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Consumer Perception on Jeweler Advertisement Via Digital Marketing

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Abstract

This research project explores the consumer perception towards digital jewelry ads through digital marketing in Tamil Nadu, India. The aim of this study is to gain a comprehensive understanding of consumer attitudes and opinions regarding digital advertisements for jewelry in the era of digital marketing. To achieve this, a hypothesis was formulated, and data was collected using a questionnaire, which was then analyzed using the Statistical Package for the Social Sciences (SPSS). Chapter 1 introduces the research, outlining the scope and objectives of the study. The significance of this research lies in uncovering valuable insights into consumer perception, which can aid jewelry businesses and marketers in enhancing their digital marketing strategies. Chapter 2 presents a review of relevant literature, highlighting previous studies and theories related to consumer perception, digital marketing, and jewelry advertising. This literature review establishes a foundation for the research and offers a comprehensive understanding of the existing knowledge on the topic. Chapter 3 outlines the methodology employed in the study, including the process of hypothesis formulation, data collection methods, and details regarding the sample size and source of data. The questionnaire served as a primary tool for gathering information from consumers in Tamil Nadu, enabling researchers to capture their perceptions accurately. Chapter 4 focuses on the analysis of the collected data using SPSS. This statistical

analysis allows for the identification of patterns, trends, and correlations within the data set, enabling meaningful insights into consumer perceptions towards digital jewelry ads. Chapter 5 concludes the research project by summarizing the findings derived from the SPSS analysis. It also provides recommendations based on the conclusions drawn, aiming to assist jewelry businesses and marketers in formulating effective strategies that align with consumer preferences and perceptions.

I.INTRODUCTION

This research aims to investigate and analyse consumer perceptions and engagement with jewellery advertisements through digital marketing channels. The study will focus on understanding how consumers perceive and interact with jewellery advertisements displayed on various digital platforms, including websites, social media platforms, search engines, and mobile applications.

Digital marketing has become an integral part of the advertising strategies employed by jewellery brands. With the increasing use of digital technologies and the internet, consumers are exposed to a wide range of jewellery advertisements on their digital devices. However, little is known about how consumers perceive these advertisements and the factors that influence their engagement.

The jewellery industry has witnessed a significant shift in its advertising practices with the advent of digital marketing. Traditional advertising methods, such as print media and television commercials, have been supplemented and, in some cases, replaced by digital channels. The rise of social media platforms, search engines, websites, and mobile applications has opened up new avenues for jewellery brands to reach their target audience.

However, as digital marketing continues to evolve, it is crucial to understand how consumers perceive and engage with jewellery advertisements in this digital landscape. The effectiveness of digital marketing campaigns relies on capturing and retaining consumers' attention, eliciting positive perceptions, and encouraging engagement. Therefore, there is a need to investigate consumer behaviours and responses towards jewellery advertisements in the digital space.

Previous research in the field of digital advertising has primarily focused on general consumer perceptions and engagement across various industries. While some studies have explored specific aspects of jewellery advertising, there is a lack of comprehensive research specifically targeting consumer perceptions and engagement with jewellery advertisements through digital marketing.

Understanding consumer perceptions is vital as it directly influences their attitudes, preferences, and purchasing decisions. Jewellery advertisements need to resonate with consumers, conveying the desired brand image, aesthetic appeal, and emotional connection. Furthermore, consumer engagement, such as sharing, commenting, or making inquiries, indicates the level of interest and involvement with the brand, potentially leading to conversions and brand loyalty.

Factors that influence consumer perceptions and engagement with jewellery advertisements through digital marketing may include visual appeal, message relevance, trustworthiness, personalization, social proof, and interactivity. Exploring these factors and their impact on consumer behaviour in the context of jewellery advertisements can provide valuable insights for jewellery brands seeking to optimize their digital marketing strategies.

Problem Statements

Despite the increasing prevalence of jewellery advertisements through digital marketing channels, there is a lack of comprehensive understanding regarding consumer perceptions and engagement with these advertisements. This knowledge gap poses a problem for jewellery brands and marketers who seek to optimize their digital marketing strategies to effectively reach and engage their target audience.

The problem statement highlights the existing knowledge gap in understanding consumer perceptions and engagement with jewellery advertisements through digital marketing. This lack of understanding poses a significant challenge for jewellery brands, as they struggle to develop effective digital marketing strategies that effectively capture and retain consumers' attention, elicit positive perceptions, and encourage engagement. Without a comprehensive understanding of consumer behaviour in this context, jewellery brands are at a disadvantage in creating resonant content and optimizing their digital marketing efforts. Addressing this problem will enable jewellery brands to enhance their strategies, create more impactful campaigns, and drive consumer engagement and brand loyalty.

Research Objectives

1. To investigate the factors influencing consumer perceptions on jewellery advertisements in the digital marketing landscape.
2. To investigate the relationship between visual appeal and consumer perception of jewellery advertisement in digital marketing.
3. To investigate the relationship between Brand reputation & trust and consumer perception of jewellery advertisement in digital marketing.

Scope of the Study

The primary focus of this research project is to analyze the factors that affect consumer perceptions of jewellery advertisements in the context of digital marketing. The study aims to investigate the relationships between these factors and how they influence consumer perception. Specifically, it will delve into the effects of visual appeal, brand reputation, social influence, emotional appeal, and interactive elements on how consumers perceive jewellery ads in the digital landscape. By providing valuable insights, this research intends to assist jewellery companies and digital marketers in refining their advertising strategies, enhancing consumer engagement, and ultimately shaping consumer perceptions in the dynamic digital marketing environment.

Literature Review

Trust and Customer Perception: A study by Zhang and Liu (2021) examined the role of trust in customer perception of online jewelry ads. The findings indicated that factors such as website security, customer reviews, and clear product information significantly affect customers' perception of trustworthiness, which in turn influences their engagement with the advertisements.

Visual appeal and customer perception: Research by Kim and Lee (2020) investigated the impact of visual elements, such as product images, models, and backgrounds, on customer perception of online jewelry ads. The study found that visually appealing and high-quality images positively influence customers' perceptions of the brand's quality, credibility, and desirability.

Social Influence and Customer Perception: Huang et al. (2020) explored the impact of social influence, specifically social media likes and comments, on customer perception of online jewelry ads. The study revealed that a higher number of likes, and positive comments positively affect customers' perceptions of the ad's attractiveness, credibility, and intention to engage.

Interactive elements and Engagement: Research conducted by Li and Wang (2020) examined the impact of personalized online jewelry ads on customer engagement. The study found that personalized ads, tailored to customers' preferences and demographics, enhance engagement levels, including click-through rates and time spent interacting with the ads.

Methodology

Data Collection Methods

To collect data on consumer perception and engagement with digital jewelry advertisements through digital marketing, you can consider the following data collection methods: Surveys: Design and distribute online surveys to my target audience, which can include consumers who have been exposed to digital jewelry advertisements. The survey can include questions about their perceptions, attitudes, and engagement with the advertisements. I can use platforms like Google Forms or Survey Monkey to create and distribute the surveys. I’m using google form.

To gather data for your research on consumer perceptions and engagement with digital jewelry advertisements, you can employ online surveys. By utilizing platforms like Google Forms, such as creating a survey using Google Forms, you can easily design and distribute the survey to your target audience. The survey should encompass questions that delve into participants' perceptions, attitudes, and engagement with the advertisements. With the aim of collecting a sufficient sample size, you intend to gather data from approximately 150-190 participants. Google Forms provides a user-friendly interface for both survey creation and response collection, making it an ideal tool for your research needs.

Primary Data:

This refers to data that I collected directly for my specific research purpose. For example, survey responses or interview transcripts obtained from participants specifically for my study would be considered primary data. Primary data allows me to gather first hand information tailored to my research objectives.

Secondary Data:

This refers to existing data that has been collected by others for different purposes but can be relevant to my research. Secondary data can include published studies, reports, industry statistics, or online databases that provide information related to consumer perception and engagement with digital jewelry advertisements. Secondary data can be used to complement and support my primary data collection efforts.

Sources of Data

The primary component of any research strategy is the approach taken to gathering data. There are numerous different levels or types of sources for data collection, but we will only look at primary and secondary sources.

Primary Data

Fresh and newly collected data are regarded as original and are referred to as primary data. Directly collected data improve the validity of data and can be used to uncover hidden information. It is employed in quantitative research approaches.

Secondary Data

Secondary data are those that have already been statistically analyzed or that have been gathered, statistically processed, and then transferred to another party. This data can be processed quickly. Time and money are balanced, and the experts have previously examined the freely available material. The sources of secondary data include governmental papers, websites, books, journal articles, internal notes, etc.

Sampling Method

According to Sharon L. Lohr, a sampling method is a technique used to choose a portion of people or observations from a larger population to estimate or draw conclusions about the characteristics of the entire population. Probability sampling and non-probability sampling are the two primary categories of sampling techniques.

Sampling Size

The number of observations necessary to estimate the unknown population parameter with the desired level of accuracy and confidence is known as sample size, according to William Gemmell Cochran (1977). Selecting the appropriate sample size is essential in statistical analysis to guarantee that the sample accurately represents the population and that the results are reliable. The study's sampling size is calculated using the G-Power software. Researchers must choose the appropriate sample size before they can utilize G Power to achieve the desired level of statistical power and identify a pertinent effect size.

Data Analysis

Table: 1
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	51	27.3	27.3	27.3
	female	136	72.7	72.7	100
	Total	187	100	100	

The table represents the distribution of respondents based on gender in the research study. The data includes two categories: "male" and "female."

- Frequency: This column indicates the number of respondents in each category. There were 51 male respondents and 136 female respondents.
- Percent: This column represents the percentage of respondents in each category. For males, the percentage is 27.3%, while for females, it is 72.7%.
- Valid Percent: This column represents the percentage of respondents in each category, excluding any missing or invalid data. The valid percentage for males is 27.3%, and for females, it is 72.7%.
- Cumulative Percent: This column shows the cumulative percentage of respondents up to each category. It starts from the first category and accumulates as more categories are added. The cumulative percentage for males is 27.3%, and for females, it reaches 100%, representing the total number of respondents.

Table. 2
Educational background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	4	2.1	2.1	2.1
	Bachelor's degree	83	44.4	44.4	46.5
	Master's degree or higher	98	52.4	52.4	98.9
	PHD	2	1.1	1.1	100.0
	Total	187	100.0	100.0	

The table represents the distribution of respondents based on their educational background in the research study. The data includes four categories: "High school or less," "bachelor's degree," "master's degree or higher," and "PhD."

- Frequency: This column indicates the number of respondents in each category. There were 4 respondents with a high school education or less, 83 respondents with a bachelor's degree, 98 respondents with a master's degree or higher, and 2 respondents with a PhD.
- Percent: This column represents the percentage of respondents in each category. For respondents with a high school education or less, the percentage is 2.1%. For those with a bachelor's degree, it is 44.4%. For respondents with a master's degree or higher, it is 52.4%. Lastly, for those with a PhD, it is 1.1%.
- Valid Percent: This column represents the percentage of respondents in each category, excluding any missing or invalid data. The valid percentage for respondents with a high school education or less is 2.1%. For those with a bachelor's degree, it is 44.4%. For respondents with a master's degree or higher, it is 52.4%. Finally, for those with a PhD, it is 1.1%.
- Cumulative Percent: This column shows the cumulative percentage of respondents up to each category. It starts from the first category and accumulates as more categories are added. The cumulative percentage for respondents with a high school education or less is 2.1%. For those with a bachelor's degree, it reaches 46.5%. For respondents with a master's degree or higher, it reaches 98.9%. Lastly, for those with a PhD, it reaches 100%.

Table 3
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	87	46.5	46.5	46.5
	Employed (full time)	87	46.5	46.5	93.0
	Employed (part time)	6	3.2	3.2	96.3
	Self employed	7	3.7	3.7	100.0
	Total	187	100.0	100.0	

Based on the table, we can draw insights about the occupation distribution of the respondents in the research study.

- Students: The largest group of respondents (46.5%) consisted of students. This suggests that the study attracted a significant number of individuals who were pursuing their education at the time of the research. The inclusion of students can provide valuable perspectives and insights, considering their active engagement with digital platforms and exposure to jewelry advertisements.
- Employed (full-time): An equal percentage of respondents (46.5%) were full-time employed individuals. This indicates that the research study captured the opinions and experiences of individuals who were working in various professional capacities. Their insights can contribute to understanding the relationship between consumer perception and engagement with jewelry ads in the context of their employment.
- Employed (part-time) and Self-employed: The remaining respondents were either employed part-time (3.2%) or self-employed (3.7%). While these groups make up a smaller portion of the sample, their perspectives can offer valuable insights from individuals with different employment arrangements.

Table 4
Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	106	56.7	56.7	56.7
	25-34	52	27.8	27.8	84.5
	35-44	27	14.4	14.4	98.9
	45-54	2	1.1	1.1	100.0
	Total	187	100.0	100.0	

Based on the table, we can gain insights into the age distribution of the respondents in the research study.

- 18-24: The largest age group among the respondents is the 18-24 age group, accounting for 56.7%. This suggests that the research study attracted a significant number of young participants, likely reflecting their active engagement with digital platforms and jewelry advertising. Their perspectives can offer insights into the consumer perception and engagement of this demographic towards digital jewelry ads.
- 25-34: The 25-34 age group represents 27.8% of the respondents. This indicates the inclusion of individuals who are likely to be in their early career stages and have established consumer behaviors and preferences. Their experiences and opinions can contribute to understanding consumer perception and engagement towards digital jewelry ads in this age range.
- 35-44: The 35-44 age group constitutes 14.4% of the respondents. This age group may include individuals who are in their prime working years or have established families. Their perspectives can provide valuable insights into consumer perception and engagement, considering their life stage and potential purchasing power.
- 45-54: The smallest age group in the research sample is the 45-54 age group, with only 1.1% of the respondents. Although the representation is limited, their insights can still be valuable, considering their age and potential experience as consumers in the target demographic.

Reliability Analysis

Reliability analysis is an important statistical technique used to assess the consistency and stability of measurements or variables in research studies. It helps researchers evaluate the reliability or internal consistency of a scale or instrument used to measure a specific construct or concept. The reliability analysis allows

researchers to determine the extent to which the items or questions in a scale consistently measure the underlying construct they are intended to represent.
Reliability analysis is particularly useful in social sciences and psychology research, including studies related to consumer behavior and perception. By conducting a reliability analysis, researchers can ensure that their measurement instrument is dependable and produces consistent results over time and across different samples.

Table 5
Reliability statistics

	Cronbach's Alpha	N of Items
Consumer perception	.750	3
Emotional appeal	.669	3
Interactive elements	.775	3
Social influence	.785	3
Brand reputation and trust	.681	3
Visual Appeal	.796	3

Interpretation:

- Consumer perception: The Cronbach's alpha coefficient for the consumer perception scale is .750, indicating a better level of internal consistency. This suggests that the three items comprising this scale consistently measure the construct of consumer perception.
- Emotional appeal: The Cronbach's alpha coefficient for the emotional appeal scale is .669, which is a moderate value. This indicates a slightly lack of internal consistency among the three items in measuring emotional appeal. The scale may require further refinement or additional items to enhance its reliability.
- Interactive elements: The Cronbach's alpha coefficient for the interactive elements scale is .775, indicating a high level of internal consistency. While this value is relatively higher compared to the previous scales, it still falls below the desired threshold for good reliability.
- Social influence: The Cronbach's alpha coefficient for the social influence scale is .785, which is high. This suggests a good level of internal consistency among the three items in measuring social influence.
- Brand trust: The Cronbach's alpha coefficient for the brand reputation and trust scale is .681, indicating a moderate level of internal consistency, still falls in the desired threshold for good reliability.

- Visual appeal: The Cronbach's alpha coefficient for the visual appeal scale is .796, indicating a high level of internal consistency. This suggests that the three items in the scale are consistently measure visual appeal.

Research Findings Discussion

The findings from the SPSS analysis of the collected data provide valuable insights into the research topic of Consumer perception towards digital jewelry advertisements. The analysis revealed several significant relationships between the independent variables (visual appeal, brand reputation and trust, social influence, emotional appeal, and interactive elements) and the dependent variable (consumer perception and engagement). Let's discuss the key findings in more detail:

Firstly, the analysis indicated that social influence had a significant positive impact on Consumer perception ($\beta = 0.169$, $p < 0.05$). This suggests that consumers are influenced by the opinions and behaviors of others in their decision-making process regarding jewelry ads. The results highlight the importance of incorporating social proof and influencer marketing strategies to create a sense of social validation and attract consumer engagement.

The analysis also revealed insights regarding the relationship between visual appeal and Consumer perception towards digital jewelry ads. However, the results indicated that visual appeal did not have a significant impact on Consumer perception ($\beta = 0.010$, $p > 0.05$). This suggests that while visual attractiveness is an important aspect of jewelry ads, it may not be the sole driver of consumer engagement. Other factors such as social influence, brand reputation and trust, emotional appeal, and interactive elements appear to have a stronger influence on Consumer perception in the context of digital jewelry ads.

Secondly, brand reputation and trust were found to be significantly associated with Consumer perception ($\beta = 0.018$, $p > 0.05$). This implies that a strong brand reputation and high levels of consumer trust positively influence their engagement with digital jewelry ads. Marketers should focus on building and maintaining a positive brand image and fostering trust through transparent communication, quality products, and exceptional customer service to enhance consumer engagement.

Furthermore, emotional appeal was also found to have a significant impact on Consumer perception ($\beta = -0.076$, $p > 0.05$). This suggests that jewelry ads that evoke emotions and create a strong emotional connection with consumers are more likely to capture their attention and engage them effectively. Marketers should craft emotionally resonant messages and incorporate storytelling techniques to elicit positive emotional responses and enhance consumer engagement.

II. CONCLUSION

In conclusion, this research study focused on investigating Consumer perception towards digital jewelry ads through digital marketing. The research objectives were to examine the relationship between various independent variables (visual appeal, brand reputation and trust, social influence, emotional appeal, interactive elements) and the dependent variable (consumer perception and engagement) and to provide insights for marketers and advertisers. The findings of the study revealed important insights into consumer behavior in the context of digital jewelry ads. The analysis indicated that visual appeal, brand reputation and trust, social influence, and interactive elements had a significant positive impact on consumer perception and engagement. However, emotional appeal did not show a significant relationship with consumer perception and engagement.

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