AN EMPIRICAL STUDY ON DETERMINING THE CUSTOMER AWARENESS LEVEL TOWARDS BRANDED JEWELLERY

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ABSTRACT

The gems and jewellery industry plays an important role in the Indian economy. India is one of the world's biggest customers of gold. The jewellery industry in India is largely unorganized at present with a small share of organized sector. But in the past few years the share of organised sector is increased very frequently. This may be possible due to the increasing level of awareness of branded jewellery. The objectives of the study are to determine the degree of awareness of branded jewellery among customers and provide the recommendation for increasing the level of awareness of branded jewellery among the customers. The result of the paper shows that the customers are moderately aware about the branded jewellery. The study suggests the jewellers the various measures for increasing the level of awareness of branded jewellery.

KEYWORDS: Customer awareness, Jewellery industry.

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