



## Gen Z Consumers' Preference for Artificial Jewellery: A Behavioral Study

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### Abstract:

*The recent rise of artificial or imitation jewellery in Generation Z indicates a substantial shift in the way young people consume fashion, in line with shifts in lifestyle and economics and aesthetic preferences. This study aims to understand the attitude of Gen Z customers toward artificial jewellery. It examines factors including pricing, design, fashion trends, and social media impact to determine what motivates individuals to make a purchase. Primary data were collected through a structured questionnaire from Gen Z respondents, and the data were analysed using simple statistical tools. The study concludes that Gen Z strongly prefers artificial jewellery because of its affordability, trendy designs, and suitability for daily use. Social media and peer influence play a major role in purchase decisions, while durability and perceived quality moderately affect satisfaction. These insights help jewellery marketers and manufacturers design cost-effective, trend-driven products and digital-focused marketing strategies for the Gen Z segment.*

**Keywords:** Generation Z, Artificial Jewellery, Buying Behaviour.

### Introduction:

Jewellery has always been a significant part of fashion and personal decoration, particularly in Indian culture. Artificial jewellery has been increasingly popular in recent years since it is inexpensive, comes in a wide range of styles, and is appropriate for daily usage. Customers are progressively switching from traditional real jewellery to artificial alternatives that provide style without being expensive due to changed lifestyles and fashion trends. Generation Z, typically comprising individuals born after the mid-1990s, represents a young, trend-conscious, and digitally active consumer group. This generation is highly influenced by social media, celebrities, peers, and online fashion platforms. Their purchasing decisions are often driven by appearance, experimentation, and value for

money rather than long-term investment. As a result, artificial jewellery has emerged as a preferred choice among Gen Z consumers for casual wear, college use, parties, and social events.

Understanding Gen Z's buying behaviour is crucial for jewellery businesses. Key influences include price sensitivity, design innovation, brand image, quality, and availability. This study analyses Gen Z preferences for artificial jewellery and the factors affecting their purchases, aiming to offer insights into their attitudes and satisfaction, enhancing product design and marketing strategies for this important market segment.

**Research Question:**

- What factors influence Gen Z consumers' preference and satisfaction toward artificial jewellery, and how do these factors shape their buying behaviour?

**Research Objectives:**

1. To study the buying behaviour of Generation Z consumers toward artificial jewellery.
2. To identify the factors influencing Gen Z consumers' preference for artificial jewellery.
3. To analyze the impact of social media and peer influence on Gen Z buying decisions.
4. To assess the level of satisfaction of Gen Z consumers with artificial jewellery.

**Review of Literature:**

Augrav (2026), in their article titled *“Gen Z and jewelry: What are their choices?”* clearly reflect their desire for individuality, meaning, and conscious consumption. This generation prefers jewellery that carries a personal story or emotional connection, such as name necklaces, initial pendants, zodiac symbols, birthstone jewellery, and customized designs, which help them express their identity and values. Unlike earlier generations who associated jewellery mainly with tradition, weddings, or wealth preservation, Gen Z views jewellery as an everyday fashion and lifestyle accessory that complements their personal style and evolving self-image. Sustainability plays a crucial role in their decision-making, with many Gen Z consumers showing a strong inclination toward lab-grown diamonds, ethically sourced gemstones, and transparent production practices, as these align with their environmental and social concerns. They also favor minimalist, lightweight, and versatile designs that can be worn daily, layered, or styled across casual and

semi-formal occasions. Digital exposure further shapes their preferences, as social media trends, influencer styling, and online brand storytelling significantly influence their awareness and purchase intent. Overall, Gen Z's jewellery preferences represent a shift from traditional, status-oriented buying toward customized, ethical, affordable, and style-driven consumption, making them a value-conscious yet expressive consumer segment.

The Kare Kraft, K. (2026, January 8), in their article titled *“Why artificial jewellery is a smart investment choice for India's Millennials & Gen Z”* explains that artificial jewellery has become especially popular among Millennials and Gen Z because it blends affordability, style, ethical consciousness, and versatility in a way that suits modern lifestyles. Rather than being seen as a lesser alternative, artificial jewellery now serves as a regular fashion essential that allows young buyers to enjoy polished and trend-driven looks without the high cost or long-term financial commitment of fine jewellery. These pieces are lightweight and comfortable for various occasions — from everyday wear to festive celebrations — and come in a wide variety of designs that appeal to both minimalist and bold aesthetic preferences. Because Millennials and Gen Z increasingly value sustainable and ethical production, artificial jewellery's avoidance of mining and its lower environmental impact resonate with their values. Furthermore, the jewellery often blends cultural motifs with contemporary styling, letting wearers honour tradition while staying fashionable. The convenience of online shopping, visual browsing, customization options, and easy mix-and-match styling further enhances the appeal for younger consumers seeking flexibility and personal expression through their accessories. Overall, artificial jewellery is positioned as a smart, conscious, and flexible style choice that aligns

with the preferences of modern Indian Millennials and Gen Z shoppers.

Lynn Kusuma, N., Ustazah, E., & Susandari, H, in their research paper titled “*Design of customizable expressive jewelry for Generation Z*” examined that Artificial jewellery has emerged as a preferred choice among Millennials and Gen Z because it closely aligns with their lifestyle, fashion sensibilities, and value-driven mindset. Unlike traditional generations who associated jewellery with wealth, investment, or ceremonial use, younger consumers view jewellery primarily as a fashion accessory for daily wear and self-expression. Artificial jewellery allows them to experiment with changing trends, colours, and designs at an affordable cost, enabling frequent purchases without financial pressure. Its lightweight, comfortable, and versatile nature makes it suitable for everyday use as well as festive and social occasions. Moreover, the growing awareness of ethical and environmental concerns has increased acceptance of artificial jewellery, as it reduces dependence on precious metals and mining activities. The availability of a wide variety of designs through online platforms and social media-driven marketing further enhances its appeal. Overall, artificial jewellery has transitioned from being an alternative to real jewellery into a conscious, stylish, and practical fashion choice, reflecting the evolving consumer buying behaviour of Millennials and Gen Z.

### Methodology:

For data collection, a questionnaire has been drafted to collect responses with respect to understanding the studying the behaviour of Gen Z Consumers’ Preference for Artificial Jewellery. Due to time constraints, the sample size was limited to 100 people. The responses will then be analysed using a one-sample t-test. Frequency distribution has been studied for responses

measured on nominal and ordinal scale and to study the behaviour of Gen Z Consumers’ Preference for Artificial Jewellery.

### Scope of Study:

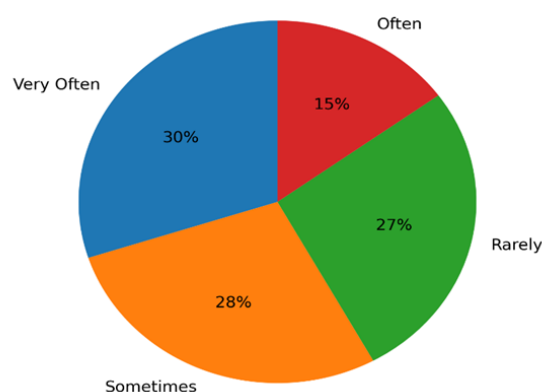
The study is conducted by collecting data from customers belonging to Mumbai and Thane city.

### Limitations of Study:

The research is undertaken only in Mumbai and Thane city. The findings of the study may not be applicable elsewhere.

### Data Analysis:

#### 1. How often do you purchase artificial jewellery?

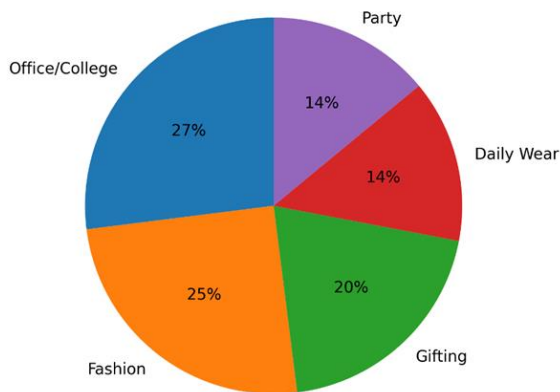


### Findings and Interpretations:

The highest proportion of respondents, 30%, purchase artificial jewellery very often, followed by 28% who purchase it sometimes, 27% who purchase it rarely, and the lowest proportion, 15%, who purchase it often. This distribution indicates that artificial jewellery is commonly purchased by Gen Z consumers and forms an important part of their regular fashion choices. The dominance of very often purchasers reflects frequent usage driven by affordability and trendy designs, while the presence of sometimes and rare buyers suggests selective purchasing based on occasion or personal preference.

Overall, the findings confirm strong acceptance of artificial jewellery as a popular and practical fashion accessory among Gen Z consumers.

## 2. Purpose of purchasing artificial jewellery?



### Findings and Interpretations:

The primary purpose for purchasing artificial jewellery among respondents is office/college use (27%), followed by fashion purposes (25%), gifting (20%), daily wear (14%), and party wear (14%). This distribution indicates that artificial jewellery is largely viewed as a functional and fashion-oriented accessory suitable for regular use rather than only for special occasions. The high preference for office/college and fashion purposes reflects Gen Z's inclination toward affordable, stylish, and lightweight jewellery that complements everyday outfits. The moderate share for gifting suggests growing acceptance of artificial jewellery as a present, while the lower percentages for daily wear and party use indicate selective usage based on

occasion. Overall, the findings highlight the versatility of artificial jewellery and its strong relevance in the daily lifestyle of Gen Z consumers.

### One Sample t-test:

#### Objective:

To identify positive (favourable) or negative (unfavourable) behavioral factors influencing Gen Z consumers' preference for artificial jewellery.

#### Findings and Interpretation:

H0: There is no significant difference in the average behavioral factors influencing Gen Z consumers' preference for artificial jewellery. ( $\mu = 3$ )

H1: There is a significant difference in the average behavioral factors influencing Gen Z consumers' preference for artificial jewellery. ( $\mu \neq 3$ )

As the data is primary, the confidence level is assumed at 95% and so the significance level  $\alpha$  is at 5% or 0.05.

As hypothesis is non directional (two-sided), so the level of significance is divided by 2, thus  $5/2 = 2.5\%$  or 0.025.

$\alpha : 0.05$  (non-directional:  $0.05/2 = 0.025$ )

To identify positive or negative behavioral factors influencing Gen Z consumers' preference for artificial jewellery. (The table of one sample t-test will be referred to.

Parameters	P Value	Result
Artificial Jewellery Is Affordable	< .001	Reject H0
Wide Variety Of Designs Attracts Me	< .001	Reject H0
Artificial Jewellery Matches Latest Trends	< .001	Reject H0
Easy Availability Influences My Choice	< .001	Reject H0
Lightweight Nature Is Preferable	< .001	Reject H0
Social Media Influences My Jewellery Choices	< .001	Reject H0
Fashion Influencers For Jewellery Ideas	< .001	Reject H0
Peer Opinions Influence My Purchase Decisions	< .001	Reject H0

Satisfied With The Quality Of Artificial Jewellery	< .001	Reject H0
Artificial Jewellery Meets My Fashion Expectations	< .001	Reject H0
Value For Money Is Satisfactory	< .001	Reject H0
Recommend Artificial Jewellery To Others	< .001	Reject H0

The results indicate that the p-value for all twelve behavioral factors is less than 0.025, which is well below the acceptable level of significance. Consequently, the null hypothesis is rejected for all parameters, and the alternative hypothesis is accepted. This confirms that there is a statistically significant difference between the assumed mean and the observed mean for each

behavioral factor. Therefore, all the identified behavioral factors significantly influence Gen Z consumers' preference for artificial jewellery.

#### One Sample Statistics:

To identify positive or negative behavioral factors influencing Gen Z consumers' preference for artificial jewellery.

Parameters	Mean
Artificial Jewellery Is Affordable	2.95
Wide Variety Of Designs Attracts Me	2.9
Artificial Jewellery Matches Latest Trends	3.1
Easy Availability Influences My Choice	3.23
Lightweight Nature Is Preferable	2.85
Social Media Influences My Jewellery Choices	3.1
Fashion Influencers For Jewellery Ideas	2.88
Peer Opinions Influence My Purchase Decisions	2.81
Satisfied With The Quality Of Artificial Jewellery	2.87
Artificial Jewellery Meets My Fashion Expectations	3.11
Value For Money Is Satisfactory	3.03
Recommend Artificial Jewellery To Others	2.95

The mean score analysis was conducted to determine whether behavioral factors exert a positive or negative influence on Gen Z consumers' preference for artificial jewellery. The findings reveal that all examined factors demonstrate a predominantly positive influence. Affordability (Mean = 2.95) and the availability of a wide variety of designs (Mean = 2.90) moderately influence purchase preference, indicating that artificial jewellery is perceived as cost-effective and visually appealing. Factors such as alignment with the latest trends (Mean = 3.10), social media influence (Mean = 3.10), and the ability of artificial jewellery to meet fashion expectations (Mean = 3.11) show a stronger positive impact, reflecting Gen Z's fashion-conscious and digitally driven consumption

behavior. Easy availability (Mean = 3.23) emerges as the most influential factor, emphasizing the importance of accessibility through both online and offline retail channels. The lightweight nature of artificial jewellery (Mean = 2.85), influence of fashion influencers (Mean = 2.88), and peer opinions (Mean = 2.81) exhibit positive but relatively weaker effects, suggesting that comfort and social influence play supportive rather than dominant roles in purchase decisions. Product-related perceptions, including satisfaction with quality (Mean = 2.87) and value for money (Mean = 3.03), further reinforce positive consumer attitudes toward artificial jewellery. Overall, the willingness to recommend artificial jewellery to others (Mean = 2.95) indicates favorable consumer sentiment,

confirming that these behavioral factors collectively contribute to Gen Z consumers' preference for artificial jewellery.

**Findings:**

The study reveals a strong preference for artificial jewellery among Gen Z consumers, driven primarily by affordability, design variety, and ease of availability. The one-sample t-test results indicate that all twelve behavioral factors examined in the study significantly influence Gen Z consumers' preference for artificial jewellery, as all p-values were found to be less than the critical significance level (0.025). This confirms that the observed mean scores differ significantly from the assumed neutral mean, highlighting the importance of these factors in shaping consumer behaviour.

Affordability and value for money emerged as key determinants, reflecting Gen Z's price-sensitive and value-conscious nature. The availability of a wide range of trendy designs and alignment with current fashion trends significantly enhance purchase appeal, reinforcing the role of artificial jewellery as a fashion-oriented rather than investment-driven product. Easy availability—especially through online platforms—was identified as the most influential factor, emphasizing the importance of accessibility and convenience.

Social media exposure, fashion influencers, and peer opinions were found to have a positive and statistically significant impact on purchase decisions, confirming Gen Z's digitally driven consumption patterns. Although factors such as lightweight nature and perceived quality showed relatively moderate influence, they still contributed positively to overall satisfaction. The willingness of respondents to recommend artificial jewellery to others further indicates favourable attitudes and high acceptance levels within this consumer segment.

**Conclusion and Recommendations:**

The study concludes that Generation Z exhibits a clear and favourable inclination toward artificial jewellery, primarily due to its affordability, fashionable designs, convenience, and social media visibility. Artificial jewellery is perceived not merely as a substitute for real jewellery but as an independent fashion accessory suitable for daily wear, experimentation, and self-expression. The findings affirm that behavioural, social, and product-related factors collectively shape Gen Z's buying behaviour and satisfaction levels.

**Recommendations:**

- Jewellery manufacturers and retailers should focus on trend-driven, lightweight, and affordable designs to cater to Gen Z preferences.
- Strong emphasis should be placed on digital marketing strategies, including influencer collaborations and social media campaigns.
- Online platforms should enhance visual presentation, accessibility, and variety, as ease of availability strongly influences purchase decisions.
- Improving perceived quality and durability, even at lower price points, can further strengthen satisfaction and brand loyalty.
- Brands may encourage peer-driven word-of-mouth marketing, as recommendations significantly affect purchase intent.

**Social Relevance of the Study:**

This study holds considerable social relevance as it highlights changing consumer values among younger generations. The increasing preference for artificial jewellery reflects a shift toward affordability, sustainability,

and conscious consumption. By reducing dependence on precious metals and mining-intensive practices, artificial jewellery aligns with ethical and environmental concerns, which are particularly important to Gen Z consumers. The study also emphasizes how digital media and peer networks shape modern consumption behaviour, offering insights into evolving lifestyle patterns, youth culture, and sustainable fashion choices in contemporary society.

**Future Scope for Research:**

Future research may expand the scope of the study by increasing the sample size and including respondents from different geographical regions to enhance generalizability. Comparative studies between Generation Z and other generations (Millennials or Gen X) could provide deeper insights into generational differences in jewellery consumption. Further research may also explore the impact of sustainability awareness, brand trust, and technological tools such as virtual

try-ons and AI-enabled visualization on purchase behaviour. Longitudinal studies could be conducted to examine how Gen Z preferences evolve over time as income levels and life stages change.

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