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The parameters impacting the imitation jewellery sector and its wide-ranging legitimacy in Indian society:- A statistical analysis

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ABSTRACT
This study focuses on the variables responsible for the growth of India's artificial jewellery market. The Research highlights the acceptability of these jewellery items and their related success criteria. The study focuses on customer orientation towards such products. The operational statistical analysis is logistic regression, which identifies the variables impacting the overall market concerning customers' viewpoints. The primary variables focused on in the study are trends, cost effect and purchases.

Introduction
Artificial adornments(Jewellery), or outfit or style gems, allude to frills made with non-valuable materials intended to look like simple or delicate adornments. These pieces are commonly more reasonable, contrasted with their valuable metal and gemstone partners. They resemble actual Jewellery in appearance but are suggestively less expensive and more accessible. Artificial Jewellery is appropriate for wearing at countless ceremonies. These jewellery pieces are chosen and guided for purchase according to preferences and clothing choices. Customers take it as their first choice because of the following features: it is easy to wear, relaxed, holds up well, and never smudges easily. They are adaptable in addition to liveliness with innumerable attires and elegances. Lastly, they are easy to manage and do not need special care. The marketplace length of synthetic Jewellery is the entire cost of synthetic jewellery sales on a specified date. The reports of Market Research Future clearly state the progressive condition of the imitation jewellery market, anticipated to accomplish around USD 22 billion in the forthcoming year of 2027. India is the key player in this market and plays a vital role in the business. India plays a vital role in this market. The innovative internet sales technology offers a novel avenue for economical sales of such items. Contemporary younger consumers represent a novel category of preference-driven clientele in the fashion industry. The ornaments they choose often reflect their identities and values, making it essential for brands to engage with them meaningfully. This shift in consumer behaviour necessitates reevaluating marketing strategies to ensure they resonate with this discerning demographic. We have introduced rings, necklaces, and bracelets using German silver, a novel material, reflecting the newest market trend of cost-effective pricing.

LITERATURE REVIEW
According to (Matricano & Vitagliano,2018), For the factors stated above, it appears fair at this point to limit the scope of studying to the ornament business, which, as one may assume, has unique phenomena and it is performed to demonstrate whatever had been said previously about the product, cost, dealer, and advertising. As suggested by (Caniato et al.,2008), The two distinct types of drivers were derived from the studied literature to understand better the characteristics of the companies and their goods that most influence how demand and retail are handled. According to (Seligman,2015), focusing on functionality and aesthetics compels us to continue studying how provincial societies brought over and modified different basic supplies for novel purposes. As suggested by (Traquair,1938), Several heart pendants stamped R.C. were discovered, indicating that Montreal silversmiths had replicated them and, coincidentally, found, indicating that Montreal silversmiths had repeated them and, coincidentally, that these items were still in use around the last decade of the 18th century. According to (Durga Prasad,2010), While a jeweller designer is accredited, they should be bound by specific rules. They must ensure the uniformity of the jewels they receive straight from the designer.

Furthermore, they must ensure the purity of the entire production, which they supply to hallmarking marking facilities for hallmarking motives. This Jewellery must be inspected by a certified jeweller for quality assurance. As suggested (Bycroft & Dupré,2018), The expanding worldwide commerce in gems shaped all these advancements in science and technology, artwork, style, and even scientific knowledge. As suggested (Rijks,2018) subsequently will discover in the following paragraphs, jewel gratitude has evolved from seminars to galleries. Mixing studios and gatherings by artificer accumulators were significant in the emergence of technique gratification in Antwerp City.

As suggested by (Grant &Taylor,2004), Such ' togetherness' was brought about by a hesitant business through activities that included nonprofit organizations and governmental administrations concerned about the business's indifference to its contributions to the economy—violence inspired by precious stone diamonds. As suggested by(Wenar,2011), A Decontaminate Commerce strategy framework applies to nations where powerful autocracy or government weakness renders democratic control over commodities unattainable. Several Clean Trade initiatives, as outlined further down, are intended to address these problems. As Suggested by (Fromm,2011), Throughout over 10,000 decades. Silver has been

extensively harvested, processed, and utilized in decorations and dishes, commerce, and for the backbone underlying systems of money. As suggested (Corti,2021), These also have centred on better investment casting alloys or firmer (more rigid) metals, tho alloys appropriate for manufacturing technologies (or "3D printing") new tech attracted attention.

As discussed (Yap & Yeong, 2014), In the development timing, it is crucial to address several factors, including gathering information, architectural and simulation resources, and dimension limitations encompassing model fragmentation and hand fabrication methods in the ornamentation process. According to(Carrigan et al.2016), The ecological damage caused by gemstone jewellery manufacturers neglecting gem/mineral attribution throughout initial development indicates the necessity for more accountable procuring rules and/or ecological compliance requirements. According to (Rastogi & Pande,2024), An integral part of content marketing is using social media to disseminate information about the business and its goods while simultaneously inspiring customers with original narratives and ideas. Retailers have begun to employ social media managers to keep up with their online presence on various social media platforms. In jewellery shows, retailers use modern presentation techniques to showcase VR technology for display. They placed in their stalls to attract buyers' attention to jewellery items. Fashion and price dictate market trends, reflecting an increasing desire for inexpensive, trendy Jewellery. Material and production process innovation saves costs without losing aesthetics. Literature research examines artificial jewellery materials, methods, and market trends. Trendy, inexpensive items often contain metals, polymers, and resins, according to studies. In jewellery manufacture, sustainable materials and new design technologies are used. We study consumer preferences, traditional vs. contemporary manufacturing processes, and sustainability problems. To ensure cost-effectiveness and profitability, the fake jewellery firm has to have a thoughtfully arranged budget.

RESEARCH METHODOLOGY

Logistic regression is used to study the collected data. The sample collected in Gujrat city was in Rajkot society, where the sample size comprises ladies and girls who are the main participants in this Research—the respondents' choice selects the time taken for data collection and complete care is taken on the requirement availability known as a relaxed time of respondent for generating relaxed thoughts and providing the clean without noise data. Respondents are advised not to use mobile phones during interview sessions. Simple Random sampling was considered for developing the sample.

STATISTICAL TABLES AND ANALYSIS

Case Processing Summary Table 1

Unweighted Cases[a]		N	Per cent
Selected Cases	Included in Analysis	50	100.0
	Missing Cases	0	.0
	Total	50	100.0
Unselected Cases		0	.0
Total		50	100.0

The Case Processing Summary table provides facts such as the total number of cases examined and the number of absent mathematical data. Examined is the table guide for every data point to guarantee no empty field in the data processing and procurement sheet for further analysis.

Dependent Variable Encoding Table 2

Original Value	Internal Value
no purchase	0
purchase	1

Table 2 provides information on the codification of data.

Classification Table 3

Step 0	purchase	no purchase	0	9	.0
		purchase	0	41	100.0
	Overall Percentage				82.0

Table 3. Overall prediction for the model secures 82 per cent correct prediction and ensures a high accuracy rate for predictions, allowing us to proceed to more tables for examination.

Variables in the Equation Table 4

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 0	Constant	1.516	.368	16.969	1	.000	4.556

Table 4. It has a p-value of 0.000, proving that the model qualifies for more analysis. The Equation in this model stands fit, and further computations can be analyzed.

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Variables not in the Equation					
			Score	df	Sig.
Step 0	Variables	price of jewellery(1)	25.286	1	.000
		variety	.007	1	.935
	Overall Statistics		25.392	2	.000

Table 5's. Pricing strategies are influenced by various factors, including aspects such as the cost of materials, the design's intricacy, the brand's reputation, and the market's demand. Price strategy helps firms maintain their profitability while appealing to consumers who are concerned with their sense of style. According to the study's findings, the price of Jewellery is substantial (.000), and the diversity of imitation jewellery does not make a difference; the price is a significant factor for buyers to consider when purchasing. In the market for imitation jewellery, pricing issues are more important than variety in

consumer preference.

Omnibus Tests of Model Coefficients				
		Chi-square	df	Sig.
Step 1	Step	19.854	2	.000
	Block	19.854	2	.000
	Model	19.854	2	.000

Table 6 results indicate a significance level of .000, with a positive chi-square value. The statistical significance confirms that our model is well-suited for further statistical inference. The current model demonstrates a superior alignment compared to the base model.

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	27.286[a]	.328	.537

Table 7 The model summary shows elevated values that further validate the model's suitability for analysis.

Classification Table[s]					
			Predicted		
			purchase		Percentage Correct
	Observed		no purchase	purchase	
Step 1	purchase	no purchase	6	3	66.7
		purchase	1	40	97.6
	Overall Percentage				92.0

Table 8 shows a 92% model accuracy and a fit model to predict.

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	price of jewellery(1)	-4.489	1.284	12.224	1	.000	.011
	variety	-.306	.666	.211	1	.646	.736
	Constant	3.242	1.591	4.152	1	.042	25.592

Table 9 It would appear from this that the market worth (price) of synthetic Jewellery is rather substantial. This guides the buyer toward a purchase. Customers will have difficulty selecting just one option from the many available choices since the pool of choices is extensive. Rather than searching for various styles, buyers in the fashion jewellery industry tend to follow trends. Adding too much variety might decrease demand if most buyers are fixated on select trendy types, like minimalist gold hoops. The model summary shows significant values for (the price of Jewellery), further validating the model's suitability for analysis.

CONCLUSION

The research outcome is not the variety that affects customers' purchase intentions but the pricing factor that impacts the market. The cost of manufacturing and the price of artificial Jewellery ready for retail are crucial factors in the artificial jewellery market. Customers' thoughts or cognitive processes are cheaper products and quantities when buying imitations. Customers may place more value on price and durability when it comes to imitation jewellery than on variety. There is a possibility that diversity will not significantly impact purchase decisions if the price point and quality remain stable.

RECOMMENDATIONS

To upsurge the reach within the market and customers' varied locations and to enhance product offerings, use email marketing, social media sites like Facebook and Instagram, and customer feedback questionnaires and a statistical feedback mechanism can be derived for product selling and Research and developmental portfolios. Advertising should be economically implemented on networking websites to reach particular groups of people locally and globally, thereby improving brand recognition. Analyse website statistics to improve marketing tactics and a variety of informed pricing and market policy choices. Customise offerings and amenities of artificial Jewellery following competition and consumer inclinations. Establish a systematic and cost-effective budget schedule to optimize revenue and transformative expenses. Adapt goods and services to the needs of the market and consumer preferences. Keep your budget organized to maximize profits, financial returns, and business-changing costs. Customise offerings and amenities of artificial Jewellery following competition and consumer inclinations. Spend your money on promoting tactics that encourage market-hooked plus acquisition. For optimal distribution of manufacturing costs and to enhance the value of capital, analyze and revise the finances regularly, regularly employing the marketing information system.

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