



Impact of Advertisements on Consumers Behaviour for Jewellery Purchases

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Abstract:

There are too many brand available in the market it is the choice of the consumer which brand to buy. Advertisement plays an important role here in changing consumers behaviour. It is advertisement which can attract customers toward their product.

In this thesis, I have done research on the random customers and buyers of NCR who come to our organisation to buy gold and diamond jewellery in the first quarter of 2025.

I have done research on their behaviour which includes these points of advertisement related to gold and diamond jewellery-

- Creating Aspirations and Desire
- Brand Positioning and Differentiation
- Influence of Visual Appeal
- Promotion of Special Offers and Events
- Building Trust and Credibility
- Cultural and Emotional Connection
- Influence of Digital and Social Media

Keywords: Jewellery Advertisement, Product Awareness

1.Introduction

Jewellery advertising is important in building consumers perceptions, feelings, and purchasing decisions in the jewellery market by appealing to aspirational values, creating emotional connections, and providing clear information about products.

Jewellery Advertising plays crucial role for brand in terms of Trust, Brand Impression, Repeat Purchase and Brand Loyalty. Jewellery Advertising has influenced everyone and they make a purchase decision because of advertise they watched directly or indirectly. Profession such as Working women, Student, wedding couples, Corporate personalities are more influenced, attract and take a purchase decision because of Advertising.

2.Objective

Synthesising theories and concepts from the reviewed literature and collected data to build a framework explaining how social narratives/advertisements influence customers perception and market behaviour.

The data collected using multiple ways for the purpose of the study. Form designed with fifteen questions is used to study primary data.

Surveys: Google form designed to gather information from individuals or groups, Questions based to get opinions, attitudes, and behaviours about jewellery advertisement.

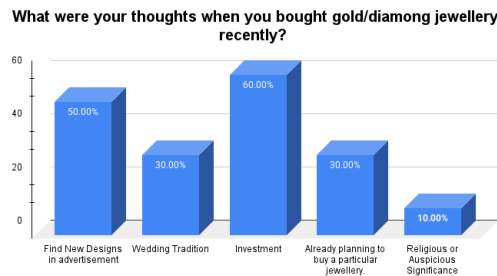
Interviews: Involve marketing team of RamaKrishna Jewellers Pvt. Ltd. Team Create advertise and look all marketing related work, this helps me in-depth exploration of my topics.

Focus Groups: I have discussed with customers and small groups visiting Rama Krishna Jewellers about their experiences opinions about advertisement of jewellery.

3. Analysis

The data collected using multiple ways for the purpose of the study. Form designed with fifteen questions is used to study primary data.

Google Form Link:



- Q1. Gender
 Q2. Age Group
 Q3. Profession
 Q4. Annual Family Income level
 Q5. Have you ever seen advertisement of Jewellery ?
 Q6. Which advertising media gets your attention ?
 Q7. How often are you expose to these Jewellery Advertisement?
 Q8. Please indicate your evaluation of the advertisements you have been expose to.
 Q9. Do you believe in advertising message?
 Q10. Do you think jewellery advertising is important?
 Q11. Do you buy product based solely on these advertisement?
 Q12. What were your thoughts when you bought gold/diamond jewellery recently?
 Q13. Why did you choose the brand from which you bought jewellery recently?
 Q14. The level of satisfaction after purchasing.

What were your thoughts when you bought gold/diamond jewellery recently?

So this question asked to seek answer what influenced them to buy the product. There is not much difference in the percentage in all the options given above.

Indians purchase jewellery products for several key reasons:

1. Cultural Significance: 30% responses with Wedding and 10% responses of Religious and Auspicious Significance prove that Jewellery plays a vital role in Indian traditions, especially during weddings, festivals, and religious ceremonies.
2. Investment Value: As 60% choose this option we can say that Gold and other precious metals are seen as secure, long-term investments that retain or grow in value.
3. Social Status: Wearing jewellery as well as latest designer jewellery symbolises wealth, status, and prestige in Indian society.
4. Gifting Tradition: Jewellery is a common and valued gift during marriages, birthdays, and celebrations.
5. Personal Adornment: Many buy jewellery for personal style, beauty, and self-expression.

4. Interpretation

To reject the Null Hypothesis and accept Alternate Hypothesis there is data analysis presents enough evidence it proves "Jewellery Advertising have a substantial impact on the purchase decision of consumer". Jewellery advertisements significantly impact consumer behaviour by emotional, and social factors.

Here I find some major key factors that plays very important role in Jewellery ads:

1. Emotional Appeal & Aspirational Marketing:

- Jewellery ads often evoke emotions like love, romance, luxury, and success (e.g., engagement rings symbolising commitment, or high-end brands like Tanishq, JoyaLukas, Kalyan etc.).
- They create a sense of desire by linking jewellery to milestones (weddings, anniversaries) or self-reward ("You deserve it").

2. Social Proof & Celebrity Endorsements:

- Featuring celebrities (e.g. Deepika Padukone for Tanishq) builds trust and aspiration.
- User-generated content (UGC) and influencer collaborations on Social Media make jewellery feel more relatable and attainable.

3. Perceived Value & Scarcity Tactics:

- Limited-edition collections or "exclusive offers" create urgency (e.g., "Minimum making charges ").
- High-quality visuals (sparkling diamonds, slow-motion close-ups) enhance perceived luxury and craftsmanship.

4. Cultural & Symbolic Messaging:

- In markets like India, ads highlight cultural significance (e.g., Tanishq's campaigns on modern vs. traditional jewellery).

Conclusion and Recommendations:

Jewellery advertisements shape behaviour by blending emotion, prestige, and smart marketing tactics, making consumers associate purchases with identity, status, and admired moments. Brands that master storytelling, social proof, and digital engagement tend to dominate consumer choices.

Here are data-driven recommendations to elevate your jewellery brand's impact on consumer behaviour, based on the psychological and marketing strategies discussed:

1. Use short films or Instagram Reels showing real customers' stories (proposal reactions, family traditions).
2. Partner with local influencers (fashion/lifestyle) for authentic UGC.
3. Launch "Limited-Edition Festival Collections" (Diwali, Christmas) with a countdown timer on your website and store.
4. Send SMS/email alerts like, "Only 3 left in stock!", "Minimum making charges" for high-demand items.
5. High quality photos, Macro photography/videos of gemstones sparkling in light (see: Blue Nile's 360° diamond views).
6. Invest in a professional stylist to shoot jewellery on diverse skin tones.
7. Get certified (e.g., BIS(Bureau of Indian Standards) Hallmark, Indian Gemological Institute) and highlight badges on packaging.
8. Offer AI-powered styling quizzes ("Find your signature metal") or AR virtual try-on via Instagram filters.
9. Use Shopify apps like **Jewellery Try-On** for seamless integration.
10. A "Modern Mangalsutra" line targeting working Indian women (like Tanishq's "Remarriage" ad).
11. Add a "Meet the Maker" section on your website.
12. Encourage unboxing videos with a hashtag (e.g., #Unbox[YourBrand]).
13. Flash sales via Instagram Stories, SEO-optimized jewellery education blog.

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