study's goal is to understand how young people think about gold jewelry and behave when buying it. Utilizing statistical techniques, data is gathered and examined. The study aids jewelry retailers in comprehending how young people view gold jewelry. The best investment and value is gold. Since it is a sign of success, power, and wealth in the majority of the world, gold has a very interesting value in various cultures. This is just one of the many factors that India views gold jewelry as an artistic medium in business.

M. Sumeetha. 2012, has identified that, Over the years, gold jewelry making has changed and remained an art. The deregulation of the gold industry has led to increased investment in the sector, which has also led to intense competition. Workshops that are better organized receive the homework. The most notable change in the labor market after liberalization has been an increased influx of migrant workers. This modifies the organization of work and professional relations in the new workshops. Flexible working arrangements are becoming more popular as a result of rising competition and cost-cutting measures. This article uses Atkinson's Flexible Enterprise Framework to analyze migrant worker trends in industry. The framework serves as a tool to understand core and peripheral workers in each industry and to observe how different types of flexibility are achieved by migrant workers.

---

**Research Methodology**

Descriptive research is the type of study that was conducted. This methodology focuses more on the "what" of the research topic than the "why" of the research topic. In other words, it 'describes' the object of the study, without describing 'why' it happens.

***Sampling Methodology:***

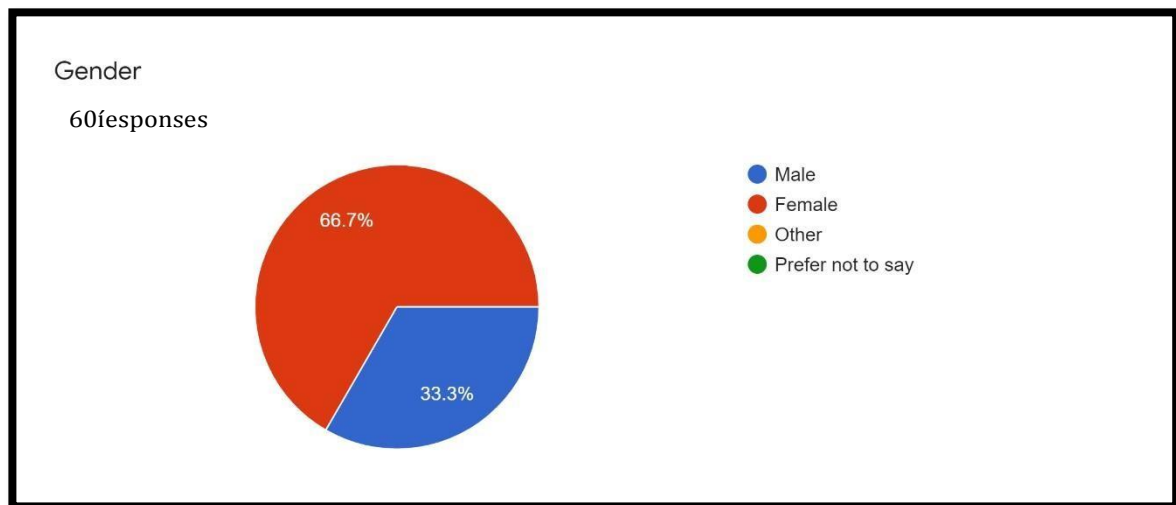
Survey sampling was done to gather data from different consumers of jewelry to understand and analyze their knowledge about labor wages and workplace hazards in this industry.

Sample Size: 60

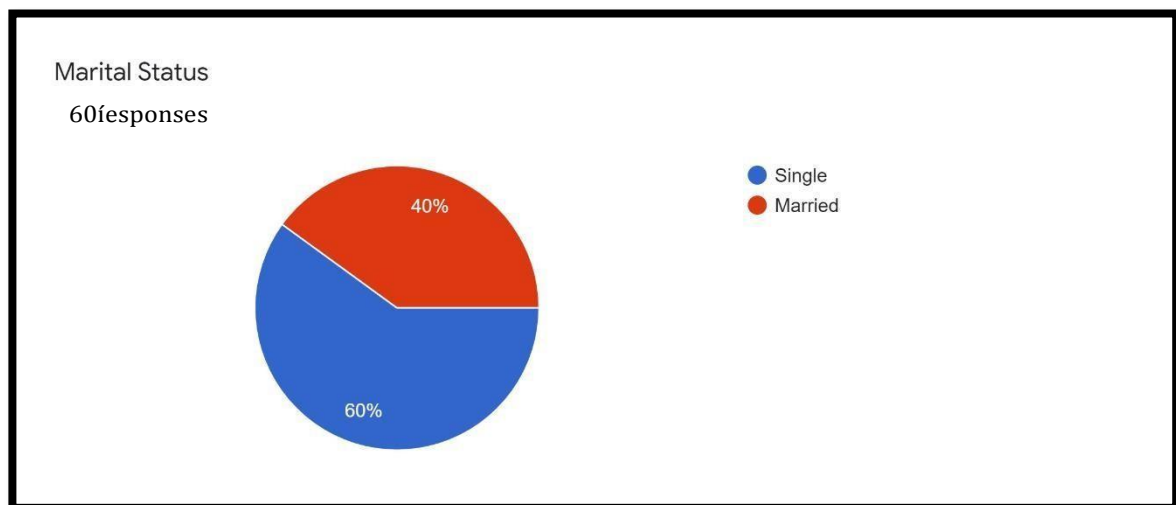
***Data Collection Methodology:***

The questionnaire was prepared and was answered by ordinary people who buy jewellery. Secondary data was collected from articles, websites, blogs, research reports, etc. and were only used for the literature review.

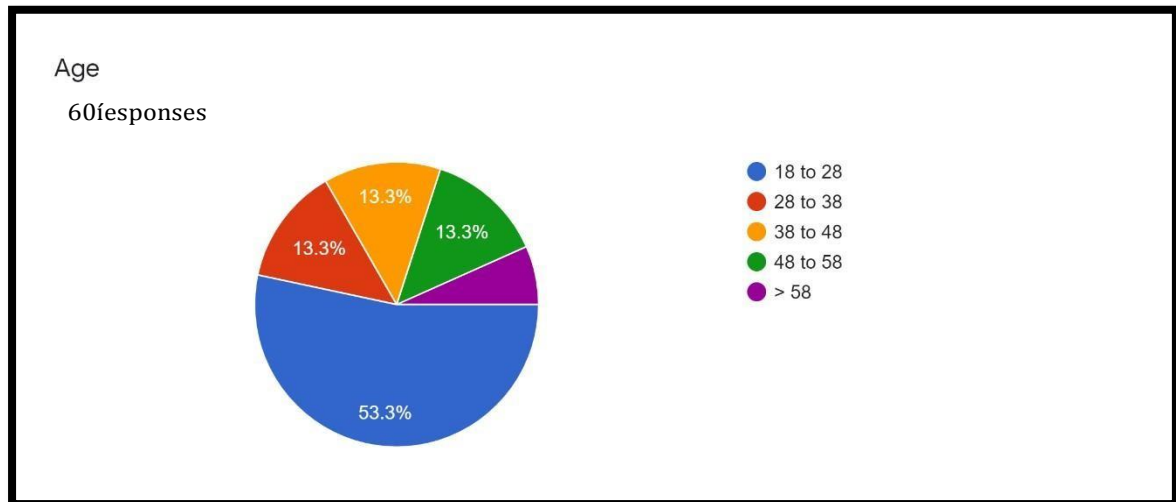
---

**Data Analysis and Interpretation****Question 1:**

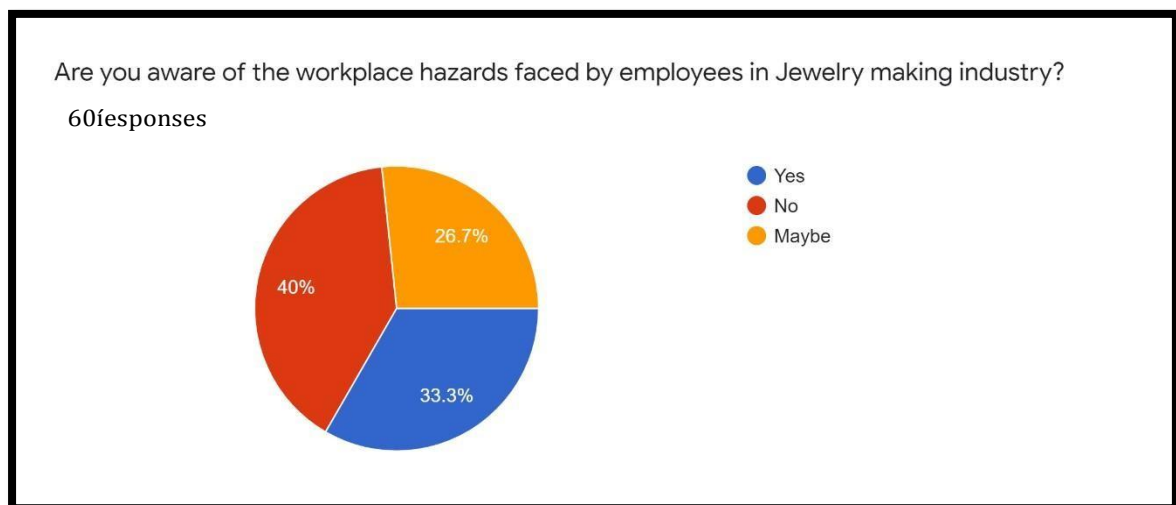
From the pie chart above, it can be deduced that of the 60 respondents, 66.7% were female and 33.3% were male.

**Question 2:**

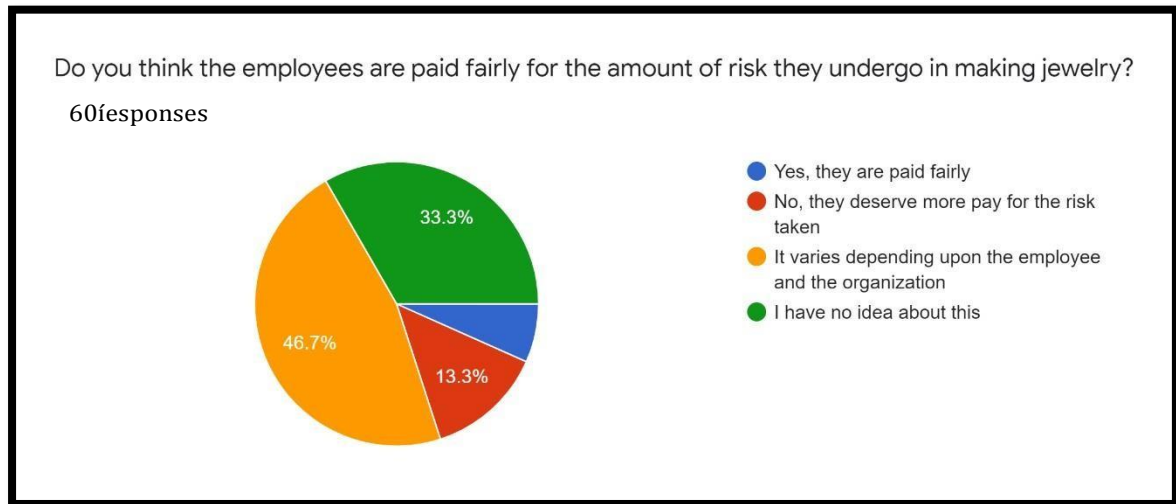
Almost 60% of the respondents were single and unmarried, while 40% of them were married

**Question3:**

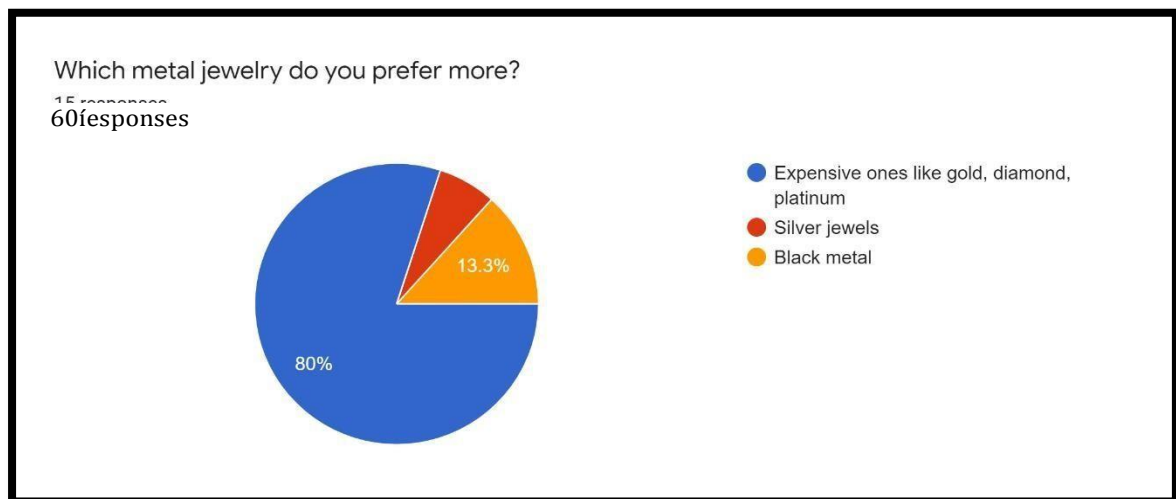
The vast majority of respondents were aged 18-28 at 53.3%, followed by 28-38, 38-48 and 48-58 at 13.3% each and only 1 >58.

**Question4:**

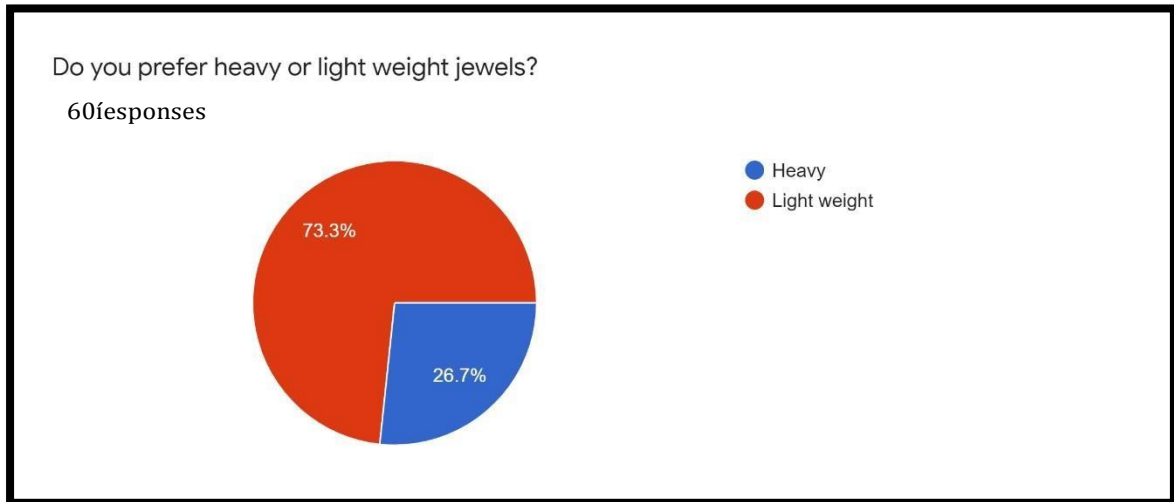
From the pie chart above, we can clearly see that the majority of respondents are unaware of workplace hazards in the jewelry industry, with 40% saying no. But 33.3% of them actually know about the dangerous jobs of these workers because they chose Yes. While 26.7% doubt or have no specific idea.

**Question5:**

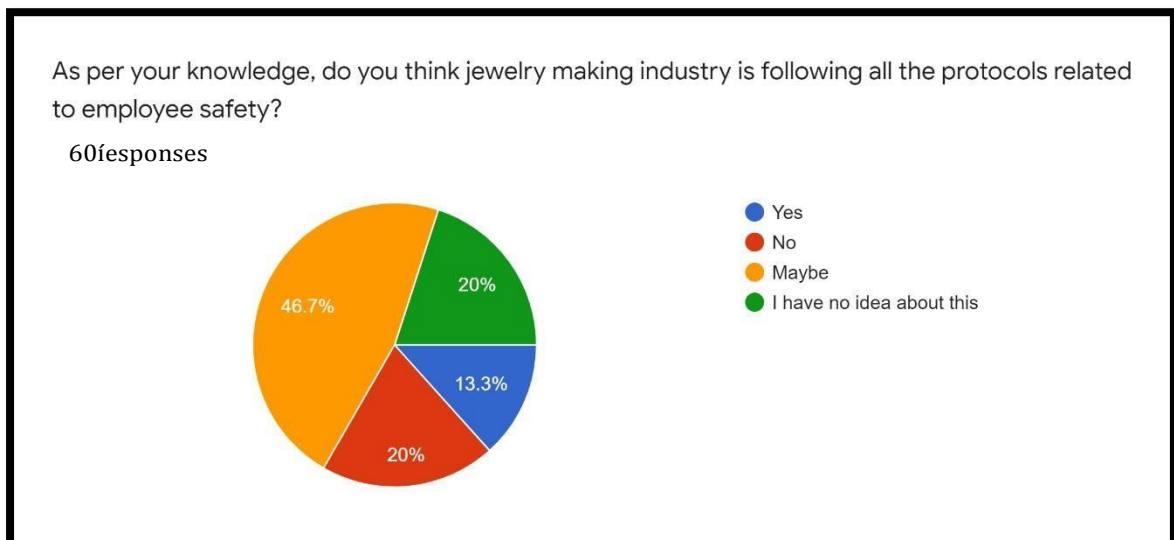
46.7% believe that the salary depends on the employee and the organization and nothing else, while 33.3% clearly have no idea of their salary and 13.3% of respondents believe that employees deserve more compensation for their work earn the risk taken. Certainly, we can say that the majority of respondents confidently agree that they are not paid fairly. The graph above shows that the majority of those interviewed buy a jewel once a year or 2 years, each with 40% of the majority. While 13.3% buy jewelry once a month while only less than 1% buy it twice a year.

**Question6:**

The vast majority of 80% of respondents prefer expensive jewelry such as gold, diamonds and platinum. 13.3% of them prefer black metal which is not that expensive, while 1% prefers silver jewelry.

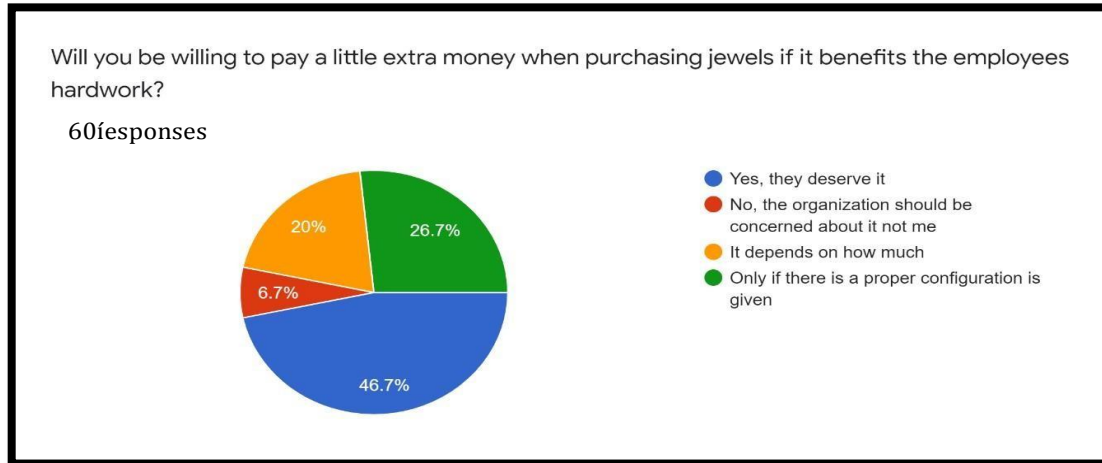
**Question 7:**

73.3% of respondents prefer only light jewelry and only 26.7% prefer heavy jewelry. The pie chart above shows that 46.7% of consumers have doubts about compliance or otherwise with the protocols, perhaps they feel followed, but not up to the required standards, so they are not sure. 20% of them firmly say no and the same percentage of them have no idea of the protocols related to worker safety. But 13.3% believe that the protocols are being followed while saying yes.

**Question 8:**

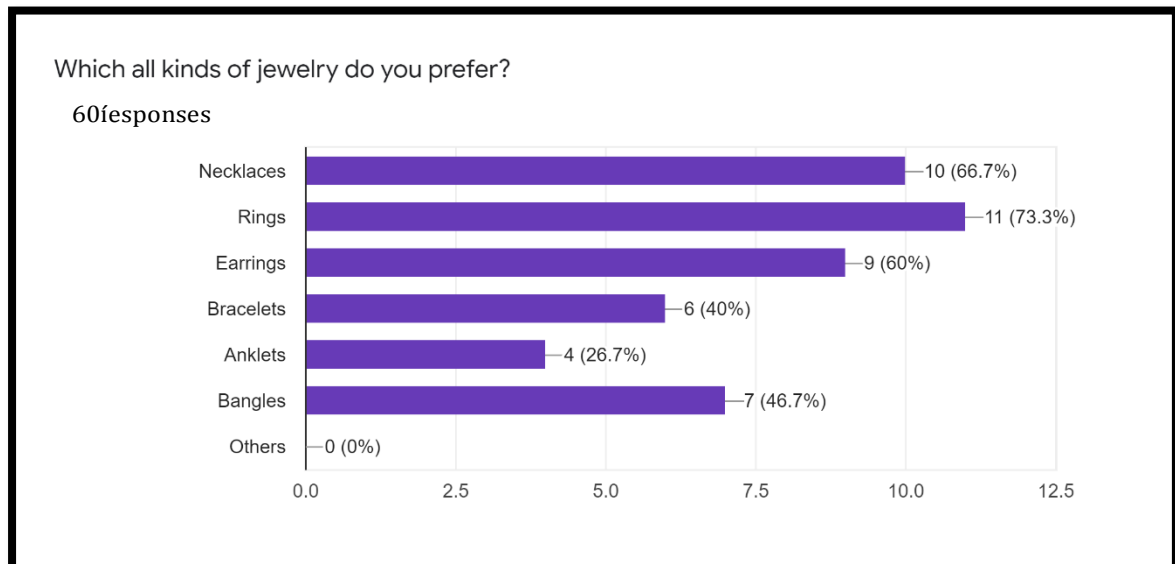
Nearly 46.7% of consumers are willing to pay a little extra when buying jewelry if it benefits employees. 26.7% are only willing to pay if they get a justified setup. While 20% are not sure and decide only if they know how much. And 6.7% of them are clearly not willing to pay more because they believe that employees are the responsibility of the organization and not connected to them.

**Question9 :**

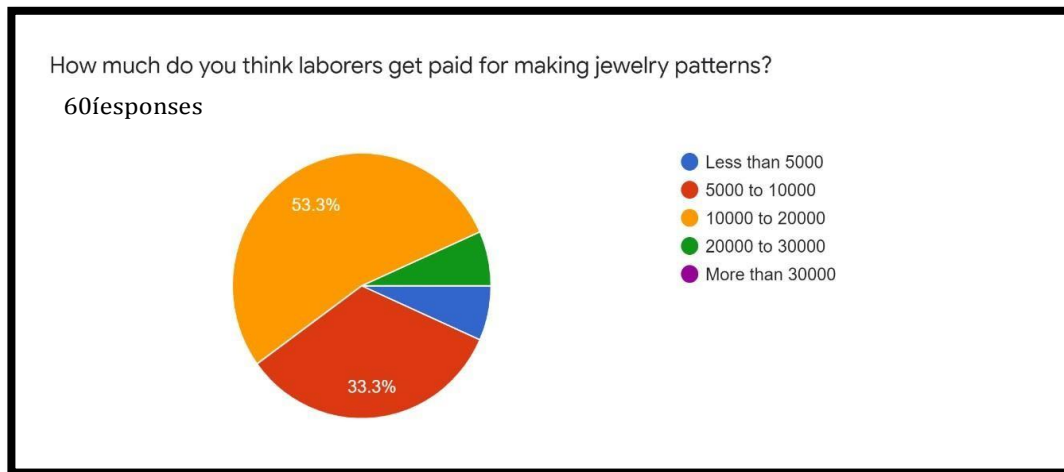


Nearly 46.7% of consumers are willing to pay a little more when buying jewelry if workers benefit. 26.7% are only willing to pay if they get a reasonable setup. 20% are unsure and won't decide until they know how much. And 6.7% of them are clearly unwilling to pay more, believing that employees are the responsibility of the organization and have nothing to do with them.

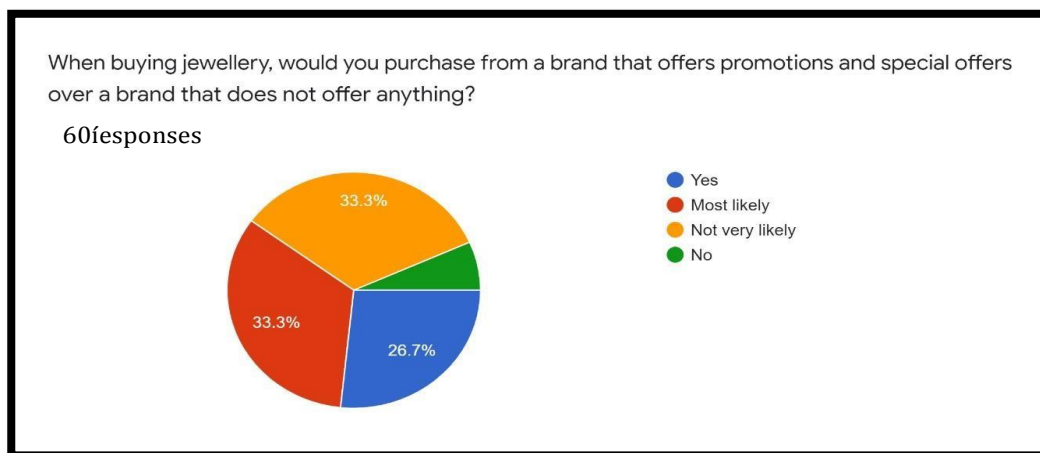
**Question10:**



The graph above shows that almost all types of jewelry are in demand, with the majority of respondents preferring rings (73.3%), necklaces (66.7%) and earrings (60%), followed by bracelets (46.7%), bracelets (40%) and anklets (26.7%) compared to other types of jewels on the market.

**Question11:**

Almost half of the respondents (53.3%) believe that the workforce is paid 10,000-20,000. And 33.3% assume they will be paid 5000-10000. Less than 1% of consumers believe they are paid less than 5,000 or 20,000-30,000. But clearly none of them assume their pay is more than 30,000.

**Question12:**

There is an equal percentage of consumers who are more likely and less likely, while a very small percentage of them is clear that they will not favor promotions and specials.

**Findings and Suggestions****Findings:**

1. From the collected data, it appears that none of the consumers are willing to spend more than lakhs per year to purchase jewellery.
2. Very few consumers are aware of workplace hazards in the jewellery industry.
3. Most people only buy jewellery once a year or 2 years and not frequently.
4. 80% of respondents prefer expensive jewellery such as gold, diamonds and platinum to any other metal jewellery.



5. 73.3% of respondents only prefer simple designer jewelry to design-intensive jewelry.
6. According to the responses, 46.7% of consumers are unaware of workplace safety protocols.
7. 100% of respondents prefer to buy jewelry in person in the store rather than in any other way.
8. The financial reliability and quality of the jewelry are the main concerns when it comes to online jewelry stores.
9. Almost half of the respondents (53.3%) believe that the salary range of these jewelry makers is between 10,000 and 20,000, no more and no less.
10. Rings, necklaces and earrings seem to be the most requested for the type of jewel purchased compared to the other types.
11. Most consumers are also willing to pay extra for jewelry if it benefits employees.
12. Consumers recognize the hard work of employees and appreciate their creativity, even if they don't know how to reach them.
13. Financial incentives, rewards and better working conditions with insurance and safety measures can further benefit workers.
14. When it comes to buying jewelry, offers and promotions don't have much of an impact on consumers when it comes to brand loyalty and reliability.
15. Quality, cost and reliability are the most important criteria consumers consider when buying jewelry.

### Suggestions:

1. Consumers should be aware of worker safety in the jewelry industry and their wage policies.
2. Jewelry manufacturers should ensure secure transactions when shopping online to promote online jewelry shopping.
3. Manufacturers should focus more on making jewelry with simple designs as they have more demand than intense ones.
4. One of the main concerns with jewelry is its quality and versatility. Manufacturers must therefore ensure that the quality is up to standard and will not cause rust or skin problems.
5. Consumers should analyze different brands and prefer those that are of good quality and where employees are treated fairly.

---

### Conclusion

Awareness of workplace risks and regulations by consumers can help companies with public relations lobbying. The fear of losing market share due to public relations problems is a threat to every company, and the jewellery industry closely related to the customer's psychology and emotional value. No industry should be allowed to exploit its workers. And no customer, who might as well be a worker somewhere, wants that to happen for them. Employee protection is important. Not just conscience. Frankly, this only creates awareness of bad practices, but does not guarantee losses for the industry. A scratch, not a dent. For real change, we need to enforce and review worker protection laws and regulations.

---

### References:

1. Henri Jokinen's master's "Consumers attitudes and behavior regarding social, ethical, and environmental issues in the jewelry industry." [https://aaltodoc.aalto.fi/bitstream/handle/123456789/1997/hse\\_thesis\\_12665.pdf?sequence=1&isAllowed=y](https://aaltodoc.aalto.fi/bitstream/handle/123456789/1997/hse_thesis_12665.pdf?sequence=1&isAllowed=y)
2. "Techniques for Managing Labor in Kerala, India's Gold Jewellery Manufacturing Industry". [https://d1wqtxts1xzle7.cloudfront.net/32002009/Sumeetha\\_M..pdf?1380763304=&response-content-](https://d1wqtxts1xzle7.cloudfront.net/32002009/Sumeetha_M..pdf?1380763304=&response-content-)
3. Astrid N. M., Dr. Prasad A. K, "A Review of the Workplace Risks Facing Jewelers". [http://ijrar.com/upload\\_issue/ijrar\\_issue\\_2030.pdf](http://ijrar.com/upload_issue/ijrar_issue_2030.pdf)
4. Aishwarya Lal., "A case study of the working conditions for child laborers in Jaipur's gem and jewelry industries" [http://www.ijrar.com/upload\\_issue/ijrar\\_issue\\_1547.pdf](http://www.ijrar.com/upload_issue/ijrar_issue_1547.pdf)

5. **Dr. N. Panchanatham, V. Jayalakshmi, “A study on the relationship between workplace risks and the productivity of the jewelry manufacturing industries”.**

<https://www.proquest.com/openview/e9e46e385b43c9b8b95cfe2357593085/1?pq-origsite=gscholar&cbl=816381>