



**PSYCHOGRAPHIC FACTORS OF JEWELLERY PURCHASERS - MULTIVARIATE ANALYSIS**

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**Abstract**

Multivariate test analysis reveals that the situational involvement has an impact on all the seven psychographic factors taken for the study. Situational involvement influences the factors of motivation to materialize the purchases. Courteousness of staff, wide range of collections, convenient location and reliable quality make the situational involvement for preferring the specific shop. Situational involvement also influences the sources of information and price- prestige relationship which are statistically significant at 5% level.

**Key Words: Psychology, Jewellery, Women, Purchases.**

**INTRODUCTION**

The psychographic factors of women purchasers are studied on the basis of motivational factors, specific shop preference, their information search, factors influencing artificial fashion jewellery, price-prestige relationship, and price consciousness and fashion consciousness. The total average scores of these factors become continuous variables with dependent nature. These psychographic factors are bound to vary the situational influence of women purchasers as well as their inclination towards fashionable jewellery. Since the sample unit deals with women alone, their main psychology leans upon the shopping guilt.

**OBJECTIVES OF THE STUDY**

1. To analyse the factors influencing the buying decision of Women consumers related to Jewellery.
2. To make appropriate suggestions for improvement of psychological attitude of women to purchase jewellery.

**METHODOLOGY**

The study is based on the primary as well as secondary data. The secondary data were collected from Books, Journals, periodicals, websites and bank manuals, files and records. The study depends mainly on the primary data collected through well-framed and pre-tested structured questionnaire to elicit the well-considered opinions of the respondents. The survey is conducted among women jewellery consumers in Vijayawada city. Vijayawada hosts a number of mega jewellers. being a metropolitan city, truly represents women jewellery consumers belonging to various strata of the society. This study employs both analytical and descriptive type of methodology. All relevant statements are included to derive responses. The researcher circulated the framed questionnaire among the women jewellery consumers in the purchase outlets and other places. Respondents were selected on the basis of willingness and availability. The filled up questionnaire is collected in the subsequent meeting. Some of the women jewellery consumers preferred the questionnaire to be read out by the enumerator and they indicated their answers. The women were informed that the study was being carried out as a part of the research work, in order to know their views about purchase behaviour.

**DISCUSSIONS AND RESULTS**

The situational involvement, inclination for fashion and shopping guilt are dichotomous variables and become independent in nature. This induces individual and collective impact of dichotomous variables on the continuous psychographic factors. Now, the situation encounters with multiple independent and dependent variables. At this juncture, the expectation of Multivariate General Linear Model found suitable to identify individual impact and collective impact of independent variable through a linear relationship.

$$Y = \text{Involvement (X1)} + \text{Fashion (X2)} + \text{Shopping guilt (X3)} + C$$

Where X1, X2, X3 denote the scores of influencing variables. The following results are explicitly presenting the influence of the independent variable.

**Table No.1.1: Multivariate Tests (b)**

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.897	743.260(a)	7.000	596.000	.000
	Wilks' Lambda	.103	743.260(a)	7.000	596.000	.000
	Hotelling's Trace	8.730	743.260(a)	7.000	596.000	.000
	Roy's Largest Root	8.730	743.260(a)	7.000	596.000	.000



QCL_1	Pillai's Trace	.212	22.890 (a)	7.000	596.000	.000
	Wilks' Lambda	.788	22.890 (a)	7.000	596.000	.000
	Hotelling's Trace	.269	22.890 (a)	7.000	596.000	.000
	Roy's Largest Root	.269	22.890 (a)	7.000	596.000	.000
QCL_2	Pillai's Trace	.436	65.795 (a)	7.000	596.000	.000
	Wilks' Lambda	.564	65.795 (a)	7.000	596.000	.000
	Hotelling's Trace	.773	65.795 (a)	7.000	596.000	.000
	Roy's Largest Root	.773	65.795 (a)	7.000	596.000	.000
QCL_3	Pillai's Trace	.383	52.927 (a)	7.000	596.000	.000
	Wilks' Lambda	.617	52.927 (a)	7.000	596.000	.000
	Hotelling's Trace	.622	52.927 (a)	7.000	596.000	.000
	Roy's Largest Root	.622	52.927 (a)	7.000	596.000	.000

**Table No.1.2: Test of Between Subjects Effects**

Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	Factor 1	33.468 (a)	3	11.156	49.938	.000
	Factor 2	46.356 (b)	3	15.452	83.236	.000
	Factor 3	165.693 (c)	3	55.231	250.348	.000
	Factor 4	28.650 (d)	3	9.550	39.812	.000
	Factor 5	150.633 (e)	3	50.211	218.836	.000
	Factor 6	50.505 (f)	3	16.835	54.887	.000
	Factor 7	8.131 (g)	3	2.710	14.156	.000
Intercept	Factor 1	195.331	1	195.331	87.4364	.000
	Factor 2	152.567	1	152.567	821.832	.000
	Factor 3	274.517	1	274.517	1244.318	.000
	Factor 4	173.129	1	173.129	721.724	.000
	Factor 5	45.720	1	45.720	199.264	.000
	Factor 6	151.568	1	151.568	494.160	.000
	Factor 7	283.010	1	283.010	1478.117	.000
QCL_1	Factor 1	6.703	1	6.703	30.007	.000
	Factor 2	12.388	1	12.388	66.731	.000
	Factor 3	4.077	1	4.077	18.481	.000
	Factor 4	.007	1	.007	.031	.861
	Factor 5	11.492	1	11.492	50.084	.000
	Factor 6	.511	1	.511	1.665	.197
	Factor 7	.724	1	.724	3.781	.052
Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.
QCL_2	Factor 1	3.266	1	3.266	1.665	.000
	Factor 2	3.971	1	3.971	14.621	.000
	Factor 3	81.346	1	81.346	368.723	.000
	Factor 4	.085	1	.085	.356	.551
	Factor 5	.984	1	.984	4.287	.039
	Factor 6	1.725	1	1.725	5.623	.018
	Factor 7	1.564	1	1.564	8.169	.004
QCL_3	Factor 1	.005	1	.005	.023	.880
	Factor 2	.531	1	.531	2.859	.091
	Factor 3	1.343	1	1.343	6.089	.014
	Factor 4	15.611	1	15.611	65.076	.000
	Factor 5	39.32	1	39.326	171.397	.000
	Factor 6	17.299	1	17.299	56.399	.000
	Factor 7	.127	1	.127	.662	.416



Error	Factor 1	134.485	602	.223		
	Factor 2	111.757	602	.186		
	Factor 3	132.811	602	.221		
	Factor 4	144.409	602	.240		
	Factor 5	138.126	602	.229		
	Factor 6	184.644	602	.307		
	Factor 7	115.263	602	.191		
Total	Factor 1	9662.847	606			
	Factor 2	7803.040	606			
	Factor 3	6797.250	606			
	Factor 4	10355.00	606			
	Factor 5	8616.750	606			
	Factor 6	9582.972	606			
	Factor 7	12323.000	606			
<b>Source</b>	<b>Dependent Variable</b>	<b>Type III Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Corrected Total	Factor 1	167.953	605			
	Factor 2	158.113	605			
	Factor 3	298.504	605			
	Factor 4	173.059	605			
	Factor 5	288.759	605			
	Factor 6	235.149	605			
	Factor 7	123.394	605			

a R Squared = .199 (Adjusted R Squared = .195)  
b R Squared = .293 (Adjusted R Squared = .290)  
c R Squared = .555 (Adjusted R Squared = .553)  
d R Squared = .166 (Adjusted R Squared = .161)  
e R Squared = .522 (Adjusted R Squared = .519)  
f R Squared = .215 (Adjusted R Squared = .211)  
g R Squared = .066 (Adjusted R Squared = .061)

From the Multivariate Test Table, it is found that the situational involvement of women jewellery purchasers create individual impact on all. the seven psychographic factors. Pillai's Trace 0.212, Wilk's Lambda 0.788, Hotelling's Trace 0.269 and Roy's Largest Root 0.269 with common F values 22.890 are statistically significant at 5% level. The test between subject effects is expressed in the second table with significant corrected model as well as Y intercept.

### FINDINGS OF THE STUDY

It is observed from the above table that the reasons for preferring the specific shop for buying jewellery also influenced by situational involvement which is proved statistically (F=66.73 1) at 5% level. It is inferred that courteousness of staff, wide collections, convenience of location and reliable quality makes the situational involvement among the women purchasers to buy jewellery.

It is revealed that situational involvement also influences sources of information for purchase of jewellery which is statistically significant (F=18.48 1) at 5% level. It implies that though they may get information from various sources, the emotional involvement win over them at the point of purchase.

The above multivariate table shows that opinion leadership about fashion has influence over the factors taken for the study individually (Pillai's Trace 0.436, Wilk's Lambda 0.564, Hotelling's Trace 0.773 and Roy's Largest Root 0.773 with common F value 65.795. These variables are statistically significant at 5% level. The test between subject effects is expressed in the above table with significant corrected model as well as Y intercept.

It is shown in the above table that the opinion leadership about fashion influences the factors of motivation of women purchasers (F=14.621) which is statistically significant at 5% level. It is concluded that women purchasers are motivated due to opinion leadership which consists of their friends and neighbours who are taken as their source of advice.



It is shown in the Multivariate Test Table that the shopping guilt of women purchasers like hiding of newly purchased jewellery for a while, feel about their spending habit and depression after shopping create impact on all the seven psychographic factors taken for the study (Pillai's Trace 0.383, Wilk's Lambda 0.617, Hotelling's Trace 0.622 and Roy's Largest Root 0.622). These values are statistically significant at 5% level. The test between subject effects is expressed in the above table with significant corrected model as well as Y intercept.

It is observed that shopping guilt influences the sources of information ( $F=6.089$ ). It is evident that purchases made by women purchasers after collecting information from various sources may be hidden by them for some time and they may feel depressed about their guilty shopping behaviour.

It is found that the shopping guilt influences the purchase of artificial fashion jewellery ( $F65.076$ ). It is concluded that the factors like more collections, affordability, graceful look and avoidance of risk influence the women purchasers to go for artificial jewellery also and it is also an evidence for their lavish spending habit on artificial jewellery.

It is found that shopping guilt also influences the price-prestige relationship ( $F= 171.397$ ). It implies that although the prices are high, they want to make purchase of jewellery for the sake of prestige which itself create guilt in the minds of women. So, they may hide them for sometime or feel depressed after the shopping for purchase of jewellery is over.

It is observed that shopping guilt influences the price consciousness of jewellery purchasers ( $F=56.399$ ). Therefore, it is concluded that price consciousness arises among the women purchasers due to their shopping guilt.

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Since the preference factors and information sources are multiple in nature Karl Pearson's bivariate coefficient is applied and its property (-1 to +1) is exploited by using the Geometric Mean notions to find two significant correlation values  $r=0.124$  and  $r=0.156$ . This shows that before they take profound purchase decisions chronologically, they prefer and fix their purchases through suitable information search.

The shopping guilt of women purchasers like hiding newly purchased jewellery for some time, feel about their spending habits and depression after shopping create impact on all psychographic factors which are taken for the study are statistically significant at 5% level.

## CONCLUSION

It is concluded that the psychographic factors influence the women purchasers to a great extent on their purchase behaviour. The intimate relationship between women and gold jewellery is a fascinating lifelong experience and making sure that the gold jewellery makes an endless statement of their personal style and individuality which express their lifestyle and fashion. The trend of a growing participation of women in the market is the result of the women's access to workforce that gives them financial independence and the human aspiration for autonomy. It also reduces the gender gap with social and economic development.



### SUGGESTIONS OF THE STUDY

- Marketers must maintain transparency about wastages and making charges to each and every customer.
- Brand choice should be introduced by all marketers to gain confidence of their customers and enhance their sales.
- Marketers should install Gold Silver Purity Analyzer machine to check the accuracy of weight and purity by the consumers themselves.
- Attempt should be made by the consumers to ensure the quality by checking the Hallmark seal which gives the buyer a guarantee on the purity of gold issued by an independent agency other than the jeweller.
- Consumers should be aware of the certificates issued by various marketers for the purity.
- Consumers are advised to make use of the Gold Silver Purity Analyzer machine, wherever available, to check the accuracy of weight before they take delivery of jewellery.
- Consumers must insist the shopkeepers to issue the certificates for the purity of gold, diamond, platinum and other precious stones.
- Gold jewellery are useful for many generations and the designs are also repeated again and again. This would become antique jewellery after some years. So, avoid frequent resale.
- As gold jewellery has appreciable value at all times, it must be used as a source of investment for the sign of wealth rather than for its designs.
- Though gold jewellery are purchased for adornment, it must be used as an investment tool to increase their wealth.

### SCOPE FOR FURTHER RESEARCH

A comparative study may be undertaken by the innovative researchers by comparing psychographics of men and women relating to consumer articles as well as influence of teenagers in the purchase of consumer articles. An empirical study will be fascinating to open the vistas of consumer psychographics with respect to family purchase decision analysis in different culture and demographic environment in an intensified manner to classify the consumers.

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