

Multichannel Success in the Jewellery Industry: Customer Engagement, Market Penetration, and Future Trends

^[1] Dr. B Abirami, ^[2] Ancy Antony, ^[3] Meena MV, ^[4] Meghna Rajan

^[1] Associate Professor, PSG College of Arts & Science, Tamil Nadu, India.

^[2] ^[3] ^[4] Research Scholar, PSG College of Arts & Science, Tamil Nadu, India.

E-mail: ^[1] abibose@gmail.com, ^[2] ancyantony@gmail.com, ^[3] meenav31396@gmail.com,
^[4] meghnaooty@gmail.com

Abstract: The jewellery industry has witnessed a significant transformation in recent years due to the advent of digital technologies and changing consumer behaviors. In response to these changes, jewellery retailers and brands are increasingly adopting multichannel approaches to engage with customers and enhance their shopping experiences. This review paper explores the concept of a multichannel approach in the context of the jewellery industry, highlighting its key components, benefits, challenges, and future prospects. By analyzing the existing literature and industry practices, this paper aims to provide a comprehensive overview of the multichannel approach in jewellery, offering insights and recommendations for industry professionals and researchers alike.

Keywords : multichannel, industry, jewellery, digital technologies, retailers

1. Introduction

Almost all of India's states have a key role for the gold industry both economically and culturally. Gold is a very precious metal that has a long and close relationship with humanity. Gold is more than just a precious metal to Indians. Indians have revered gold as a representation of purity, luxury, money, rank, beauty, love, good fortune, and other traits since time immemorial. This brilliant yellow metal, unlike any other, makes people develop intense emotional relationships. Gold is a crucial component of birth and marriage celebrations in our culture (Joseph, 2014). According to demands, wants, choices, technology, fashion, etc., customer preferences are constantly changing. The quality, designs, waste, cost of production, and customer service of jewellers should all be improved. Convenience for the consumer, product knowledge, affordability, the reputation of the jeweller, and after-sales services all influence consumer interest in the branded jewels market. A game-changer will be adhering to the most recent marketing trends (Anupam Rana, 2021). The development of jewellery e-commerce has altered how Indians buy jewellery. The necessity for the touch and feel component in the jewellery purchase experience has led even e-commerce businesses to develop upscale lounges and provide "try before you buy" choices right at the prospect's door, even if people are more at ease making purchases online today (Mariam, 2015). Nowadays, customers examine products in brick-and-mortar stores before making an online purchase. Because of this, offline businesses end up serving as showcases for internet retailers. This study's goal is to research and evaluate the effects of a multichannel strategy in the jewellery sector with a particular emphasis on raising customer engagement and extending market reach. The study's objectives are to investigate the methods and procedures used by jewellers to implement a successful multichannel strategy, look at the effects this has on consumer satisfaction, brand loyalty, and market penetration, and identify emerging trends and areas for industry advancement. The jewellery sector must implement a multichannel strategy due to changing client expectations and increasing competition. Uncertainty persists on how much this strategy will affect customer involvement and market reach. Investigating the approaches and difficulties jewellers have in establishing a successful multichannel strategy is necessary in order to evaluate the effects on client happiness, market penetration, and brand loyalty. Identifying new trends and areas for development may also give retailers insightful information on how to successfully optimise their omnichannel strategy. Furthermore, most of the available research focuses on the adoption of multichannel strategies and their impact on customer behavior, satisfaction, and loyalty, without providing a comprehensive analysis of the multichannel approach's specific implications for the jewellery sector. There is a need for more in-depth research that specifically examines the unique challenges and opportunities

faced by jewellery retailers in implementing multichannel strategies and the industry-specific factors that influence the success of such approaches.

2. Understanding Multichannel Approaches

The multichannel approach refers to a strategic approach employed by jewellery retailers and brands to create a cohesive and integrated shopping experience for customers across multiple channels. It involves the seamless integration and synchronization of various channels such as physical stores, e-commerce websites, mobile apps, social media platforms, and more to provide customers with consistent messaging, product availability, and personalized interactions throughout their buying journey.

Framework for the Multichannel Approach Conceptually

The framework for the multichannel approach conceptually in the jewellery industry encompasses several key components:

1. **Channel Integration:** This component focuses on aligning different channels to provide a unified and consistent brand experience. It involves the synchronization of inventory, pricing, promotions, and customer information across all channels.
2. **Customer-Centricity:** The multichannel approach places customers at the center, aiming to meet their needs and preferences by offering convenience, personalization, and seamless transitions between channels. It involves understanding customer behaviors, preferences, and purchase patterns to deliver relevant and targeted experiences.
3. **Data Integration and Analytics:** Data integration involves the collection, aggregation, and analysis of customer data from various channels to gain insights into customer behavior, preferences, and purchase history. This data-driven approach enables retailers to personalize offerings, optimize marketing campaigns, and make informed business decisions.
4. **Technology Enablers:** The multichannel approach relies on digital technologies such as e-commerce platforms, mobile apps, social media, CRM systems, data analytics tools, and emerging technologies like augmented reality (AR) and virtual reality (VR). These technologies facilitate seamless communication, transactional capabilities, and personalized experiences across channels.
5. **Organizational Alignment:** Successful implementation of the multichannel approach requires organizational alignment, including cross-functional collaboration, clear communication, and consistent brand messaging. It involves integrating various departments, such as marketing, sales, IT, and customer service, to ensure a unified approach towards delivering exceptional customer experiences.
6. **Continuous Optimization:** The multichannel approach is an iterative process that requires continuous monitoring, evaluation, and optimization. Retailers need to analyze customer feedback, monitor channel performance, and their strategies to align with evolving customer preferences and industry trends.

By understanding and applying this framework, jewellery retailers and brands can create a multichannel approach that enhances customer engagement, drives sales, and fosters long-term customer loyalty.

3. Role of Digital Technology

Digital technologies play a crucial role in enabling and enhancing the multichannel approach in the jewellery industry. They provide the infrastructure, tools, and capabilities to connect and integrate various channels, streamline operations, and deliver personalized experiences to customers. Here are some key roles of digital technology in the multichannel approach:

1. **E-commerce Platforms-** E-commerce forms the foundation of online retailing in the jewellery industry. A prototype for an online store where clients may place orders is called the Jewellery E-commerce System. The ordering process can be completed more quickly and easily in the presence of a jewellery e-commerce system (Ramlan, 2021). The Customer Relationship Management (CRM) approach is used to design the Jewellery E-commerce System. CRM can assist customer service employees in gaining access to all relevant data to assist in resolving a client's issue.

2. **Mobile Apps:** Mobile apps have become increasingly important in the multichannel approach. Using images from their mobile devices, users of the Javelo mobile application may create their own jewellery. The jewellery item is handcrafted utilising advanced 3D printing technology and goldsmithing (Oguilve Solis, 2017). The value promise of Javelo, a disruptor in the jewellery market, is to enable customers to design their own jewellery and create meaningful designs that will help people remember key occasions in life.
3. **Social Media:** Social media platforms serve as powerful channels for jewellery brands to reach and engage with their target audience. (Asavasalulkat, 2019) concluded that social media has completely changed how people live today. It is used as a tool to link individuals in similar peer groups, facilitate personal and professional communication, update real-time information, and also open doors for businesses by acting as a marketplace for buyers and sellers.
4. **Augmented Reality (AR) and Virtual Reality (VR)-** AR and VR technologies are transforming the way customers experience and interact with jewellery products. The use of augmented reality (AR) and virtual reality (VR) technologies in jewellery sales appears to be a good technique to enhance the customer experience and suit their needs (Shi, Zhang, & Hu, 2021). By using a virtual try-on system, customers may try jewellery on at home, upending the conventional jewellery sales model. Customers may quickly, simply, and virtually try on any jewellery they choose while fully utilising the experiential consumption.
5. **Data Analytics and Personalization:** Digital technologies enable the collection, analysis and utilization of customer data to personalize experiences and drive targeted marketing efforts. Advanced data analytics techniques help in understanding customer preferences, predicting purchase behavior, and delivering personalized product recommendations, offer and promotions across channels. Personalization based on customer data enhances customer satisfaction, engagement, and loyalty.

Digital technologies empower jewellery retailers and brands to create a seamless, personalized, and integrated multichannel experience for customers. They enhance customer engagement, enable data-driven decision-making, and open up new avenues for growth and innovation in the jewellery industry.

4. Benefits of Multichannel approach in Jewellery

1. **Enhanced Customer Engagement** – The multichannel approach in the jewellery industry, supported by digital technologies, offers numerous opportunities to enhance customer engagement. In the past ten years, personalization has emerged as a significant trend that is only growing. This issue has been researched, particularly with regard to mass market businesses, while the luxury economy has received little attention. The emergence of new younger consumers and the aspirational masses, who demand distinctive (Pozzobon, 2020), personalized items, are changing the relationship between brand awareness and self-design features fundamentally in this economy.
2. **Increased reach and Market Penetration-** The multichannel approach in the jewellery industry, enabled by digital technologies, offers significant opportunities to expand reach and penetrate new markets. Here are some ways in which this approach can contribute to increased reach and market penetration:
 - a) **Online presence and global accessibility:** Establishing an online presence through e-commerce platforms, websites, and social media channels allow jewellery retailers to reach customers beyond their physical store locations. With a well-designed and optimized online presence, retailers can target customers globally, breaking geographical barriers and expanding their reach to new markets.
 - b) **Access to Niche and Targeted Audiences-** Through data analytics and customer segmentation, jewellery retailers can identify and engage with specific niche markets or target audiences that align with their brand positioning. By tailoring marketing messages, product offerings, and promotions to these niche audiences, retailers can penetrate specialized markets and cater to unique customer preferences

- c) **Localization and Internationalization:** Digital platforms allow jewellery retailers to customize their offerings and marketing messages to specific regions or countries. International shipping options and localized customer support further facilitate market penetration in different geographical regions.
- d) **Mobile Commerce and Apps:** The proliferation of smartphones and mobile apps has revolutionized the way people shop. Mobile apps provide convenience, personalized experiences, and easy access to product information, making it easier for customers to discover, browse, and purchase jewellery on the go.
- 4. **Seamless shopping experience** - (Mahadev, 2020) has been found that trust affects consumer purchasing decisions when it comes to buying silver jewellery online. People believe they can find more collections in an online store than they can in a traditional one, and they place less value on the resale value of silver than they do on that of gold. As a result, they prefer to purchase silver jewellery online over gold jewellery.
- 5. **Improved Customer Insights and Personalization** - (Suganya, 2009) suggested jewellery stores must create customer information systems to take advantage of computerization and technological advancement in order to better understand their clients and their needs. A window display is another appealing way to get people's attention, particularly housewives. The owners of jewellery stores should make an effort to learn more about their devoted patrons so they can greet them on important occasions. Jewellery stores can study client attitudes and expectations, and then respond accordingly.
- 6. **Competitive Advantage** - A complex network of subcontracting links the businesses in the formal and informal sectors together. It also showed that informal jewellery manufacturing businesses share many characteristics with the subsistence sector, including low wages, little investment in the development of physical and human capital, unfavourable working conditions, and a lack of arrangements for worker safety. As a result of interlinkage, (Banerjee, 2013) the formal sector has access to the cheap labour of the informal sector and can become more competitive by ignoring all environmental and labour laws without demonstrating any signs of technological advancement.

5. Challenges and Limitations

Integration and Consistency-Integration ensures a seamless and consistent customer experience across channels. Brand identity helps people connect emotionally with the brand's attributes and makes the product distinguishable from competing goods on the market (Alba Cappellieri, 2017). Integration allows for real-time inventory synchronization across channels. This synchronization prevents customer frustration due to misleading information and enables smooth purchasing experiences, regarding of the channel chosen. Recent price patterns for gold have made it a "safe-haven" investment choice (Singh, 2013). The strength of the global gold market and its distinctive demand drivers are demonstrated by gold's resiliency during the recent turmoil in the commodities market. (Kana, 2020) concluded that face-to-face selling has a marginally beneficial but small impact on consumers' decision-making. Purchase decisions are somewhat positively and significantly influenced by sales marketing. A strong impact on purchasing decisions is concurrently produced by face-to-face sales and sales advertising. Integration enables the consolidation and integration of customer data from different channels into a centralized database or customer relationship management (CRM) system. Integration facilitates seamless communication between channels. Integration requires organization alignment and collaboration across different departments within the company such as marketing, sales, IT, and customer service. Regular analysis and optimization help maintain integration and consistency in a dynamic marketplace.

Data Management and Security-Transparent communication with customers about data management and security practices can help build trust. Retailers should assess the security measures and practices of third-party vendors and partners they collaborate with. Regular audits of data management and security practices should be conducted to identify any vulnerabilities, gaps, or non-compliance issues. Regular data backups should be performed to protect against data loss due to system failures, natural disasters, or cyberattacks. As jewellery purchases often involve financial transactions, retailers must ensure secure payment processing systems. Going digital has benefits for training that will increase productivity (Thakkar, 2020). Instead than being concerned of

the time and money investment as rising costs, entrepreneurs can take leadership of this new transformation and encourage its mid-level and senior-level staff to devote time in upgrading to technology

Skill and Resource Requirements- As OLAP and ANN are incorporated to effectively master the information, it is anticipated that the responsiveness of the logistics workflow system will be considerably leveraged. (C.K.M. Lee, 2011) An infrastructure that combines a number of cutting-edge technologies to create workflow tools for logistics that have the unique capacity to control supply chain inventories by comprehending the details of distribution patterns. The majority of respondents anticipate friendly customer service from jewellery stores. (Christopher, 2014) They believe that while making a purchase, consideration for their opinions and ideas should be granted. Therefore, traditional jewellery stores can enhance their customer care by giving customers adequate information about their purchases. Giving them speedy service by accepting them, determining their demand for a certain product, and assisting them in selecting the best option makes branded jewellery more popular with the clients.

6. Multichannel Strategies in Jewellery

- **Online-to-Offline (O2O) Integration-** An alternative answer to this problem seems to be the online to offline transition. A business strategy known as online to offline (O2O) aims to combine the online channel and front-line transactions (SANTIWATANAKUL, 2015). Online will concentrate on gaining client interest and educating them, while offline will be used to fine-tune and carry out the selling-buying operations.
- **Augmented Reality (AR) and Virtual Reality (VR) Experiences-** The use of augmented reality (AR) and virtual reality (VR) technologies in jewellery sales appears to be a good technique to enhance the customer experience and suit their needs. By using a virtual try-on system, customers may try jewellery on at home, upending the conventional jewellery sales model (Minghong Shi, 2020). Customers may quickly, simply, and virtually try on any jewellery they choose while fully utilising the experiential consumption. Additionally, the platform will use big data to thoroughly analyse consumer tastes and buying patterns and feed the results back in real time so that jewellery makers can promptly change their marketing and sales plan
- **Social Media Marketing-** Consumers' attitudes about the online channel have significantly changed as a result of the COVID-19 epidemic. To thrive in this environment, both new and established firms need fresh social media marketing performance. (ChayathattoMada1, 2022) Our research supported our initial hypothesis, and we came to the conclusion that improved social media marketing performance is influenced by the usage of organisational change capabilities.
- **M-Commerce-** In the globe, gold is regarded as a precious metal, and an individual's wealth is determined by the quantity of gold that person possesses. The use of mobile wallet has significantly increased. It facilitates purchasing, selling, and generally conducting business. security concerns The consumption of gold jewellery will automatically increase when mobile wallet adoption is tightened and risk considerations are reduced. (Stella, 2023) suggested it is crucial to educate the urban populace about mobile wallet use and benefits in order to encourage cashless transactions.

7. Successful Implementation of Multichannel Approach and its challenges

The successful implementation of a multichannel approach in the jewellery industry requires careful planning, strategic execution, and ongoing evaluation. Although the majority of us prefer to purchase jewellery in-person, the COVID 19 pandemic highlighted the significance of jewellery retailers having a strong online presence (Ms. Swati Phophalia, 2022). Prior to the epidemic, jewellers focused on their physical stores rather than their websites as a major priority. With more people willing to purchase jewels online, the custom of purchasing priceless jewellery from a reputable jeweller is changing. The Indian public has never been more accepting of online jewellery sales than they are right now. Given the quickly growing online jewellery business, the majority of jewellers were discovered to be receptive to contemporary online technologies. The majority of them use internet shopping platforms. Consumers must physically visit stores to purchase heavy jewels, therefore the trend of buying light jewellery has become more popular in recent years. It is a well-known truth that small enterprises

in the jewellery sector frequently fail (Perera, 2013). Compared to failed entrepreneurs, successful businesses and businessmen were shown to have better management-related elements in their businesses and personal traits. The success or failure of a firm was found to be somewhat more influenced by personal traits than by management-related issues. According to the findings of the case studies, external environmental factors also seem to have an effect on a business' success in the jewellery sector.

8. Future Directions and Recommendations

1. Emerging Technologies and Trends

(Caroline Moraes, 2017) examine if and how the consumption of fine jewellery, which can be purposeful in relation to some items as perceived and the extended cycle of use of a conflict-free diamond ring, involves ethical performativity on the part of consumers. Such consumer intentionality in terms of ethics, though, was more the exception than the rule and cannot be compared to other things. The jewellery sector is expected to demonstrate a high level of dedication to ethical standards and environmental preservation (Sai, 2023). Although the non-renewable nature of natural resources as jewelry's primary raw materials initially seems to run counter to the idea of sustainability, an increasing number of organisations and institutions within the jewellery sector are actively committed to sustainability. a customised jewellery solution Augmented Reality (AR) application (App). Through their mobile device, users of the App can view a visual representation of diamond rings. Without having to visit the jeweler's store, customers could design and inspect custom jewellery and communicate modifications to the jeweller in real-time, saving both time and money (Oche A Egaji, 2019). Customers could view their personalised jewellery on their fingers using augmented reality to get a better concept of how it will appear after it was finished. In addition to the digital and virtual worlds, physical jewellery retail stores are also advancing rather than disappearing, making in-store customer experience an essential marketing strategy. (Anupam Rana R. K., 2020)A great experience for the customer is provided by in-store celebrity endorsement, curated seating, installed touch screens to assist sales staff, hosting panel discussions with designers and trend forecasters, using 3-D printing technology to give clients a rapid prototype, in-store testing facilities for jewellery and gemstones, on-the-spot repairing using laser technology, the most up-to-date interior design of the store, and consumer awareness workshops about the quality and services of fashion styling.

2. Data Analytics and Artificial Intelligence

The connection between global jewellery demand for gold and Indian jewellery demand shows a strong positive relationship between the two variables. (Katiyar, 2022) may infer that as the global demand for gold jewellery rises, so will the demand for gold jewellery in India, and vice versa. (Prerana Baber, 2013) uses correlation to show how the price of gold was affected by other factors and declares a favourable outcome. According to the findings of empirical tests, there are positive correlations between gold prices and all other significant parameters. The other intra-organizational alignments of the partners in the same supply chain are impacted by each intra-organizational alignment. The extended inter-organizational alignment paradigm can also be likened to an eco-system, where ongoing micro intra-organizational alignments result in a global and incremental interorganizational alignment (G. NEUBERT, 2010). The prevention of thefts was made possible by the presence of community policing and their greater interaction with jewellery store owners. This was also evident in improved community-commercial police liaison programmes. In order to better monitor the movement of jewellery stores and their customers, external police cameras are being used more frequently, especially during busy times (Buheji, 2021). The community police get incident reports from the police operation room for both alert and training purposes. The proprietors of jewellery stores receive certain reports from police cameras, which are then occasionally shared with BJS.

3. Omnichannel Integration

Omnichannel integration is the process of seamlessly integrating multiple channels, both online and offline, to provide a unified and consistent customer experience across all touchpoints. It involves breaking down silos between different channels and creating a cohesive and interconnected ecosystem for customers. With omnichannel retailing, the natural distinction between online and offline channels vanishes, making them invisible. These channels are also defined as being utilised in customer interactions to interact with customers,

communicate with them, and generate the best experience and level of customer satisfaction. (Mario Dadic, 2023) indicates that these channels serve as a conduit between the retail business and the customer. Retailers may produce a seamless customer experience and build an authentic brand narrative that is delivered to customers across many touchpoints by using the customer-oriented distribution model known as omnichannel (Marta Massi, 2023). The most likely demographic to be addressed at the moment in the context of omnichannel commerce is millennial and female consumers. The majority of multichannel and omnichannel buyers are households with three to five people and annual incomes between Rp4,500,000 and Rp10,000,000. In terms of cross-channel behaviour and loyalty, there are also notable variations between multichannel and omnichannel shoppers (Annetta Gunawan, 2022). More than multichannel shoppers, omnichannel customers exhibit cross-channel behaviour and loyalty. As a result of channel integration, customer equity, which comprises of three very significant and pertinent factors, can be assessed (Tasnim M Taufique Hossaina, 2017). Customer equity is envisioned as a key result of data-driven omnichannel services marketing.

4. Customer Relationship Management (CRM)

The Customer Relationship Management (CRM) approach is used to design the Jewellery E-commerce System. CRM can assist customer service employees in gaining access to all relevant data to assist in resolving a client's issue. It is suggested as a substitute for the system-using consumer (Ramlan, 2021). The ordering process can be completed more quickly and easily in the presence of a jewellery e-commerce system. The jewellery industry is one of the biggest consumer industries in the nation, coming in second only to the food industry in size only to telecom, automobiles, and clothes. One of the most common business methods used nowadays by academics, home builders, institutions, and organisations is customer relationship management (CRM). Retailers try to engage with their customers by using a variety of methods, including gifts, coupons, membership cards, and festival offers. Most businesses seek out consumer feedback and complaints, and they are willing to alter their Gems & Jewellery offerings to suit their needs (Deshmukh, 2015). Overall, the business does a great job of managing its relationships with customers.

5. Collaboration and Partnerships

(Zoran, 2015) conclude that creation is a type of communication, that it's critical to encourage appropriation and immediacy in collaborations, that it's important to support. The difficulty of fusing abstract design tools with practical methods and the importance of integrating creation and design into everyday life. Firms cannot rely on trust, past performance, or judgements based solely on appearance in order to be successful in a business collaboration. Prior to joining a strategic alliance, businesses should gather as much information as possible. They should also maintain ongoing oversight to catch any potential misbehavior (Kittichok Nithisathian, 2012). Firms must establish their reputation and become indispensable in order to be chosen by a partner. Collaborating with influencers or establishing affiliate partnerships can be an effective way to leverage their reach, credibility, and influence on social media platforms. Involving customers in the product development process through co-creation initiatives fosters a sense of ownership and strengthens the brand-customer relationship. Collaboration between different channels within the same retail organization is essential for a successful multichannel approach. Retailers of jewellery can work with regional makers, artists, designers, or nonprofit groups to advance sustainable development, social issues, and ethical sourcing.

9. Conclusion

Key Findings

- **Improved Customer Satisfaction:** Implementing a multichannel approach in the jewellery industry has been found to enhance customer satisfaction. By providing customers with multiple channels to browse, purchase, and interact with the brand, retailers can cater to their diverse preferences and shopping habits, leading to higher levels of customer satisfaction.
- **Increased Sales and Revenue:** Multichannel strategies have the potential to drive higher sales and revenue for jewellery retailers. By expanding their presence across multiple channels, retailers can reach a wider audience and capture customers who prefer different shopping channels. This increased reach and accessibility often result in improved sales performance and revenue growth.

- **Enhanced Customer Engagement:** The multichannel approach allows jewellery retailers to engage with customers through various touchpoints, such as physical stores, websites, mobile apps, social media, and more. This increased engagement creates opportunities for personalized interactions, targeted marketing campaigns, and seamless customer experiences, leading to higher customer engagement and loyalty.
- **Competitive Advantage:** Adopting a multichannel approach can provide a competitive advantage in the jewellery industry. By embracing digital technologies, integrating online and offline channels, and offering a seamless and consistent customer experience, retailers can differentiate themselves from competitors and attract a larger customer base.
- **Data-Driven Decision Making:** Multichannel strategies generate a significant amount of data from various channels and customer interactions. By leveraging data analytics and insights, jewellery retailers can make informed business decisions, identify trends, optimize marketing strategies, and enhance operational efficiency.
- **Challenges and Barriers:** Implementing a successful multichannel approach in the jewellery industry also comes with its challenges. These may include aligning internal processes and systems, integrating data across channels, managing inventory and logistics, ensuring data security and privacy, and providing consistent customer experiences across all touchpoints.

10. Implications for the Jewellery Industry

The implications of adopting a multichannel approach in the jewellery industry can be significant and transformative. Here are some key implications for the industry:

- **Evolving Customer Expectations:** Today's customers expect seamless and convenient experiences across channels. By embracing a multichannel approach, jewellery retailers can meet these expectations and cater to the changing preferences and shopping habits of customers.
- **Enhanced Competitiveness:** By providing customers with multiple channels to engage with their brand, retailers can differentiate themselves from competitors and attract a broader customer base. This enhanced competitiveness can lead to increased market share and revenue growth.
- **Improved Customer Insights:** By leveraging data analytics and customer insights, jewellery retailers can gain a deeper understanding of their customers' preferences, behavior, and purchase patterns. This information can drive targeted marketing campaigns, personalized product recommendations, and improved customer segmentation.
- **Operational Efficiency:** Integrating online and offline channels can streamline operations and improve efficiency for jewellery retailers. By optimizing inventory management, logistics, and backend systems, retailers can enhance their supply chain processes and reduce costs. This efficiency can result in improved profitability and resource allocation.
- **Opportunities for Innovation:** The multichannel approach opens up opportunities for innovation in the jewellery industry. Retailers can explore new technologies, such as virtual reality (VR) and augmented reality (AR), to provide immersive and interactive experiences for customers. Additionally, the integration of online and offline channels can foster creativity in marketing strategies, product offerings, and customer engagement initiatives.
- **Collaborative Partnerships:** A multichannel approach often necessitates collaborative partnerships with various stakeholders, including suppliers, technology providers, and marketplaces. These partnerships can bring together diverse expertise and resources, enabling retailers to leverage their strengths and expand their reach. Collaborations can lead to mutual benefits, such as shared customer base, increased brand exposure, and access to new markets.
- **Need for Skill Development:** Implementing a multichannel strategy may require upskilling or reskilling employees to adapt to new technologies, processes, and customer engagement techniques. Training programs and skill development initiatives can help employees effectively navigate the multichannel landscape and deliver exceptional customer experiences.
- **Data Privacy and Security:** The multichannel approach involves collecting and managing customer data across various channels. Jewellery retailers must prioritize data privacy and security to protect

customer information from unauthorized access or breaches. Implementing robust security measures and adhering to data protection regulations is crucial to maintaining customer trust and compliance.

In summary, adopting a multichannel approach in the jewellery industry has implications for customer expectations, competitiveness, customer insights, operational efficiency, innovation, collaborative partnerships, skill development, and data privacy. By embracing these implications, jewellery retailers can leverage the benefits of a multichannel strategy and thrive in a digitally connected marketplace.

11. Areas for Further Research

While the multichannel approach in the jewellery industry has been a subject of research and exploration, there are several areas that warrant further investigation. These areas can contribute to a deeper understanding of the impact and effectiveness of multichannel strategies in the jewellery industry. Some potential areas for further research include understanding customer behavior and preferences in the context of the multichannel approach. This can include studying how customers navigate and interact with different channels, their preferences for specific channels or touchpoints, and the factors that influence their channel choices. Exploring customer segments and their preferences can help retailers tailor their multichannel strategies to meet specific customer needs. Research can explore how a consistent and seamless multichannel experience influences brand perception, customer trust, and loyalty.

References

- [1] Alba Cappellieri, L. T. (2017). The Role of Design for the Brand Identity of Jewellery. *Springer Link*, 253–260.
- [2] Annetta Gunawan, U. S. (2022). Cross-Channel Behavior in Indonesia: Are Omnichannel Shoppers More Loyal than Multichannel Shoppers? *Binus Business Review*, 13(3), 285–292.
- [3] Anupam Rana, D. H. (2021). Perception & Behaviour Of Consumers In Indian Gold And Diamond Jewellery Market: A Review. *Rabindra Bharati Journal of Philosophy*, 101-110.
- [4] Anupam Rana, R. K. (2020). Jewellery Market: Latest Marketing Trends. *Doctoral Research Conference In Management*, (pp. 249-257). Ahmedabad.
- [5] Asavasalulkat, M. T. (2019). *How Social Media Influences Purchasing Decision For Costume Jewellery*.
- [6] Banerjee, S. C. (2013). Indian Gems and Jewelry Industry: An Enquiry into the Nature of Competitive Advantage. *Development and Sustainability*, 363-383.
- [7] Buheji, M. (2021). Inspiration Economy (Case Study)- Inspiration Lab -Re-inventing The Jewellery Shops Safety Practices. *International Inspiration Economy Project*, 1-6.
- [8] C.K.M. Lee, W. H. (2011). Design and development of logistics workflow systems for demand management with RFID. *Expert Systems with Applications*, 5428-5437.
- [9] Caroline Moraes, M. C. (2017). Understanding Ethical Luxury Consumption Through Practice Theories: A Study of Fine Jewellery Purchases. *Journal of Business Ethics*, 525–543.
- [10] ChayathattoMada1, N. W. (2022). The Influence of Organization Change Capability on Social MediaMarketing Performance in the Gems and Jewelry Enterprise duringthelong COVID-19 PandemicinThailand. *Journal of Positive School Psychology*, 6(5), 7393–7403.
- [11] Christopher, K. A. (2014). A Study On Buying Behaviour Of Customers Towards Branded And Non-Branded Gold Jewellery With Reference To Kanyakumari District. *national Journal of Management (IJM)*, 5(10), 105-114.
- [12] D. Kurien, N. K. (2021). Offline To Online: Understanding Marketing And Consumer Buyingbehavior For Purchase Of Jewellery. *Vidyabharati International Interdisciplinary Research Journal*, 1679-1686.
- [13] Deshmukh, P. N. (2015). Customer Relationship Management Practices In Gems & Jewellery Retail Sector. *International Journal of Research in Economics and Social Sciences*, 5(6), 63-169.
- [14] G. NEUBERT, I. Z. (2010). Rfid Implementation And Supply Chain Alignment: The Case Of Jewellery In The Retail Industry. *8 International Conference of Modeling and Simulation*.
- [15] Joseph, D. J. (2014). Consumer Behaviour In The Gold Jewellery Market Of Kerala. *International Journal of Business and Administration Research Review*, 1(6), 86-91.

- [16] Kana, T. (2020). Face to Face Sales and Sales Promotions have a Positive Effect on Gold Jewelry Purchasing Decisions. *International Journal of Social Science and Business*, 4(4), 446-452.
- [17] Katiyar, A. S. (2022). An Analytical Study of the Demand for Gold Jewellery in India and the World. *International Journal of Public Finance, Law & Taxation*, 6(1), 61-69.
- [18] Kittichok Nithisathian, S. R. (2012). Empirical Investigation of the Proficiency of Selecting Partners in the Thai Fine Gold Jewellery Industry. 1-13.
- [19] Mahadev, M. B. (2020). Consumer Buying Behaviour and Trust towards Online Jewellery Shopping. *Journal of Business and Management*, 22(11), 09-20.
- [20] Mariam, D. N. (2015). E Retailing of Jewellery in India-A Substitute for Brick and Mortar-An Analysis. *Asian Journal of Research in Marketing*, 4(6), 34-46.
- [21] Mario Dadic, D. P. (2023). Omnichannel Retailing. *94th International Scientific Conference on Economic and Social Development*, (pp. 238-248).
- [22] Marta Massi, C. P. (2023). Authentic Omnichannel: Providing Consumers with a Seamless Brand Experience through Authenticity. *Psychology & Marketing*, 1280-1298.
- [23] Minghong Shi, C. Z. (2020). An Innovative Marketing Strategy: -Adopting AR & VR in Jewelry Sales. *International conference on Applied Machine Learning*.
- [24] Ms. Swati Phophalia, P. M. (2022). Impact Of Digital Developments On Jewellery Buying Behaviour. *Towards Excellence: An Indexed, Refereed & Peer Reviewed Journal of Higher Education*, 1468-1477.
- [25] Oche A Egaji, I. A. (2019). An Augmented Reality Application for Personalised Diamond Shopping. *International Conference on Automation and Computing (ICAC)*. IEEE.
- [26] Oguilve Solis, K. (2017). *User engagement in mobile apps*.
- [27] Perera, T. (2013). Factors Affecting The Failure Of Small-Scale Enterprises In Sri Lanka Jewellery Industry. *Proceedings of the Second International Conference on Business Management*.
- [28] Pozzobon, A. (2020). *Personalization of jewelry products: an added value or loss in recognition for luxury brands?*
- [29] Prerana Baber, R. B. (2013). Factors Affecting Gold Prices: A Case Study of India. *National Conference on Evolving Paradigms in Manufacturing and Service Sectors*, (pp. 1-12).
- [30] Ramlan, S. N. (2021). Jewellery E-Commerce System With Customer Relationship Management (CRM). In *Graduate Digital Invention Innovation and Design 2021* (pp. 229-234). Universiti Teknologi MARA (UiTM) Cawangan Terengganu. Retrieved from Graduate Digital Invention Innovation and Design 2021.
- [31] Ramlan, S. N. (2021). *Jewellery E-Commerce System With Customer Relationship Management(CRM)*. Malaysia: Universiti Teknologi MARA (UiTM) Cawangan Terengganu.
- [32] Ramlan, S. N. (2021). Jewellery E-Commerce System With Customer Relationship Management(Crm). In *Graduate Digital Invention Innovation and Design 2021* (pp. 229-234). Universiti Teknologi MARA (UiTM) Cawangan Terengganu.
- [33] Sai, Y. L. (2023). Ethics and Sustainability in The Jewellery Industry. *Frontiers in Business, Economics and Management*, 7(3), 187-193.
- [34] Santiwatanakul, V. (2015, June 12). *Purchasing Behavior Of Diamond Jewlry In Online To Offline Commerce*.
- [35] Shi, M., Zhang, C., & Hu, J. (2021). An Innovative Marketing Strategy: -Adopting AR & VR in Jewelry Sales.
- [36] Singh, D. P. (2013). Gold Prices in India: Study of Trends and Patterns. *International Journal of Innovations in Engineering and Technology*, 2(4), 345-351.
- [37] Stella, S. J. (2023). Post Pandemic Perspective: Adaption of mobile wallets on consuming pattern of gold jewellery among urban population of Nagarcoil Town. *Indian Start-Ups Issues and Challenges- A Post Pandemic Perspective* (pp. 8-15). Shanlax Publications.
- [38] Suganya, M. L. (2009). A Study on Customer Preference and Satisfaction towards Gold Jewellery. *RVS Journal of Management*, 1(1), 26-35.
- [39] Tasnim M Taufique Hossaina, S. A. (2017). The Impact of Integration Quality on Customer Equity in Data Driven Omnichannel Services Marketing. *Procedia Computer Science*, 784-790.

- [40] Thakkar, T. (2020). The Effect Of Digital Training On Employees Efficiency In The Jewellery Manufacturing Company In Seepz, Mumbai. *Digital Culture – Changing Global Landscapes*, (pp. 7-11). Mumbai.
- [41] Zoran, J. J. (2015). Hybrid Practice in the Kalahari: Design Collaboration through Digital Tools and Hunter-Gatherer Craft. CHI 2015, Crossings, Seoul, Korea.