



A Bibliometric Study On Branded Jewellery

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Citation: Sunita Yadav, et al. (2024), A Bibliometric Study On Branded Jewellery, *Educational Administration: Theory And Practice*, 30(4), 1694-1705, Doi:10.53555/kuey.v30i4.1733

ARTICLE INFO

ABSTRACT

The jewelry industry is one of the fastest emergent industries in the Indian Economy. Organized and unorganized both are increasing. In India, the unorganized sector has a large market share, and the industry sector has a small market share. But in the past few years, the organised industry has increased yearly. It may be due to the increasing level of awareness and preference for branded jewelry. The study aims to examine the relevance and progress of the branded jewelry concept in literature available in the Scopus database and retrieved 178 articles from the period (2000-2023) by searching the keywords jewelry, branded jewelry, and gold in the Title, Keywords, and Abstract fields as well. This study is based on bibliometric analyses. The maximum number of publications in the year 2023 is 36 publications. The most productive country is India. Analysis and visualization are done with the help of R Studio.

Keywords: Jewellery, Branded Jewellery, Gold and Gems.

Introduction

The gems and jewelry industry is an emerging forex-earner industry in the Indian economy. McKinsey & Company recently released a report that predicted this industry would have a “glittering future,” with the expectation of growing worldwide sales yearly at 5-6% up to 2020. The jewellery industry in India is highly unorganized with only 4% or 5% share as organized, so it provides an opportunity for foreign players to enter the Indian market. There are a number of players who are occupied in the organized sector such as Gitanjali Group (Asmi, Nakshtra, and Gilli), Tata (Tanishq), Peacock Jewelers Private Ltd (carbon) etc. Multi-national jewellery brands such as Tiffany, Bvlgari, Christian Dior, Harry Winston and Zales are all said to be interested in approaching India following the Government's decision to permit foreign direct investment of up to 51 percent. Now, there are over 15000 players in the industry across the country. There are just about 450000 goldsmiths spread throughout the country. There are a number of factors i.e., attractive & innovative design, better quality, purity, variety, durability, lightweight, comfortability to wear, trust, uniqueness, specific product benefits or healthier shopping experience, status symbol etc., that motivate the customers to buy branded jewellery over unbranded jewellery. Some other demographic factors i.e., residential status, marital status, age, educational qualification, occupation and family income also affect the behavior of the customers in purchasing jewellery. Gold possesses an emotional connection with mankind's from ancient times as well as occupies an important place among social and economic life of poor and rich alike. In India, people are highly sentimental and attached with gold religiously. They wear it with traditional attire to grace the occasion. They possess, as the gold ornaments are passed on from generation to generation. Acquisition of gold is considered auspicious and necessary for making family ornaments to get a sense of wellbeing in our country. Gold is increasingly considered as an investment that appreciates over years and provides a hedge against inflation. Gold is also considered a medium that can be pledged easily during difficult times to secure financial accommodation. Until the early 1990s, consumers bought jewellery for investment rather than adornment. At that period, confidence in the non-branded jewellery was the hallmark of the gold jewellery trade in India. A jeweller or goldsmith in a local area had a fixed and loyal clientele. The buyer had implicit faith in his jeweller. Additionally, the non branded jeweller catered to the local taste for non 11 branded jewellery products. However, since the late 1990s, there has been a shift in consumer taste and preferences. The modern world witnessed a definite change in consumer perception. There was a rise in demand for Branded and lightweight jewellery products. Women were increasingly opting for fashionable and light

weight jewellery instead of chunky jewellery. So in order to gain market share, jewellery shops were forced to develop designs that customers wanted and win the trust and confidence of consumers by hallmarking and demonstrating the purity of the gold they used. To compete with traditional jewellers, branded players were forced to find out some way to differentiate themselves. Branded jewellery products have created a sort of revolution in the field of jewellery retail market. It has been extremely successful in creating a stir amongst Keralites. The main attraction of branded jewels is that they have a unique style that differentiates their stuff from others. Moreover, branded jewellery has a futuristic approach and is compatible with new GEN. offers a complete updated lookm in this industry from monotonious pieces. Each jewel has an element of distinctiveness and newness that makes it preferable to the rest of the options. The credit for coming up with these ultramodern jewelry pieces goes to Malabar Gold. Keralites have always been fond of branded ornaments only available abroad.

Market Size of Gems and Jewellery

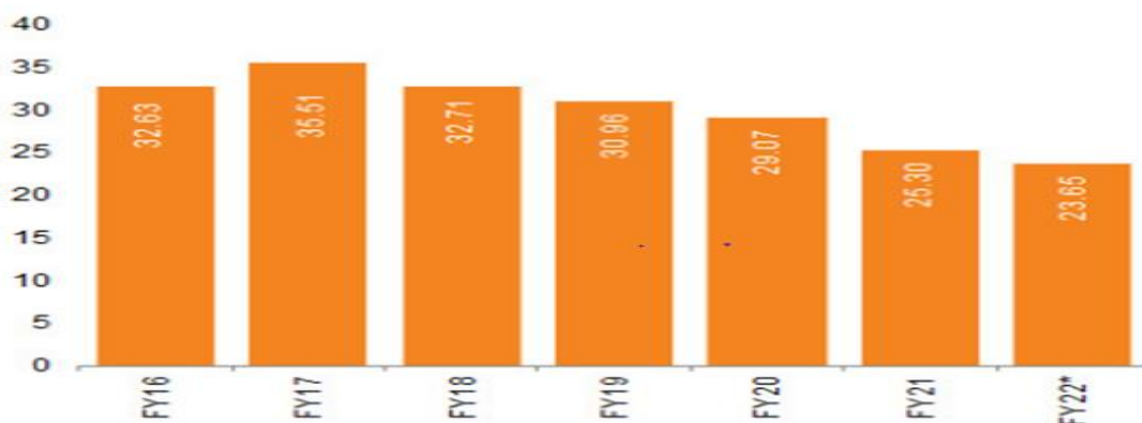


Fig.1: Market Size of Gems and Jewellery

The above chart reveals India's Gems and Jewellery market size. According to the above information the market size was US\$ 78.50 billion in 2021. Growth in exports is mainly due to revived import demand in the export market of the US and the fulfillment of orders received by numerous Indian exhibitors during the Virtual Buyer-Seller Meets conducted by GJEPC.

In the year 2022-23 the total gems and jewellery exports reached US\$ 37.73 billion. From April to December 2022, India's gems and jewellery exports were at US\$ 28.6 billion, a 6.28% rise compared to the previous year's period.

Major hubs of Gems and Jewellery in India



Fig.2 : Major Hubs of Gems and Jewellery in India

The figure show the major hubs of gems and jewellery market in indai. The dark portion show the hubs of gems and jewellery i.e Surat, Mumbai, Jaipur, Thrichor, Nellore, Delhi, Hyderabad and Kolkata.

Research Method

The basic aim of the bibliometric analysis is to collect previous literature and related topics on the research subject to form objective findings that can be tested and replicated. It aims to both categorize previous studies and offer a rigorous methodology examination of the research result. To show that the study adds new information to the literature, the results should be defined in accordance with the research question.

Research Questions

In this study, jewellery related publications were analysed.

RQ 1: What is the annual scientific production over the time?

RQ2: Which are the most important journals in Scopus?

RQ3: Who are the most relevant authors in Scopus?

RQ4: What is the author's production over the time?

RQ5: What is the country's scientific production over the time?

RQ6: Which is the most cited document?

Sampling and Methodology

The study employs a hybrid and conducts a bibliometric and framework based analysis of branded jewellery literature. In the study bibliometric analysis was used in a very detailed and comprehensive analysis technique in this field.

Database

The branded jewellery research publications were found using the Scopus database. Scopus is the one of the most comprehensive peer-reviewed research repositories in social science. For analytical and quantitative analysis, the repository is often used and acknowledged (Donthu et al., 2020). The researcher used the following search query: "(TITLE-ABS-

Key ("Jewellery" Or "Brandedjewellery" Or "Goldjewellery") And Pubyear > 1999 And Pubyear < 2023)"

Only Articles were chosen, whereas the source type was limited to journals. The documents included social science and business, management, and accounting. Further, only English language documents were chosen. The data were analyzed with the help of bibliometric techniques. Bibliometrics is a library and information science branch that uses quantitative methods to study bibliometric data. Therefore, bibliometric studies have been used to assess the vital topic and the contribution of journals.

This work employed the R studio to represent the bibliographic content visually. With the help of R studio, the researchers can quickly get the authors' performance: country, the country's contribution, and the most cited documents.

Results

Main Information

Table 1: Information About Data

Timespan	2000:2023
Sources (Journals, Books, etc)	134
Documents	178
Annual Growth Rate %	8.1
Document Average Age	7.8
Average citations per doc	7.022
References	8907
DOCUMENT CONTENTS	
Keywords Plus (ID)	620
Author's Keywords (DE)	801
AUTHORS	
Authors	376
Authors of single-authored docs	61
AUTHORS COLLABORATION	
Single-authored docs	67
Co-Authors per Doc	2.28
International co-authorships %	12.36
DOCUMENT TYPES	
article	178

The table shows information about the publication on branded jewelry. In this table, the publications that were published between 2000 and 2023 were included. The average growth rate is 8.1% of the documents, and the average citation per document is 7.022. The overall reference of the document was 8907, and the researcher included the final stage publication in this study. The above table shows that 620 keywords and authors keywords are 801.

Publication Trend

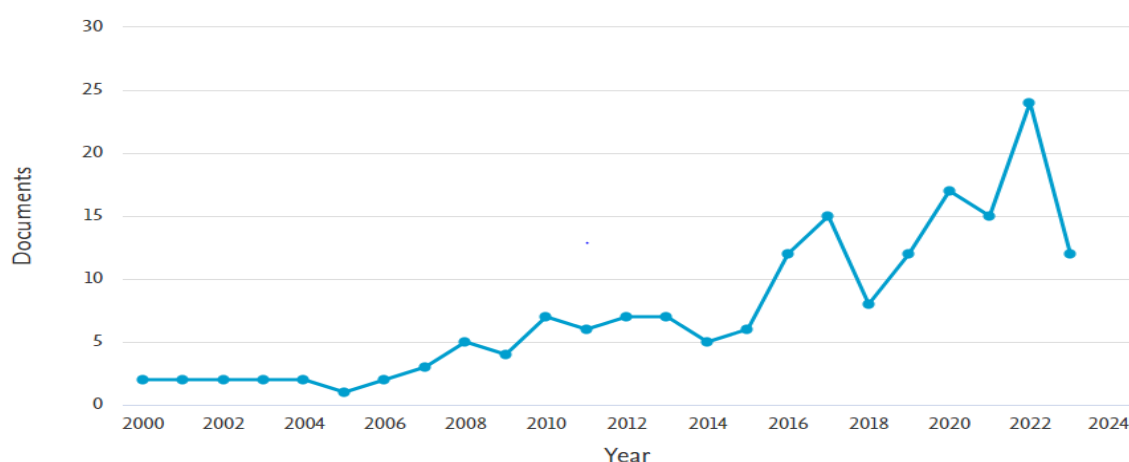


Fig.3: Publication Trend

The above graph shows the publication per year. It indicated that after 2018, the publication of branded jewelry increased yearly. In the year 2000, only 3 papers were published which were related to branded jewelry. The higher publication is 24, in the year 2023.

Documents by Subject

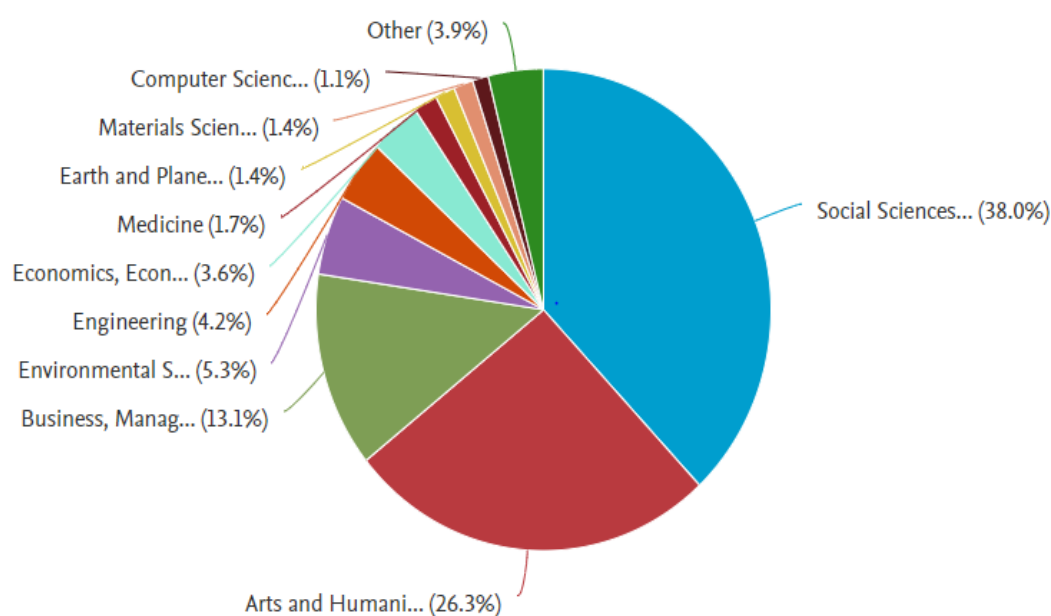


Fig.4: Documents by Subject

The above chart revealed that most of the publication is released to the subject of social science, i.e., 38%. And 2nd arts and humanities, i.e., 26.3%. Therefore, the most miniature publication is computer science, i.e., 1.1%.

Table 2: Annual Publications

Year	Publication	Year	Publication
2000	2	2011	6
2001	2	2012	7
2002	2	2013	7
2003	2	2014	5
2004	2	2015	6
2005	1	2016	12
2006	2	2017	15
2007	3	2018	8
2008	5	2019	12
2009	4	2020	17
2010	7	2021	15
2023	12	2022	24

Annual scientific Production

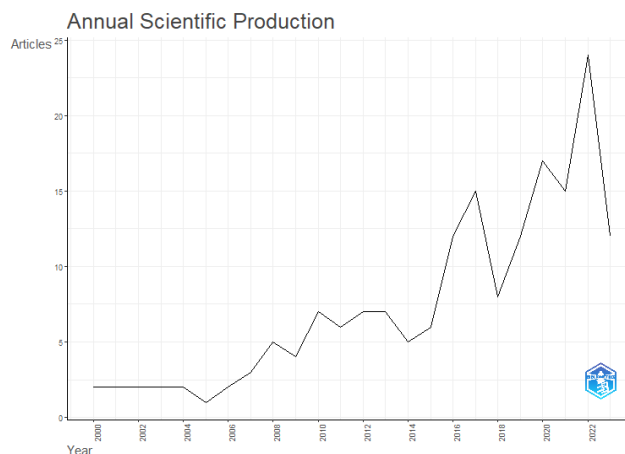


Fig.5: Annual Scientific Production

The above chart and table revealed that most scientific production over time. Most of the Publications are 24 in the year 2023. We can see that before 2015, there were fewer publications. After that, the number of publications increased yearly.

Average Citation per year

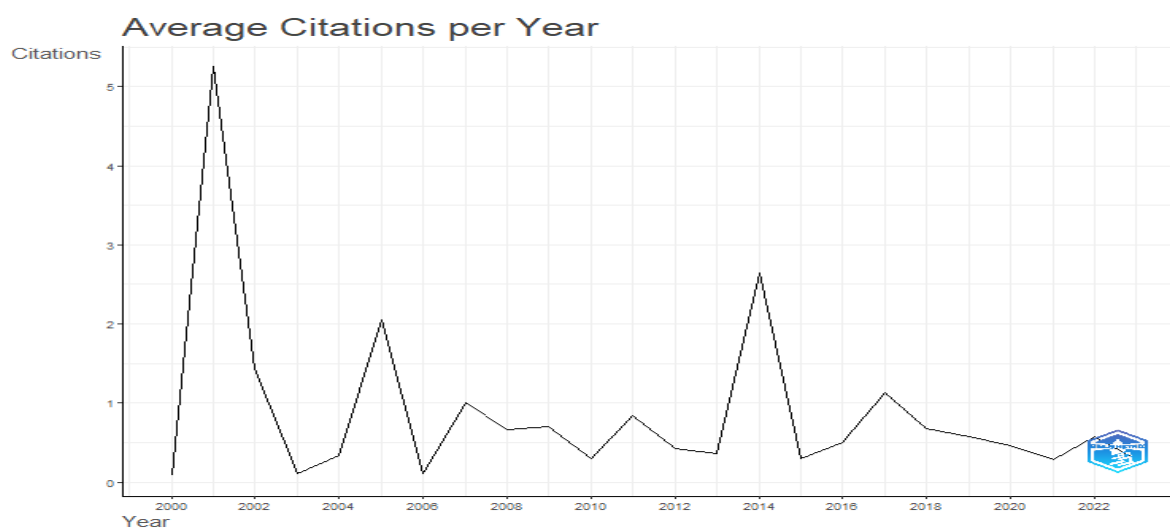


Fig.6: Annual Citation per Year

The above figure revealed the average citation per year of the publication. In the year of 2016 and 2017 maximum citation i.e 15 and 17.

Most relevant source

An interesting aspect of the bibliometric analysis was to know the most active source. The top ten source that published jewellery research. The *Arheoloski Vestnik* was the top journal with 6 publication. The *Ancient Civilizations From Scythia to Siberia* and *Australian Commodities* were second with five publication. Following them, the *Archaeometry* and *Resources Policy* were third ranked with four publications.

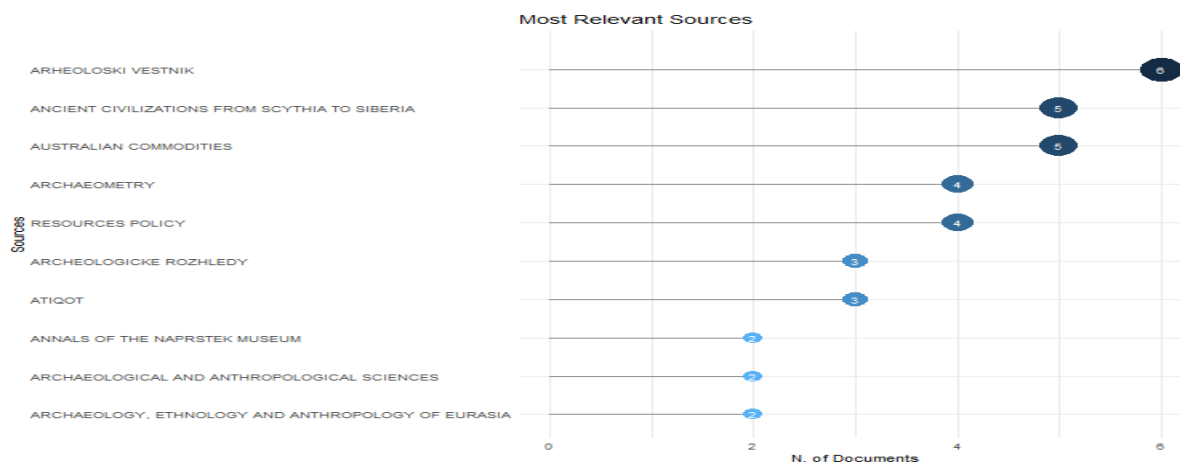


Fig.7:Most Relevant source

Most relevant author

In order to see who publishes their works on branded jewellery most frequently, the researcher presents the result in the figure below. Ottenwelter E and Schultz A were topped the list with four publication. Rest of the authors were 2nd position in the field of publication related branded jewellery.

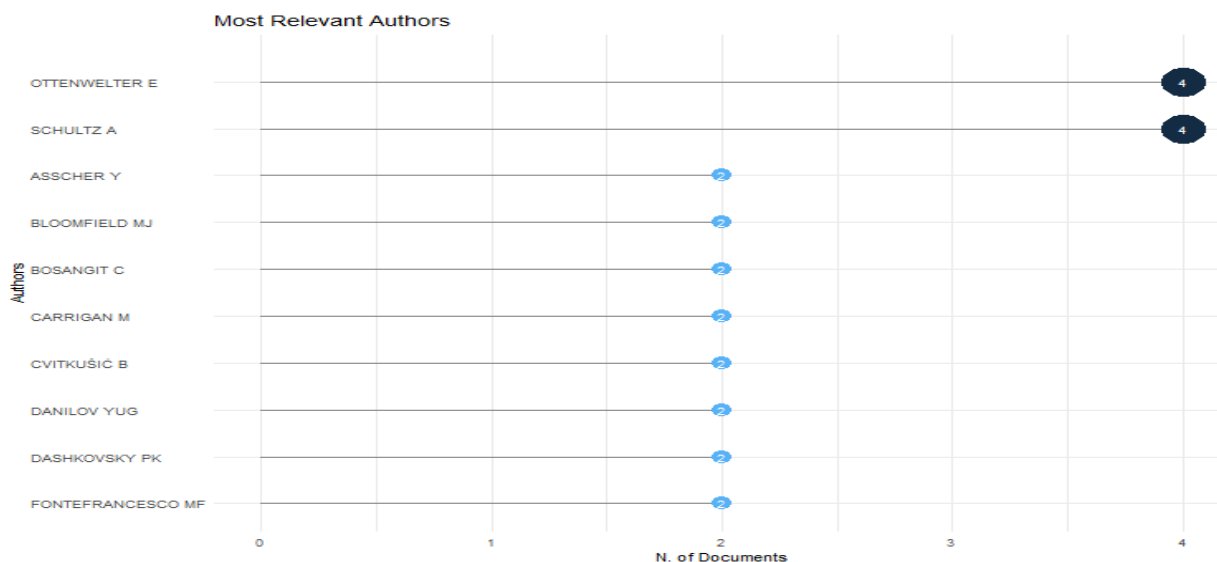


Fig.8:Most Relevant author

Corresponding Author's Country

Country Scientific Production

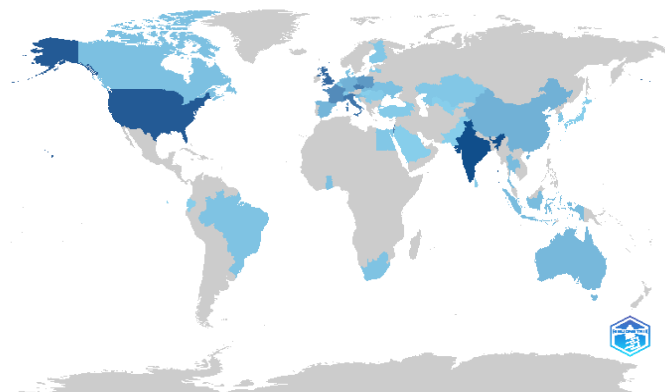


Fig.9:Country Scientific Production

The figure shows the dark portion was the most productive country and the less dark portion shows the less productive country with reference to publication of jewellery.

Table 3: Most productive Nation

Rank	Country/Region	Publications	Citations
1	INDIA	39	39
2	USA	35	114
3	UK	30	169
4	ITALY	26	72
5	CZECH REPUBLIC	24	04
6	ISRAEL	24	12
7	FRANCE	20	00
8	POLAND	16	13
9	CHINA	9	28
10	GERMANY	9	12

The above table displays that India was the most productive nation with 39 papers, with 39 citations of these publications. This indicates the Indian academicians are interested in the Jewellery market and they observe marketing strategy. The USA was ranked second with 35 publications and 114 citations of these publications, followed by the UK with 30 publications and 169 citations of these publications. Likewise, Italy consists of 26 publications and 72 citations and ranked 4th in the jewellery market, while the Czech republic consisted of 24 publications and 4 citations and was ranked fifth. Israel consisted of 24 publications and 12 citations and was ranked sixth in the field of jewellery.

Most Cited Countries**Table 4: Most Cited Country**

Country	TC	AC
UK	169	12.1
USA	114	8.8
ITALY	72	14.4
SOUTH AFRICA	67	33.5
CANADA	62	31
INDIA	39	3.5
BRAZIL	34	34
FRANCE	29	9.7
CHINA	28	9.3
SPAIN	18	6
AUSTRALIA	16	5.3
POLAND	13	2.2

An interesting aspect of the bibliometric analysis was the look at the most cited country.

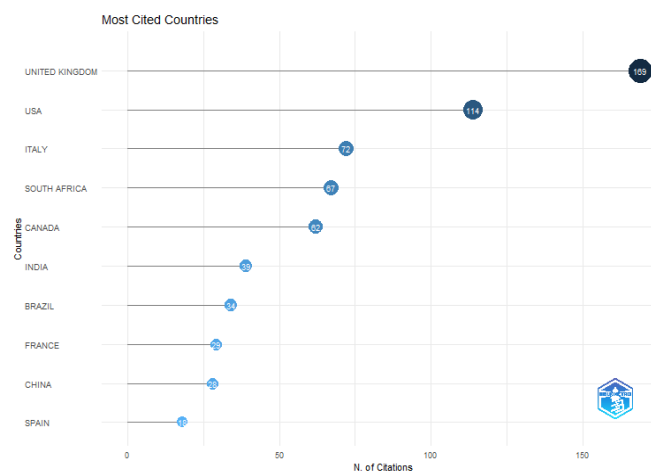


Fig.10:Most cited Country

The above table and figure revealed the most cited country in the publication of jewelry. The results predict that the most awarded country was the UK, with 169 citations, and the USA was the second country with 114 citations. Italy has 72 citations and was third-ranked.

Reference Publication Year Spectroscopy

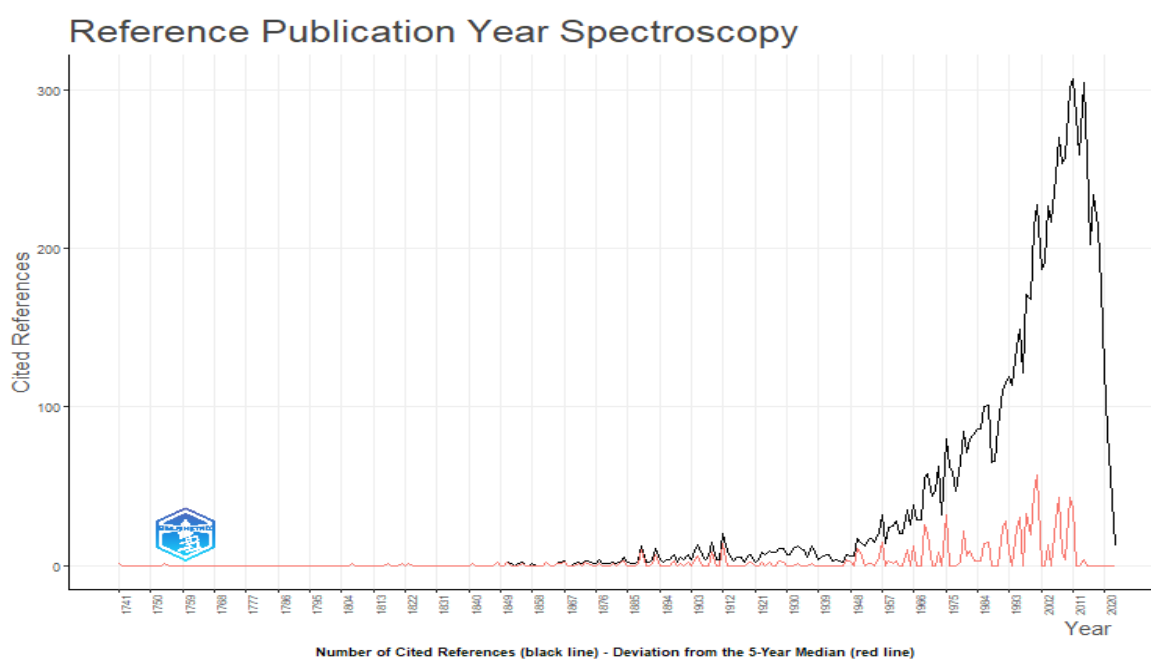


Fig.11: Reference Publication Year Spectroscopy

The above figure shows the publication year of the spectroscopy. It indicates the cited per year. The black line shows the number of cited, and the red line shows the deviation from the five-year medium. This graph is upward, which means citations have increased yearly.

Leading words

Another essential part of the bibliometric review was to know the most leading/relevant words. The below graph displays the gold has the most relevant words and was 1st rank, jewelry was 2nd rank.

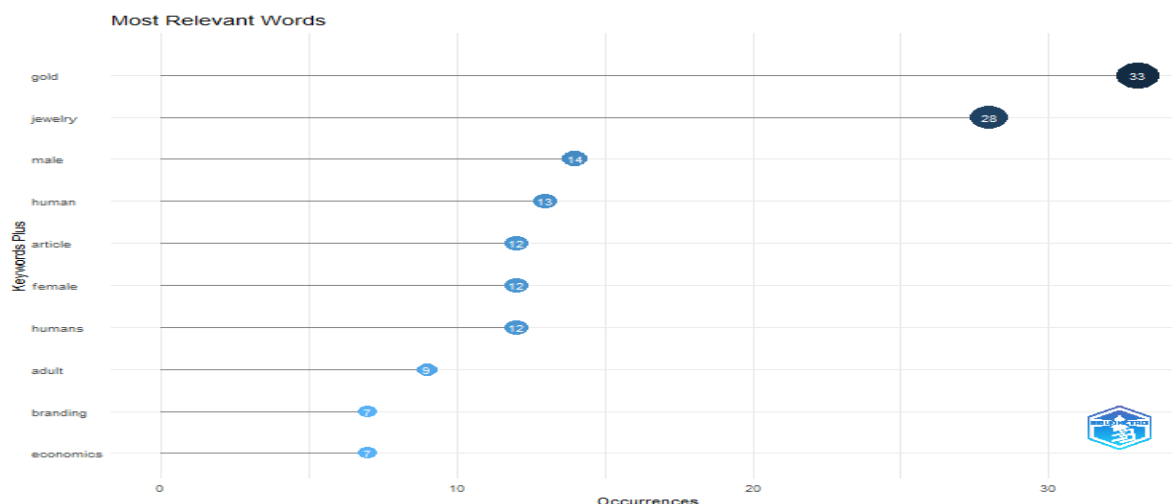


Fig.12: Most Relevant Words

Conclusion

The use of bibliometrics helps to identify and classify scientific activity in a particular field, such as in journals. It serves as a tool for understanding the key themes or trends in a given journal or academic field. The research aimed to identify the publications per year and productive authors and react to the need to examine their scientific performance thoroughly. The finding indicates that the number of documents published each year has risen rapidly. The 178 paper was published and indexed in Scopus, related to social science, art, and humanities subjects. The study highlights the most relevant words and most cited authors and documents.

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50. Branded jewellery products have created a sort of revolution in the field of jewellery retail
 51. market. The main attraction of branded jewels is that they have a unique style of their own that
 52. differentiates them from others. Moreover the designs of the ornaments are exquisite and have a
 53. futuristic approach that offers people a break from the monotonous pieces that are not in vogue
 54. anymore. Each jewel has an element of distinctiveness and newness that makes it preferable to the
 55. rest of the options. These collections of ornaments are designed in pure gold and diamond and they
 56. are synonym for fitness. The credit for coming up with these ultramodern pieces of jewellery goes to
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