

# Product Involvement and Consumer Knowledge – A study with Special Reference to Branded Jewellery Consumers in Trivandrum District

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## *Abstract*

Today, the jewellery market has become a broad industry that consists of branded, non-branded, and online retailers. Branded jewellery can be considered a luxury and specialty good because a special purchasing effort is required. This paper examines consumer attitudes on the importance of knowledgeable purchase and the significance of product involvement in purchasing jewellery from branded retailers. To answer the questions of this research, a total of 100 consumers of Joy alukkas and Bhima Jewellers were selected using the quota sampling method. Descriptive statistics and Man-Whitney u test were used for this study. Consumer attitude was studied using consumer knowledge, and involvement was studied using product involvement. The research results demonstrate that the product involvement level among the consumers is very high. The consumers pay high importance towards knowledgeable purchasing so that they go through detailed information processing before purchasing. The study suggests that product attributes and precise information processing significantly influence consumers' purchasing process.

**Keywords:** Branded Jewelleries, Product Involvement, Information Gathering, Consumer Knowledge

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## **Introduction**

Jewelleries had eye-catching importance in all the ancient civilizations. As a continuation of these traditional customs, jewellery is still an integral part of human life. Today the jewellery market has become a huge business comprising branded jewelleries, non-branded jewellery retailers, and online retailer (Dauriz et al., 2020). With the rise of platinum, diamonds, and silver, jewellery became both a luxury good and a specialty good. Studies show a big difference in the buying behavior of luxury or specialty goods as opposed to the purchase of Fast Moving Consumer Goods (FMCG). With the proliferation of branded jewellery,

various parameters of branding and product became a decisive factor in determining retailers' competitiveness in the jewellery market. The importance or degree of relevance that the consumer possesses on the various elements in the purchasing decision is imperative in the purchasing process (Michaelidou & Dibb, 2008). This importance, or degree of relevance on product attributes, is referred to as consumer product involvement (Guthrie & Kim, 2008). Involvement comprises other sub-level involvement factors such as advertisement involvement, brand involvement, etc. Various studies suggest that consumer product involvement is one of the most important aspects of luxury and specialty

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goods purchasing. In this context, the study aims to examine the extent to which consumer product involvement affects consumers in the jewellery purchasing process. This study examines how much consumers are involved when buying jewellery from branded jewellery and analyzing the importance of consumer knowledge in purchasing process.

### **Rationale behind the Study**

Product involvement and high consumer knowledge are imperative ingredients in luxury and specialty goods purchases. Since branded jewellery products are categorised as both specialty and luxury goods, it is expected that consumers have a higher level of product involvement and enough consumer knowledge while making the purchase. However, in the context of Kerala so far, no such studies have been conducted that examine the role of product involvement and consumer knowledge with special reference to branded jewellery consumers. In this scenario, this study examines the importance of product involvement in purchasing decisions and the importance of consumer knowledge among branded jewellery consumers in Kerala with special reference to Trivandrum City.

### **Literature Review**

Noronha, (2017) has suggested that the branded jewelleries are being unique in a sense in which they attempts to educate the consumer about unethical practices, quality of products, significance of brand attributes etc. Branded jewelleries are differentiated from the non-branded jewelleries because of their brand values and brand positioning. Rafi and Rafi, (2015) argued that branded jewellery purchasing can be considered as speciality good, because a special purchasing effort and readiness to make an exceptional purchasing effort is an ingredient of branded jewellery purchase. Sudhanshu,

(2013) argued that typically luxury goods have some characteristics such as emotional appeal, reputation of the product and seller, craftsmanship etc. Minal, (2017) observed that emotional consciousness, brand and product brand credibility, craftsmanship of the jewellery maker are imperative factors in jewellery purchase decision. Hence it can be argued that branded jewellery is both speciality good and luxury good. Lin.,(2012) has argued that involvement is an imperative construct in luxury goods purchase. Apparently it is argued that luxury goods purchase is high involvement purchase were the degree of importance or relevance on product quality, functional value, and symbolic value will be very high. Liang, (2012) argued that consumer product involvement is the degree of relevance on various product attributes. More the involvement, the ideally consumer might be highly knowledgeable. Kinley et al., (2014) in their study titled "shopping behaviour and the involvement construct", apparently it is argued that, high involvement in purchasing decision is influenced by the degree of relevance of the product with personal values, needs and interest. Hanzaae.,and Ghafelehbashi.,(2012) Product involvement can influence the decision making process regarding a product, the extent to which consumers will search for information about the product, the timing in adoption of the product, the manner in which the consumers' attitudes and preferences regarding the product are influenced, the consumers' perceptions of alternatives in the same product category and brand loyalty. From the above literature, it can be concluded that product involvement is a significant construct in purchase decision regarding a specialty good. In addition, the literatuers shows that information gathering helps the consumers to make knowledgeable purchase decision. In a nutshell, the

literature validates the inexorable role of product involvement and consumer knowledge in purchase process of specialty or luxury goods.

### **Research Aim**

The research examines how much the branded jewellery consumers are involved in their purchase decision in terms of product involvement and how consumer knowledge level influences the purchase decision.

### **Research Questions**

1. How is the product involvement level of consumers of branded jewellery in Trivandrum?
2. How is the consumer's attitude on consumer knowledge required for purchasing?

### **Research Objectives**

1. To examine the level of product involvement among the branded jewellery consumers in Trivandrum
2. To analyze the attitude on consumer knowledge while making purchase decisions.

### **Hypotheses of the Research**

$H_0$ : There is no significant difference in product involvement level among branded jewellery consumers

$H_0$ : There is no significant difference in attitude on consumer knowledge among branded jewellery consumers

### **Significance of the Study**

Consumers have a higher degree of involvement; ideally, a consumer might be a knowledgeable consumer, making the best purchase decision. A higher level of knowledge helps the consumer to reduce the post-purchase dissonance. The study discusses the degree of product

involvement and the consumer attitude on being a "Knowledgeable Consumer" while making a purchase decision. The study aims to add some new perspectives to the existing pieces of literature on luxury as well as specialty goods purchasing based on the branded jewellery consumers in Trivandrum.

### **Research Design**

#### **Database Design**

Data required for this study were collected from secondary and primary sources. The secondary data collected from those articles which detail consumer involvement, jewellery buying behaviour, branded jewellery purchasing, luxury purchasing, and specialty goods purchasing. In order to collect secondary data, the researcher has used various research journals, research repositories, and websites. Only those articles that had published after 2000 were considered for this study. The primary data for this study were collected through a structured questionnaire. Primary data were collected from the branded jewellery consumers in Trivandrum city.

#### **Measurement Design**

Five point rating scale ranging from 5 to 1 was used as scale for the measurement. This scale which begins from "Extremely important" to "Not at all important" was used for the study.

#### **Sampling Design**

The population of the overall branded jewellery consumers is unknown; a non-probability sampling method was used for collecting the data. Judgemental Quota sampling was used as the sampling method. A total of 100 samples were selected for the study. Two branded jewellery, namely Joy Alukkas, Bhima were chosen for the study based on their market share.

Fifty respondents from each jewellery were selected for the study. Equal quotas were assigned to different categories since the population is homogenous. According to Cochran (1977), 386 is the minimum sample size for the unknown population. Since it is a pilot study, 25% of the actual sample is more than enough (Whitehead et al., 2015). Hence the researcher has used 100 samples for the study. The confidence level was 95%. The level of significance was 0.05%.

**Statistical Design**

In this study, the researcher has used descriptive statistics such as mean, median, mode and standard deviation.

For testing the hypothesis, since the data is collected through non probability sampling method non-parametric test were used for the study. Man-Whitney u Test was used for the analysis.

**Discussion and Analysis**

This part of the study deals with the statistical analysis and hypotheses testing of this research. The statistical analysis was conducted using descriptive statistics. Hypotheses testing were done using Mann-Whitney U test for two consumer groups. The test was conducted with the help of the Statistical Package for Social Science (SPSS) version 2017.

**Table 1**  
Descriptive Statistics of Product involvement

	Mean	Standard Error of mean	Median	Mode	Standard deviation
Importance on Product Quality	4.45	.06	4.00	4.00	.60
Importance on Product Design	3.90	.08	4.00	3.00	.81
Importance on Product Purity	3.90	.08	4.00	3.00	.81
Importance on Product Design	3.47	.10	3.00	3.00	1.04
Importance on Price Tag	3.74	.07	4.00	3.00	.76
Importance on Hall Marking	4.23	.07	4.00	4.00	.72
Importance on Price Denomination	3.33	.10	3.00	3.00	1.00
Importance on Metal Combination	3.52	.10	3.00	3.00	1.06

Source: Primary data

Table 1 shows that that the highest mean value is for product quality and the lowest mean value for the level of prize denomination. The overall mean score value calculated as 3.8175. This mean value indicates that the level of

consumer product involvement among the all respondents is somewhat near to very important. Hence it can be inferred that among branded jewellery consumers, product involvement level is almost somewhat near to very important.

**Table 2:**

Overall Descriptive Statistics on the degree to which consumers perceive themselves to be knowledgeable

	Mean	Standard Error of mean	Median	Mode	Standard deviation
Importance on collecting the required information before the purchase	4.02	.07	4.00	4.00	.71
Importance on being a knowledgeable consumer while making the purchase	3.86	.06	4.00	4.00	.66
Importance for collecting required information so that post purchase dissonance can be reduced.	3.51	.05	4.00	4.00	.52
Importance on being an opinion leader for others.	2.51	.09	3.00	3.00	.98
Importance on information collection for reducing perceived risk	3.71	.06	4.00	4.00	.65

Source: Primary data

The table 2 shows that the highest mean value is noted for opinion on information collection before making purchase. The mean value is 4.0200, indicating that the consumers are highly important in collecting necessary information before making the purchase. The consumers are given importance for being knowledgeable consumer while making the branded jewellery purchase. Respondents opined that extensive information is a necessity to reduce post-purchase dissonance. The mean value for this is 3.5100, which indicates that consumers give somewhat very important for collecting the necessary information to minimize post-purchase dissonance. The overall mean score for the consumer opinion on perceiving themselves as knowledgeable is 3.522. This mean value indicates that among

the branded jewellery consumers, the importance of being a knowledgeable consumer is moderately high.

**Hypotheses Testing**

H<sub>0</sub>: There is no significant difference in product involvement level among the two branded jewellery consumer groups

H<sub>0</sub>: There is no significant difference in attitude on consumer knowledge among the two branded jewellery consumer groups

In order to test the hypothesis Man Whitney U test was used. The Man Whitney test is used to analyze the samples from two different categories. Here the consumers belongs to two different jewellerys are categorized as two different groups.

**Table 3**  
Rank- Product Involvement

	Branded Retailer Name	Number of Samples	Mean Rank	Sum of Scores
Importance on Product Quality	Joy Alukkas	50	50.74	2537.00
	Bhima Jewellery	50	50.26	2513.00
	Total	100		
Importance on product durability	Joy Alukkas	50	50.50	2525.00
	Bhima Jewellery	50	50.50	2525.00
	Total	100		
Importance on product purity	Joy Alukkas	50	50.50	2525.00
	Bhima Jewellery	50	50.50	2525.00
	Total	100		
Importance on product design	Joy Alukkas	50	51.35	2567.50
	Bhima Jewellery	50	49.65	2482.50
	Total	100		
Importance on price tag	Joy Alukkas	50	50.37	2518.50
	Bhima Jewellery	50	50.63	2531.50
	Total	100		
Importance in hallmarking	Joy Alukkas	50	50.57	2528.50
	Bhima Jewellery	50	50.43	2521.50
	Total	100		
Importance on price denomination	Joy Alukkas	50	57.99	2699.50
	Bhima Jewellery	50	47.01	2350.50
	Total	100		
Awareness on metal combination	Joy Alukkas	50	50.50	2525.00
	Bhima Jewellery	50	50.50	2525.00
	Total	100		

Product Involvement is the target variable that is comprised by the eight constructs as mentioned in the table 3. The Man-Whitney U test is conducted by taking Branded Retailer Name as the grouping variable.

**Table 4**  
Ranks – Product Involvement

	Branded Retailer Name	Number of Samples	Mean Rank	Sum of Ranks
Product Involvement	Joy Alukkas	50	51.43	2571.50
	Bhima Jewellery	50	49.57	2478.50
	Total	100		

Source : Primary data

**Table 5**  
Test Statistics Product Involvement

	Product Involvement
Mann-Whitney U	1203.50
Wilcoxon W	2478.50
Z	-3.32
P Value	.746

Table 5 shows that the overall P value (Asymp. Sig. 2-tailed) for product involvement is .746. Since the p-value is greater than 0.05, the null hypothesis can be accepted. i.e., there is no significant difference in product involvement level among the two groups of consumers. For both the consumers of Joy alukkas and Bhima, the product involvement level stands somewhat important in their purchase decision.

**Table 6**  
Ranks Consumer Knowledge

	Branded Jewellery Retailer Name	Number of Samples	Mean Rank	Sum of Ranks
Importance on collecting the required information before the purchase	Joy Alukkas	50	51.52	2576.00
	Bhima	50	49.48	2474.00
	Total	100		
Importance on being a knowledgeable consumer while making the purchase	Joy Alukkas	50	50.00	2500.00
	Bhima Jewellery	50	51.00	2550.00
	Total	100		
Importance for collecting required information so that post purchase dissonance can be reduced.	Joy Alukkas	50	50.26	2513.00
	Bhima Jewellery	50	50.74	2537.00
	Total	100		
Importance on being an opinion leader for others.	Joy Alukkas	50	51.38	2569.00
	Bhima Jewellery	50	49.62	2481.00
	Total	100		
Importance on information collection for reducing perceived risk	Joy Alukkas	50	53.33	2666.50
	Bhima Jewellery	50	47.67	2383.50
	Total	100		

Consumer Knowledge is the target variable that is comprised by the five constructs as mentioned in the table 6. The Man-Whitney U test is conducted by taking Branded Retailer Name as the grouping variable.

**Table 7**  
Ranks consumer Product Knowledge

	Branded Retailer Name	Number of Samples	Mean Rank	Sum of Ranks
Consumer knowledge	Joy Alukkas	50	52.25	2612.50
	Bhima Jewellery	50	48.75	2437.50
	Total	100		

**Table 8**  
Test Statistics- Consumer Knowledge

	Consumer Knowledge
Mann-Whitney U	1162.500
Wilcoxon W	2437.500
Z	-.611
P- Value	.542

Note: Branded Retailer Name is considered as the grouping variable.

Table 8 shows that the P value is .542 (Asymp.Sig-2-tailed) is greater than 0.05. As the p-value is higher than 0.05, then the null hypothesis can be true. Hence it can be stated that there is no significant difference in attitude on consumer knowledge among branded jewellery consumers. It is can be inferred that the consumer knowledge or information gathering is important for both consumer groups in their purchase decision.

**Conclusion**

As jewellery becomes significantly central to people’s fashion and lifestyle, it is important to understand how the different product attributes and consumer knowledge sway the consumer’s forethought on their purchase decision. The study is congruous with the earlier studies that argue that consumer product involvement has substantial repercussions on the purchase decision of specialty goods. The literature also says that typically

consumers have a high level of knowledge while making a luxury goods purchase. The results of the study show that for the consumers of branded jewellery, product involvement is an important construct in their purchase decision. As the results show, product involvement is important for the consumers; consequently they usually go through detailed information gathering. As a result of detailed information gathering, the consumers become knowledgeable consumers to make the best purchase decision and minimize post-purchase dissatisfaction. The study validates that product involvement and consumer knowledge are two important constructs in purchasing decisions regarding branded jewellery consumers.

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