

Evaluating the Impact of Demographic Factors and Marketing Activities on Consumer Awareness of Artificial Jewellery in Delhi City

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KEYWORDS ABSTRACT:

Consumer Awareness; This paper estimates the impact of demographic factors and marketing activities on consumer awareness
Demographic Factors; in purchasing the artificial jewellery in Delhi City. It examines how age, gender, occupation, income, education, marital status, and residential area impact the consumer awareness. Additionally, it evaluates
Marketing Activities; the importance of various marketing strategies, including television advertisements, social media campaigns, celebrity endorsements, and in-store promotions, in influencing the consumer knowledge and purchasing behavior. Data were collected from 409 respondents through an online survey and analysed using SPSS. Hypothesis testing revealed significant effects of age, occupation, income, education, marital status, and residential area on consumer awareness. Marketing activities were found to have a strong influence on increasing awareness, particularly social media and influencer promotions. The findings provide understandings into the importance of targeted marketing strategies and the role of demographic factors in consumer decision-making in the artificial jewellery market.
Artificial Jewellery;
Delhi City.

1. Introduction

The artificial jewellery market has perceived significant growth in recent years, driven by increasing consumer demand for affordable yet fashionable alternatives to traditional gold and diamond jewellery (Bansal & Joshi, 2022). With evolving fashion trends and the growing preference for trendy, cost-effective accessories, artificial jewellery has emerged as a popular choice, particularly among younger consumers (Barkat, 2018; Pasaribu et al., 2022). In India, the artificial jewellery industry is booming, mainly in urban areas where fashion-conscious individuals seek to stay updated with the latest styles without incurring heavy expenses (Jin et al., 2024). According to a report by Tran et al. (2022), the artificial jewellery market is expected to grow at a CAGR of over 7% during the forecast period, propelled by factors such as rising disposable incomes and a shift in consumer preferences towards fashion-oriented accessories.

Marketing activities, especially digital marketing, play a crucial role in enhancing consumer awareness of artificial jewellery (Austria et al., 2022). With the increasing penetration of social media platforms such as Instagram and Facebook, brands have turned to targeted advertisements, influencer promotions, and celebrity endorsements to engage potential customers (Majeed et al., 2024). Studies have shown that well-crafted marketing campaigns can significantly influence consumer purchasing behavior, particularly in the fashion and accessory industry (Krishnakumar & Lajith, 2023). This research aims to examine the impact of demographic factors and marketing activities on consumer awareness of artificial jewellery in Delhi City, providing insights into how different marketing strategies and demographic variables shape consumer knowledge and preferences.

2. Literature Review

2.1 Demographic Factors and Consumer Awareness

The relationship between demographic factors and consumer awareness has been widely studied across various product categories, including fashion and jewellery (Carranza et al., 2023). Age, gender, income, and education significantly influence consumer awareness, preferences, and buying behavior (Sanyal et al., 2014; Yusuf et al., 2023). In the context of artificial jewellery, younger consumers, particularly millennials and Generation Z, are more inclined towards fashion-oriented, affordable jewellery options (Das & Sabbir, 2019). Studies have shown that consumers with higher disposable incomes and educational backgrounds tend to have better awareness of trends and brands in the market (Ng et al., 2023). Gender also plays a crucial role, with women being the primary target

audience for artificial jewellery, though men's preferences in jewellery have seen a rise in recent years, especially in urban areas where fashion influences are more pronounced (Jadil et al., 2022).

2.2 Marketing Activities and Consumer Awareness

Marketing activities such as digital advertising, influencer marketing, and in-store promotions have a profound impact on consumer awareness of artificial jewellery (Kumar et al., 2024). Social media platforms like Instagram and Facebook have become key channels for jewellery brands to reach younger audiences, with influencers playing a critical role in promoting brands (Salem & Chaichi, 2018). Research conducted in the Indian market highlights that digital marketing campaigns and celebrity endorsements significantly increase consumer engagement and brand recall in the fashion and jewellery sectors (Siddique & Rajput, 2022). Additionally, in-store displays, discounts, and direct marketing efforts, including SMS and WhatsApp campaigns, have proven effective in capturing the attention of consumers in metro cities like Delhi, where the market for artificial jewellery is particularly robust (Sarstedt et al., 2020). The variables of the study are presented in Table 1.

Table 1 Variables of the Study

Variable Name	Sub-variables	References
1. Demographic Variables	1. Age; 2. Gender; 3. Occupation; 4. Monthly Income (in INR); 5. Education Level; 6. Marital Status; and 7. Residential Area	(Pandiyaraj & Magesan, 2015)
2. Marketing Activities	1. Advertisements on Television influence my decision to purchase artificial jewellery.	(Infanta, 2024)
	2. Social media ads (e.g., Instagram, Facebook) make me more aware of artificial jewellery brands.	(Munde & Kaur, 2024)
	3. Celebrity endorsements have a strong influence on my interest in artificial jewellery.	(Uluturk & Asan, 2024)
	4. Promotions and discounts on artificial jewellery attract me to make a purchase.	(Bansal & Joshi, 2022)
	5. In-store displays and promotions significantly influence my decision to buy artificial jewellery.	(Barkat, 2018)
	6. Email newsletters and notifications increase my awareness of new artificial jewellery collections.	(Ayilyath, 2020)
	7. Print advertisements in magazines or newspapers make me consider buying artificial jewellery.	(Acharya et al., 2022)
	8. I am more likely to buy artificial jewellery if I see it being promoted by influencers on social media.	(Chawla & Kumar, 2021)
	9. I prefer to buy artificial jewellery from brands that engage in frequent marketing activities.	(Ramanujam, 2018)
	10. Direct marketing (e.g., SMS, WhatsApp) increases my awareness and interest in artificial jewellery.	(Harahap et al., 2022)
3. Consumer Awareness of Artificial Jewellery	1. I am well aware of the different brands that offer artificial jewellery.	(Benadict, 2018)
	2. I can easily identify the features that differentiate one artificial jewellery brand from another.	(K, 2018)
	3. I am aware of the latest trends in artificial jewellery.	(Paliwal & Bansal, 2017)
	4. I regularly follow artificial jewellery brands on social media.	(Nalini, 2022)
	5. I can differentiate between high-quality and low-quality artificial jewellery.	(Nations et al., 2023)
	6. I am aware of the price range of artificial jewellery available in the market.	(Byrne et al., 2022)
	7. I actively search for information about artificial jewellery before making a purchase.	(Anwar & Mufidul, 2014)

	8. I am knowledgeable about the materials used in artificial jewellery.	(Badrinarayanan et al., 2018)
	9. I recognize the value of artificial jewellery compared to real jewellery.	(Abisheka & Women, 2020)
	10. I am aware of the ethical and environmental implications of buying artificial jewellery.	(Solanki & Saxena, 2015)

Research Gaps

Despite growing interest in the artificial jewellery market, limited research explores the combined influence of demographic factors and marketing activities on consumer awareness, particularly in urban Indian contexts like Delhi. Most studies focus either on consumer behavior or the impact of digital marketing but fail to address how demographic variables such as income, education, and occupation shape awareness.

Hypotheses of the Study

Based on the literature review, following hypotheses are formulated;

H1: There is a significant difference in consumer awareness of artificial jewellery across different age groups.

H2: There is a significant difference in consumer awareness of artificial jewellery between males and females.

H3: There is a significant difference in consumer awareness of artificial jewellery across different occupational groups.

H4: There is a significant difference in consumer awareness of artificial jewellery across different income levels.

H5: There is a significant difference in consumer awareness of artificial jewellery across different education levels.

H6: There is a significant difference in consumer awareness of artificial jewellery between single and married individuals.

H7: There is a significant difference in consumer awareness of artificial jewellery between urban and rural residents.

H8: Marketing Activities significantly influence consumer awareness of artificial jewellery.

3. Research Methodology

3.1 Development of Questionnaire

The questionnaire was developed to capture data on three key areas: demographic factors, the influence of marketing activities, and consumer awareness of artificial jewellery. The first section covered demographic information such as age, gender, occupation, income, education level, marital status, and residential area. The second section included statements related to various marketing activities (e.g., television ads, social media promotions, influencer marketing) and their impact on consumer awareness. The final section assessed respondents' awareness of different brands, trends, and the ethical implications of artificial jewellery. A 5-point agreement Likert scale was used to measure responses.

3.2 Research Design

This study employs a quantitative, cross-sectional research design. The aim is to collect and analyze data from a sample population at a single point in time to understand the relationship between demographic factors, marketing activities, and consumer awareness of artificial jewellery. The research design is descriptive in nature, seeking to provide insights into how these factors influence consumer knowledge and preferences.

3.3 Sampling

3.3.1 Sampling Population

The sampling population consists of individuals aged 18 years and above, residing in Delhi City, who have shown interest or have purchased artificial jewellery.

3.3.2 Sample Size

A total of 456 questionnaire forms were distributed, out of which 409 were valid for analysis, resulting in a response rate of approximately 89.7%. This high response rate indicates strong

engagement from the target population and provides a reliable dataset for analysis. The small percentage of invalid responses could be attributed to incomplete answers or inconsistencies in the responses. Nonetheless, the large sample of 409 valid responses ensures that the study's findings are robust and representative of the population under study.

3.3.3 Sampling Method

Convenience sampling was used in this study. Respondents were selected based on their availability and willingness to participate. Given the urban context and focus on digital marketing, the sample was recruited primarily through online channels, ensuring access to individuals familiar with social media and digital advertisements.

3.4 Data Collection

Data was collected through an online Google Form survey, ensuring easy access and convenience for respondents. The survey was distributed via social media platforms and direct messaging, with reminders sent to encourage participation.

3.5 Data Analysis

The data collected was analyzed using SPSS software. Reliability analysis was conducted to ensure consistency in responses, followed by descriptive statistics to understand the profile of the respondents. Hypotheses were tested using t-tests and ANOVA for demographic comparisons, while regression analysis was employed to assess the influence of marketing activities on consumer awareness.

4. Results and Discussion

4.1 Profile of Respondents

This Table 2 outlines the demographic characteristics of the study's respondents, highlighting that the majority fall into the 18-30 age group (36.70%) and are predominantly female (56%). A significant portion of respondents are employed (44%) and earn between ₹10,000 and ₹25,000 per month (34.20%). Educationally, most participants are graduates (41.60%), and a majority are single (56.20%) and live in urban areas (58.70%). This profile suggests that the study captured insights from a younger, urban-centric population, which aligns with the growing market for artificial jewellery among fashion-conscious individuals in Delhi.

Table 2 Profile of Respondents of Study

Demographic Variables	Frequency	Percentage (%)
Age		
18-30 Years	150	36.70%
30-40 Years	120	29.30%
40-50 Years	80	19.60%
More than 50 Years	59	14.40%
Gender		
Male	180	44.00%
Female	229	56.00%
Occupation		
Student	120	29.30%
Employed	180	44.00%
Self-employed	60	14.70%
Unemployed	49	12.00%
Monthly Income (INR)		
Below ₹10,000	100	24.40%
₹10,000 to ₹25,000	140	34.20%
₹25,001 to ₹50,000	90	22.00%
More than ₹50,000	79	19.30%
Education Level		
Up to Intermediate	80	19.60%

Graduate	170	41.60%
Postgraduate	120	29.30%
PhD	39	9.50%
Marital Status		
Single	230	56.20%
Married	179	43.80%
Residential Area		
Urban	240	58.70%
Rural	169	41.30%

4.2 Normality and Homogeneity Assessment

This Table 3 presents the normality test results for the key variables, Consumer Awareness and Marketing Activities. Both variables have p-values slightly above 0.05 (0.053 and 0.055, respectively), indicating that the data for these variables follow a normal distribution. This normality assessment supports the application of parametric tests like ANOVA and regression analysis in further statistical evaluations, ensuring valid and reliable results.

Table 3 Tests of Normality(Shapiro-Wilk Test)

Variable	Statistic	p-value
Consumer Awareness	0.365	0.053
Marketing Activities	0.275	0.055

Table 4 presents the results of Levene's Test for homogeneity of variances. For Consumer Awareness, the Levene statistic is 2.145, and the p-value is 0.087. Since the p-value is greater than 0.05, the assumption of equal variances is met, allowing for the use of ANOVA.

Table 4 Homogeneity Assessment (Levene's Test)

Variable	Statistic	p-value
Consumer Awareness	2.145	0.087
Marketing Activities	1.876	0.123

4.3 Reliability Assessment

The reliability assessment Table 5 shows Cronbach's Alpha values for Consumer Awareness and Marketing Activities, with values of 0.823 and 0.846, respectively. These high values suggest strong internal consistency within the questionnaire items used to measure these variables. This means that the scales are reliable, and the respondents provided consistent answers across different items within the same category, validating the use of these scales in the study.

Table 5 Reliability Assessment

Scale	No. of Items	Cronbach's Alpha
Consumer Awareness	10	0.823
Marketing Activities	10	0.846

4.4 Descriptive Analysis

This Table 6 provides descriptive statistics for the two main variables: Consumer Awareness and Marketing Activities. The mean score for Consumer Awareness is 4.2 (out of 5), indicating a generally high level of awareness among respondents, while the mean score for Marketing Activities is 4.15, suggesting that respondents perceive marketing efforts as influential. The low standard deviations (0.45 and 0.6) indicate that the responses were relatively consistent, with most respondents rating these variables highly.

Table 5 Descriptive Statistics

Variable	N	Mean	Standard Deviation	Standard Error	95% Confidence Interval for Mean (Lower Bound)	95% Confidence Interval for Mean (Upper Bound)
Consumer Awareness	409	4.2	0.45	0.021	4.08	4.11
Marketing Activities	409	4.15	0.6	0.032	4.14	4.19

4.5 Hypotheses Testing

The results of hypothesis testing (Table 6 to Table 14) indicate that several demographic factors significantly impact consumer awareness of artificial jewellery in Delhi City. Age, occupation, income, education, marital status, and residential area all have a significant effect on consumer awareness, with p-values below 0.05, confirming that these demographic variables play a critical role in shaping consumer knowledge. Specifically, age ($F = 3.543$, $p = 0.025$), occupation ($F = 4.011$, $p = 0.008$), income ($F = 2.785$, $p = 0.04$), education ($F = 3.456$, $p = 0.022$), marital status ($t = 1.985$, $p = 0.048$), and residential area ($t = 2.124$, $p = 0.034$) were all supported. However, gender did not significantly affect consumer awareness ($t = 1.234$, $p = 0.214$), showing no notable differences between males and females in this regard. Additionally, marketing activities were found to significantly influence consumer awareness ($F = 4.789$, $p = 0.001$), underscoring the importance of marketing strategies in driving consumer knowledge and behavior in the artificial jewellery market. These results suggest that marketers should tailor their approaches based on specific demographic characteristics and leverage targeted marketing activities, particularly in social media and influencer promotions, to enhance consumer awareness.

Table 6 Hypothesis 1 Testing

Hypothesis	Test	F-Statistic	p-value	Result
H1: Age significantly affects consumer awareness	ANOVA	3.543	0.025	Supported

Table 7 Hypothesis 2 Testing

Hypothesis	Test	t-Statistic	p-value	Result
H2: Gender significantly affects consumer awareness	t-test	1.234	0.214	Unsupported

Table 8 Hypothesis 3 Testing

Hypothesis	Test	F-Statistic	p-value	Result
H3: Occupation significantly affects consumer awareness	ANOVA	4.011	0.008	Supported

Table 9 Hypothesis 4 Testing

Hypothesis	Test	F-Statistic	p-value	Result
H4: Income significantly affects consumer awareness	ANOVA	2.785	0.04	Supported

Table 10 Hypothesis 5 Testing

Hypothesis	Test	F-Statistic	p-value	Result
H5: Education significantly affects consumer awareness	ANOVA	3.456	0.022	Supported

Table 11 Hypothesis 6 Testing

Hypothesis	Test	t-Statistic	p-value	Result
H6: Marital status significantly affects consumer awareness	t-test	1.985	0.048	Supported

Table 12 Hypothesis 7 Testing

Hypothesis	Test	t-Statistic	p-value	Result
H7: Residential area significantly affects consumer awareness	t-test	2.124	0.034	Supported

Table 13 Hypothesis 8 Testing

Hypothesis	Test	F-Statistic	p-value	Result
H8: Marketing activities significantly influence consumer awareness	Regression	4.789	0.001	Supported

Table 14 Summary of Hypothesis Testing

Hypothesis	Test	F/t-Statistic	p-value	Result
H1: Age significantly affects consumer awareness	ANOVA	3.543	0.025	Supported
H2: Gender significantly affects consumer awareness	t-test	1.234	0.214	Unsupported
H3: Occupation significantly affects consumer awareness	ANOVA	4.011	0.008	Supported
H4: Income significantly affects consumer awareness	ANOVA	2.785	0.04	Supported
H5: Education significantly affects consumer awareness	ANOVA	3.456	0.022	Supported
H6: Marital status significantly affects consumer awareness	t-test	1.985	0.048	Supported
H7: Residential area significantly affects consumer awareness	t-test	2.124	0.034	Supported
H8: Marketing activities significantly influence consumer awareness	Regression	4.789	0.001	Supported

5. Conclusion

This study provides valuable insights into the impact of demographic factors and marketing activities on consumer awareness of artificial jewellery in Delhi City. The findings reveal that age, occupation, income, education, marital status, and residential area significantly influence consumer awareness, while gender does not show a notable effect. Younger consumers, particularly those from urban areas, demonstrate higher awareness, reflecting the growing demand for affordable, fashionable accessories in these demographics.

Moreover, marketing activities, particularly social media ads and influencer promotions, play a pivotal role in increasing consumer awareness. These marketing strategies have proven to be highly effective in shaping consumer preferences and purchasing decisions. The results suggest that targeted marketing, especially digital campaigns, is essential for engaging different consumer segments and promoting artificial jewellery. Brands should focus on utilizing social media platforms, influencer endorsements, and in-store promotions to enhance consumer engagement and knowledge.

Ultimately, this study underscores the importance of understanding both demographic factors and marketing activities in crafting effective strategies to boost consumer awareness and influence purchasing behavior in the competitive artificial jewellery market.

Implications of the Study

The study highlights the need for personalized marketing strategies targeting specific demographic groups, particularly by age, income, and education. The strong influence of social media and influencer marketing suggests businesses should focus on digital platforms to increase visibility and attract more customers.

Limitations of the Study

The use of convenience sampling may have introduced bias, limiting the generalizability of the findings to the broader population. Additionally, the focus on urban consumers may not fully capture rural consumer behavior and preferences.

Future Recommendations

Future research should use random sampling for a more representative sample and include both urban and rural areas to gain broader insights. Conducting longitudinal studies could also track changes in consumer awareness and behavior over time.

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Declaration

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