

RESEARCH STUDY ON FACTORS AFFECTING PURCHASE OF GOLD, SILVER OR DIAMOND JEWELLERY ONLINE

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ABSTRACT

This research study seeks to find the factors that affect the purchase of jewellery online. The study tries to explore the dependency of purchasing jewellery online on age, gender, education level, and income level. It also tries to find out the preference of customers with respect to the online or offline purchase of jewellery and the reasons for their choice. The main purpose of this study is to highlight the current trend in online purchase of jewellery and the reasons or factors leading to this trend.

KEYWORDS: *Jewellery, Preference, Authenticity, Trust, Quality*