

**DIAMOND JEWELLERY BUYING BEHAVIOUR CONSUMER (STUDY
SPECIFIED TO COIMBATORE CITY)**

Ms. G. Pavithra, Ph.D. Research Scholar, PG & Research Department of Commerce, Sri
Ramakrishna College of Arts & Science. Coimbatore, TamilNadu. India

Dr. V. Nirmala Devi, Associate Professor and Research Supervisor, PG & Research
Department of Commerce, Sri Ramakrishna College of Arts & Science.
Coimbatore, TamilNadu. India

Abstract

For ages, diamond with its shine and dazzling features has a captive jewel market in India. Precious stone diamond wearing diamond is an integral part of Indian culture and among the elite and super elite it is a long cherished tradition of wearing diamond jewellery daily and during special occasions. The middle-income families always have an aspiration to own a diamond and they take all possible attempts to own at least a small diamond jewellery or article. Indian consumers consider wearing diamond as pride and mark of social symbol, specially during special occasion, religious festivals and during marriages. This research paper attempted to assess the diamond jewellery buying behaviour among different sections of the society i.e., super-elite, elite and non-elite i.e., middle income families. Primary data collected from the target group of 580 respondents (diamond buyers) in a specific geographical region i.e., Coimbatore district, which consists of 32 town panchayat, 12 census town and 2 municipalities. Authors applied judgmental sampling technique for collection of data from the target group respondents. The study provided understanding of all three segments of the diamond buyers expect the price of the precious stone to rise in future that in turn increases their asset value and add their social prestige to them. Marketers have to focus on the buyers sentiment towards owning diamond jewellery and try to cash-in on these buying practices, through adopting effective promotional and customer attracting strategies.

Key Words: Diamond, Jewellery, Social-Class

Introduction

Precious stone diamond wearing diamond is integral part of Indian culture and among the elite and super elite it is long cherished tradition of wearing diamond jewellery daily and during special occasions (Mehta, 2022). For ages, diamond with its shine and dazzling features have a captive jewel market in India (Baweja, 2024). Diamond jewelry market has experienced unprecedented growth over the past one decade. That is the reason that India is the second largest diamond consumer market in the world (Rego, 2024). India replaced China in natural diamond to become the world's second-largest diamond Jewellery market (The Economic Times, 2025). The diamond market share in the world rose from a mere 2 per cent in 2005 to 11 per cent. Between the years 2021 to 2022 diamond jewelry sales rose from US \$ 4.6 billion to US \$ 5 billion and it is expected to reach US \$ 8 to US \$ 9 billion in 2024.

The largest branded diamond market is primarily concentrated in metro cities and in tier I cities, small branded diamond houses in tier II cities and more than 1500 traditional diamond traders are operating across the country. In the past 25 years the organised retailers' share has risen from 2 per cent in 2000 to 40-50 per cent at present, of which the branded diamond retailers hold 35-40 per cent. Nearly 80 per cent of the diamond Jewellery demand is created in the tier I, II and III cities and middle to high end consumers' market share is expected to rise 20 per cent between 2022 - 2030. Besides this, the young aged consumers prefer to buy diamond through online stores. Diamond-studded Jewellery market is expected to rise from 14 per cent in 2020 to 18 per cent in 2023 and further expected to rise by 25-30 per cent in the next five years. Women consumers prefer owning natural diamond, which they got as gifts or purchased. And 57 per cent of diamond buyers prefer buying branded diamond paying higher premium price for the diamond they purchased (Rego, 2024).

Theme of the Article

Diamond is categorised as a highly luxurious and high value product in India mostly worn by the super-elite and elite section of the society. The middle-income families always have an aspiration to own a diamond and they take all possible attempts to own at least a small diamond jewellery or article. Indian consumers considered wearing diamond as pride

and mark of social symbol, specially during special occasion, religious festivals and during marriages. Modern-day diamond buyers are influenced by number of factors like: price, technology, brand, certification etc. This research paper attempted to assess the diamond jewellery buying behaviour among different sections of the society i.e., super-elite, elite and non-elite i.e., middle income families.

Literature Review

Meta-analysis supported the researcher in making a precision study based on literature analysis.

Panwala (2017) assessed the criteria the online shoppers of diamond jewellery considered. The study provided evidence that 20 per cent of the consumers prefer buying diamond online and they consider online retail stores as a source of information to understand the nature of diamonds available in the market, its price, design and compare brands. The consumers consider wearing diamond as a social status representation, so they prefer to wear diamonds during special occasions. Consumers consider the diamond price, design and trust towards the branded retailers influence their online shopping of diamond Jewellery. Muhesh and Brindha (2018) conducted a survey among 223 diamond jewellery buyers hailing in Coimbatore city to diamond buying criterion considered. The article elucidates that women in Coimbatore city are naturally have a love for diamond. Consumers pay more attention to the carat value, diamond clarity and brightness of the jewel while buying it. Women samples prefer buying diamond pendant, necklace, finger rings and ear rings. Begam and Selvam (2020) documented with the support of data collected from 300 Jewellery buyers across India. The article provided valuable input on the consumers' buying behaviour of gold, precious stones and gem jewels. The article revealed that consumers' prefer of buying jewelry is slowly shifting from buying traditional jewellery design to more modern and jewelry that are suitable to lifestyle needs.

Rana et al., (2021) documented that consumers buying behaviour of gold and jewellery are changing with the changing in need for owning jewelry, their desire for owning high value products, choice of jewel, design, value and technology applied in making the jewellery. Kamalasaravanan and Prasanth (2023) study claim that diamond jewellery consumers in Coimbatore prefer buying diamond to showcase their social status

and influenced by its functional value. Coimbatoreans buy diamonds to retain their family tradition and while buying diamond they pay more attention to the weight (carat), quality and trust towards their jeweller. Sejwal (2024) study summaries that consumers purchase of gold and precious stones purchased by Indians are influenced by combined factors like consumers social status, their emotional attachment with metal and gem stones and the culture of buying jewellery in the society. Deloitte (2025) reported that Indians in general buy gold for wedding and investment purposes i.e., buying gold coins and bars. Followed by gold, diamond is considered as second most prefer precious stone brought by Indians. Young consumers are more inclined to buy purchase of diamond Jewellery than buying gold jewellery.

Detail literature assessment supported the researcher in understanding the consumers' attitude and diamond purchase behaviour of the consumers in India which supported in framing the hypothesis and SEM (Structural Equation Model).

Methodology and Design

Research article is drafted with support of theoretical analysis and data analysis techniques, thus this article is both qualitative and quantitative in techniques. The suitable methodology for the study is observed to be explorative and explanatory in nature. Though diamond market is growing in India, still the buyers are restricted to selected section of the society (Mishra, 2024). Wide prevailing economic divide among Indian makes purchase of diamond a more luxury compared to owning a gold Jewellery (Diamond World, 2024). Prosperously growing middle-income families, estimated to 50 crores and above are considered as the potential segment of the current and future diamond jewel market in India(Vummidi.com, 2024). According to Frost & Sullivan report organised jewellery market is strong in South India, that was valued at ₹.65,500 crores in 2023, counting to 40 per cent of nation's jewellery market. There are more than two lakh traditional jewellers and diamantaires operating in this region (Mishra, 2023). The above discussed criterions is considered as the base for the sample population selection. Primary data collected from the target group of 580 respondents (diamond buyers) in a specific geographical region i.e., Coimbatore district, which consists of 32 town panchayat, 12 census town and 2

municipalities. Authors applied judgmental sampling technique for collection of data from the target group respondents.

Results and Discussion

Diamond buyers in India are segmented into three: Super Elite, Elite and the Non- Elites (consumers who have experienced socio-economic upliftment). Data discussion in this section provides a key understanding on the diamond buying behaviour among different segments of the consumers. Sample population of 580 diamond owners are distributed as 78.62 per cent women and 21.38 per cent men. Samples falls into different age groups i.e., 21-30 years (39.48 per cent), 31-40 years (14.48 per cent) and 41-50 years or more (25.17 per cent). Cent percentage of the samples are found to be well educated (either Under-Graduates, Post-Graduates or professional degree holders). The samples monthly earning mostly ranges above ₹.25,000. Samples population are found to be distributed as; elite section of the society (68.45 per cent), super elite (19.14 per cent) and non-elite (12.41 per cent).

TABLE: 1
PATTERN OF DIAMOND BUYING BEHAVIOUR AMONG
DIFFERENT SOCIAL CLASSES

Social Status	Super Elite	Elite	Non-Elite	Total
	N=111	N=397	N=72	580
Combination of Gold	99 (89.19)	301 (75.82)	72 (100)	472 (81.38)
Combination of Gemstones/Precious Stones	109 (98.20)	38 (9.57)	0 (0.00)	147 (25.34)
Combination of Platinum/Titanium	97 (87.39)	24 (6.05)	0 (0.00)	121 (20.86)
Combination of Non-precious Materials (Wood, Leather, Feathers, Beads, Glass etc.,)	12 (10.81)	36 (9.07)	0 (0.00)	48 (8.28)

Source: Primary Data

Note: Values in Parenthesis are in Percent

Elite section in the society is found to be well educated, rich and exhibit high purchasing power of high-value products. Data coded and classified infers that majority of the population 81.38 per cent in all three segments buy diamond in combination of gold i.e., jewellerries. Whereas, 98.20 per cent of the super-elite buy diamond jewels in combination i.e., studded with valuable precious gem stones, similarly, the super elite also

buy diamond studded platinum /titanium jewel and 10.81 per cent of super-elite also own various diamond studded article like: watches, wooden items, beads or glass items etc.).

TABLE: 2
PATTERN OF DIAMOND BUYING BEHAVIOUR AMONG
DIFFERENT SOCIAL CLASSES

Social Status	Super Elite	Elite	Non-Elite	Total
	N=111	N=397	N=72	580
Daily	75 (67.57)	169 (42.57)	24 (33.33)	268 (46.21)
Occasionally	0 (0.00)	72 (18.14)	24 (33.33)	96 (16.55)
During Festivals	24 (21.62)	72 (18.14)	24 (3.33)	120 (20.69)
Special Occasion (Attending Social Events)	12 (10.81)	0 (0.00)	72 (100)	108 (18.62)

Source: Primary Data

Note: Values in Parenthesis are in Percent

Diamond wearing practices among the samples are segmented and discussed. Daily usage of diamond was found that nearly 67.57 per cent of the super elite said that they daily wear diamond jewels, 42.57 per cent of the elite wear diamond jewels daily and 3.33 percent of the non-elite wear diamond jewels daily. On the otherhand portion of the samples in all three segment of the samples wear diamond on special occasion, occasional and during festival seasons.

TABLE: 3
TYPE OF DIAMOND PURCHASED AMONG
DIFFERENT SOCIAL CLASSES

Sl. No	Jewellery	Super Elite	Elite	Non-Elite	Total
		N=111	N=397	N=72	580
1.	Ear Studs	111 (100)	265 (66.75)	36 (50.00)	412 (71.03)
2.	Nose Pin	36 (32.43)	97 (24.43)	24 (33.33)	157 (27.07)
3.	Necklaces /Haram	12 (10.81)	84 (21.16)	12 (16.67)	108 (18.62)
4.	Pendent	61 (54.95)	109 (27.46)	24 (33.33)	194 (33.45)

5.	Finger Ring	74 (66.67)	193 (48.61)	36 (50.00)	303 (52.24)
6.	Bangles /Bracelets	37 (33.33)	97 (24.43)	0 (0.00)	134 (23.10)
7.	Watch	24 (21.62)	48 (12.09)	0 (0.00)	72 (12.41)
8.	Others	12 (10.81)	12 (3.02)	0 (0.00)	24 (4.14)

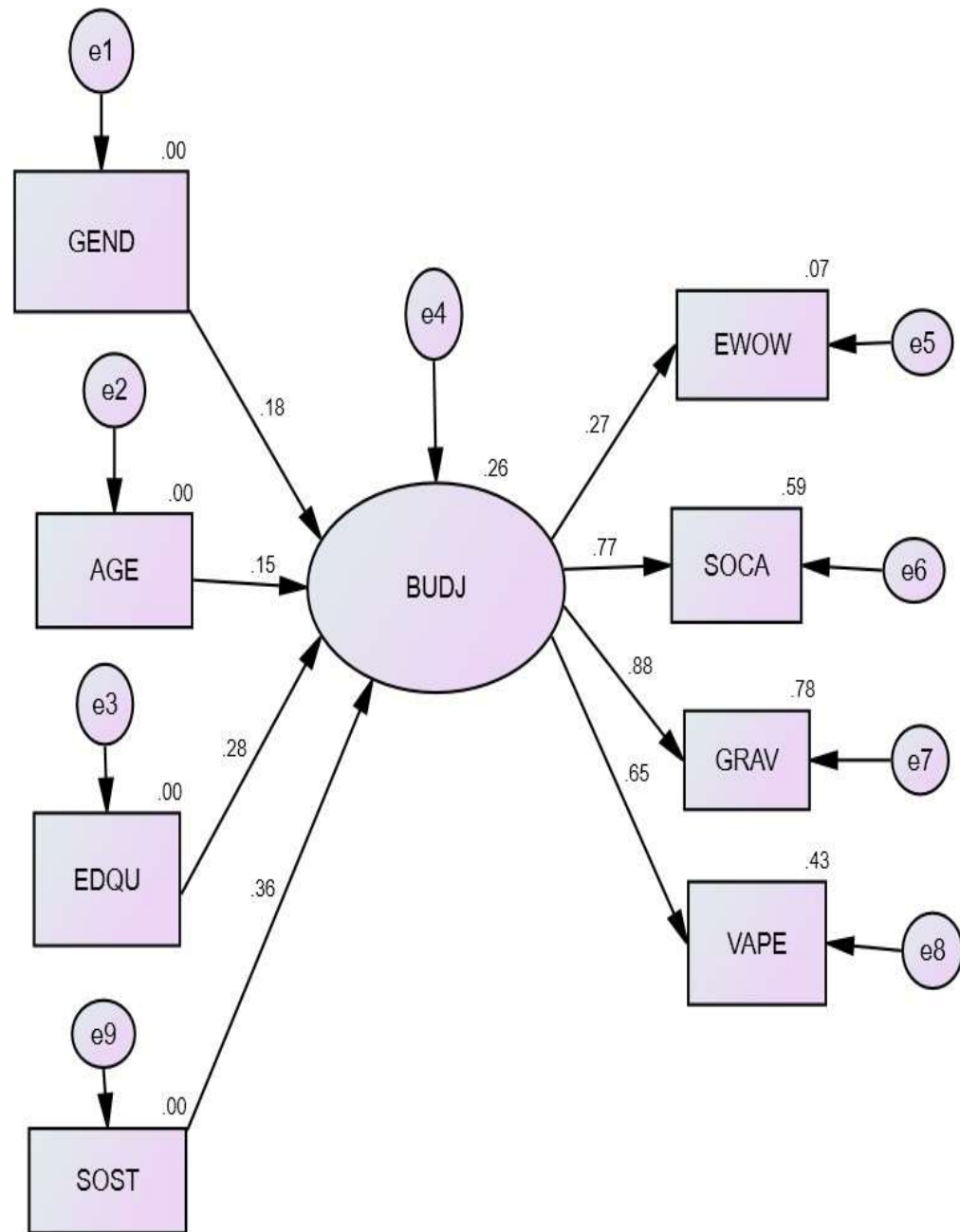
Source: Primary Data

Note: Values in Parenthesis are in Percent

Classified data revealed that majority i.e., 71.03 per cent of the samples in all three- segment own diamond ear-studs and 52.24 per cent of the samples own finger-rings. Further, it was observed of cent per cent of the Super-elite own diamond ear studs, 66.67 per cent own finger rings, 54.95 per cent own a nose pin, 33.33 per cent own diamond studded bangles/bracelets, 21.62 per cent own watches and just 10.81 per cent own various other diamond products. Large portion of elite segment buyers own diamond stones studded necklaces, pendent and finger rings. Non-elite also own diamond studded finger rings, pendent and nose pin, beside owning diamond ear - studs.

Above discussed literature reviews provided needed base for constructing the SE- Model. The SEM is performed aimed to find associations between motives for purchase of diamond among the Coimbatoreans are influenced by their demographic and social status.

**EXHIBIT: 1 CONFIRMATORY FACTOR ANALYSIS ASSOCIATION BETWEEN
 DEMOGRAPHIC AND SOCIO-ECONOMIC STATUS OF DIAMOND BUYERS AND THEIR
 ATTITUDE ON BUYING DIAMOND JEWELLERY**



Note: GEND-Gender, AGE-Age, EDQU-Educational Qualification, SOST-Socio-Economic Status, EWOW- Exhibit Wealth Owned, SOCA-Socio-Cultural Aspects, GRAV-Growth in Assets Value, VAPE-Value Perception and BUDJ-Buying Diamond Jewellery.

TABLE: 4
GOODNESS OF FIT STATISTICS

Goodness of Fit Statistics		Results
Absolute fit	Chi square (χ^2) of estimate model	57.674
Incremental fit	RMSEA	.004
	TLI	.919
	IFI	.901
	CFI	.900
Parsimonious fit	Parsimony fit (χ^2 /df)	2.884

Level of Significance: 5 per cent

For hypothesis testing, the proposed model with all measurement items from the CFA was estimated. The results in Table 1 revealed acceptable fit indices of the model; χ^2 = 57.647, $p < 0.001$, degrees of freedom =20; parsimony fit (χ^2 /df) = 2.884; GFI = 0.929; AGFI = 0.972; CFI =0.900; IFI = 0.901; RMSEA = 0.004.

TABLE: 5 STRUCTURAL
MODEL RESULTS

Hypothesis	Path			Standardised Estimates	C.R	Relationship
Association between demographic Status of the Coimbatorens and the motives for Purchasing Diamond Jewelleries	BUDJ	<---	AGE	.150	3.184	Significant
	BUDJ	<---	EDQU	.282	4.402	Significant
	BUDJ	<---	GEND	.180	3.583	Significant
Association between Social Status of the Coimbatorens and the motives for Purchasing Diamond Jewelleries	BUDJ	<---	SOST	.360	4.728	Significant
Inter-Correlations	EWOW	<---	BUDJ	.271	5.632	Significant
	SOCA	<---	BUDJ	.769	5.670	Significant
	GRAV	<---	BUDJ	.884	5.310	Significant
	VAPE	<---	BUDJ	.655	5.533	Significant

- Association between demographic status of diamond buyers and their motives on buying diamond jewelleries: BUDJ vs AGE ($\beta=.150$, $p=.001$), BUDJ vs EDQU ($\beta=.282$, $p=.000$), BUDJ vs GEND ($\beta=.180$, $p=.000$) are positively correlated and found to be significant at five percent.

- Association between demographic status of diamond buyers and their motives on buying diamond jewellerys and BUDJ vs SOST ($\beta=.360$, $p=.000$) are positively correlated and found to be significant at five percent.
- The intercorrelation of motives for buying diamond jewellerys as: EWOW vs BUDJ ($\beta=.271$, $p=.000$), SOCA vs BUDJ ($\beta=.769$, $p=.000$), GRAV vs BUDJ ($\beta=.884$, $p=.000$) and VAPE vs BUDJ ($\beta=.655$, $p=.000$) are positively correlated and significant.

The hypotheses framed stands accepted and it has been concluded that motives for purchase of diamond among the Coimbatoreans are influenced by their demographic and social status.

Findings and Conclusion

Daily usage of diamond among the samples were segregated as: super elite (67.57 per cent), elite (42.57 per cent) and non-elite (33.33 percent). Majority i.e., 71.03 per cent of the samples in all three-segment own diamond ear-studs and 52.24 per cent of the samples own finger-rings. Further, it was observed that cent per cent of the super-elite own diamond ear studs. Purposes stated by the consumers for buying diamond jewellerys are summarised as to exhibit wealth owned (27.10 per cent), as part of socio-cultural aspects (76.90 per cent), growth in assets value (88.40 per cent) and as value perception of diamonds (65.50 per cent). The study provided understanding the all three segment of the diamond buyers expect the price of the precious stone to rise in future that in turn increases their asset value and add their social prestige to them. Marketers have to focus on the buyers sentiment towards owning diamond jewellerys and try to cash-on these buying practices, through adopting effective promotional and customers attracting strategies.

Reference

- A Modern Love Affair with Lab-Grown Diamonds, Diamond World, 4th December, 2024.
- Anupam Rana, Himanshu Chauhan and Mayank Bhatia (2021), Perception & Behaviour of Consumers in Indian Gold and Diamond Jewellery Market: A Review, Rabindra Bharati Journal of Philosophy, Volume. No.23, Issue.No.12, ISSN: 0973-0087, PP: 101-110.
- <https://www.vummidi.com/blog/diamond-jewelry-market-india-stats-facts>
- India's Rising Demand for Natural Diamonds: A Shift in Global Market Dynamics, The Economic Times, 3rd March.
- Kamalasaravanan.S and Raja Prasanth.R (2023), A Study on Consumer's Preference towards Diamond Jewells in Coimbatore City, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT), Volume.No.3, Issue.No.15, ISSN:2581-9429(O), PP: 324-330, May.
- Lalatendu Mishra (2024), Tanishq Eyes High Double-Digit Growth in Diamond Jewellery Sales, The Hindu, 3rd December.
- Manisha Panwala (2017), Consumer Buying Behaviour of Diamond Jewellery- A Study for Surat, International Journal of Management and Applied Science, Volume.No.3, Issue.No.7, ISSN: 2394-7926, PP:57-67, July
- Muhesh.V and Brindha.S (2018), A Study on Customer Perception and Awareness Towards Diamond Jewellery in Coimbatore City, International Journal of Multidisciplinary Research and Development, Volume.No.5, Issue.No.4, ISSN: 2349-4182 (O), ISSN: 2349-5979 (P), PP: 129-135, April.
- Rheja Baweja (2024), Diamonds and Maharanis: More than Meet the Eye, Only Natural Diamond, 27th November, <https://www.naturaldiamonds.com/in/epic-diamonds-in/legacy-of-diamonds-and-maharanis-of-india/>.
- Saithani Begam .J and Ravi Selvam .G (2020), An Empirical Study on Customers' Attitude towards Branded Jewellery, International Journal of Management (IJM), Volume.No.11, Issue.No.4, PP: 977-985, April.
- Sonam Sejwal (2024), Study on Consumer Behaviour towards Indian Jewellery, International Journal of Commerce and Management Research, Volume.No.10, Issue.No.4, ISSN: 2455-1627, PP:32-38, July.
- Sparkling Success: Renaissance in India's gems and jewellery sector, Deloitte Report, January, 2025, <https://www2.deloitte.com/content/dam/Deloitte/in/Documents/consumer-business/in-cb-sparkling-success-noexp.pdf>
- Stephen Rego (2024), How India Became the World's Second-Largest Market for Diamond Jewelry, National Jeweler, 4th October.
- Toranj Mehta (2022), Diamonds Take Precedence at Indian Festivals, The Times of India, 24th September.