

Psychosocial Analysis Of The Jewellery Consumer

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ABSTRACT

The present study aims to report the behavior of the consumer in relation to the consumption of jewelry. Taking into account relevant factors regarding and covering this theme. For this accomplishment, research was used in the jewelry establishment associated with theoretical research in the field of behavioral psychology, in order to observe this context. The buying process involves the mental and emotional activities that satisfy the needs and desires of the consumer. This process goes through numerous stages, until it reaches the act of purchase. Because of this, the main objective of this work is to understand consumer behavior in the process that involves the purchase. The methodology used in this study was investigative, descriptive and bibliographic. Thus, the result of this study led to a deep understanding of the significant correlations between consumer behaviors and attitudes.

Keywords: *Psychosocial. Trade. Consumer. Buying and selling. Jewelry.*

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I. INTRODUCTION

Through this study, the fundamental objective is to analyze the behavior of the jewelry consumer. In the certainty of finding out how this behavior presents itself at the time of purchase.

In fact, the jewelry trade is undoubtedly very old. Despite this, the interest in psychologically analyzing this consumer profile goes back to more recent times.

This interest in this consumer profile has opened up a more contemporary space. Nowadays these facts can be observed around the XVI century. In the twenty-first century, this psychological analysis is more current.

In the specific case, the jewelry market is analyzed as a luxury market, due to the high added value. However, in fact, it is what attracts in many ways and increasingly, the interest in this niche of merchandise. Precisely there, one can already perceive a psychological potential to encourage such trade. Interesting psychological factors are revealed, the power to consume a good at a higher cost, generating: status, glamour, affectivity, superiority and many other feelings divided into sensations and emotions of high potential.

The democratization of luxury is more related to consumer psychological factors than the business strategies themselves.

In this regard, consumption goes beyond the utilitarian benefits of the product and is intimately related to deeper meanings, reaching the level of experience (DANZIGER, 2005 apud GALHANONE, 2008).

Contrary to what is presented, luxury is not a phenomenon with industrialization. For the consumer's psychological factor, luxury offers him countless sensations.

Since remote antiquity, the human being has already brought this interest in status and prestige, they were already drawn in the depths of the being with sensations and perceptions that are very important for social coexistence. This has a strong connotation in the biases of our society.

In a large part of the world's culture, gold by itself brings a very valuable representativeness in the total and literal sense of the word. In fact, gold brings with it a huge and vast representation in world culture.

For jewelry lovers today, the offer is huge and very varied, it takes place in multiple senses, nourishes the psychological potential of consumers in a broad and unrestricted way.

For Freud, in his theory, he states that the behavior of individuals is constituted by unconscious psychological forces and that being one is capable of fully understanding one's own motivations (MYERS, 2015).

Compared to Freudian theory, entrepreneurs should explore the five senses of the consumer and associate the tangible and intangible aspects to reinforce the acquisition on behalf of the consumer.

I cite in this study as I could not and should not fail to cite, my experience during 36 years as a jewelry saleswoman and in this long period (which comes to this day) I can dare to say that the emotional (psychological)

behavior of the individual is in fact what moves the act of consuming, and that, therefore, one "thing" is inherent to the other.

The great relevance of this study is very focused on consumer behavior, and its affinity with the sensations and emotions perceived in this context. This link is of great value to the primary proposal to which the study stops.

The essential at the heart of the study is of paramount relevance to understand the emotions, sensations, perceptions of the individual in the general context of the acquisition of a piece of jewelry.

In the study, we seek to understand and describe the theory and psychological factors of consumer behavior. To verify, in the light of Psychology, how factors of this consumer behavior are based and developed.

This theoretical development will be comprehensive, in order to unveil a final psychological facet that will be the satisfaction of this individual. Which is obviously embedded in this "behavior" as a possible outcome.

In this study, I conclude by noting that on my road as a jewelry seller, I have a large baggage of analyses made of countless, countless times of the "act of consuming" and obviously of the "behavior of this consumer". I have lots and lots of analytics stored in my mind drive. And with that, I came to an assessment of this context: that the behavior of the jewelry consumer is a relationship that is not static but progressive, I say even evolutionary.

And, it's like a marriage, that is, a long-lasting relationship that brings with it emotional ups and downs, but is satisfying and eternal as long as it lasts.

Most of my clients are like diamonds, they have been immortalized with me. And for me this is of unparalleled relevance and satisfaction.

II. PURPOSE OF THE STUDY

The present work demonstrates and defines some inherent factors of the jewelry consumer directly with a specificity in how is their psychological and behavioral profile with regard to consumer behavior.

Through this study and direct research with this individual consumer, due to my vast work experience as a 36 years as a jewelry sales representative, this coexistence brings me a long baggage of observation of types and profiles of behavior in what involves the consolidation of the purchase. Which behaviorally nourishes the consumption plot, until the acquisition is finalized.

There are many variables that permeate this behavior. There are distinctions from emotions, sensations, goals, in fact a huge range of behaviors.

However, the a priori intention of this study is to identify the psychological profile of this consumer, specific to jewelry, with its behavioral bias. What this guy brings with him psychologically in the act of buying the jewelry.

What is the psychological phenomenon that nourishes the unconscious of the jewelry consumer and indeed how this unconscious is vast and all-encompassing. Thus, the main objective of this study is focused on identifying the main factors that influence the behavioral and decision-making process of jewelry consumers.

Engel, Blackwell and Miniard (2000, p.4) define consumer behavior as "the activities directly involved in obtaining, consuming and disposing of products and services, including the decision-making processes that precede and follow these actions".

For Schiffman and Kanuk (2000), the study of consumer behavior is an in-depth analysis of how individuals decide how to spend their available resources on products or services.

Kotler and Keller (2006) state that consumer behavior is influenced by cultural, social, personal and psychological factors.

Regarding the importance of social factors in consumer behavior, Engel, Blackwell and Miniard (2000) state that several times pressures from the social environment can affect the individual's behavior more than personal attitudes.

The psychological factor is also a major influencer of consumer behavior and, for greater understanding, Kotler and Keller (2006, p. 182) demonstrate the stimulus and response model, where "environmental and marketing stimuli penetrate the buyer's consciousness".

Schiffman and Kanuk (2000, p. 13) summarize by stating that "the study of consumer behavior enables companies to understand and predict consumer behavior in the market; It also promotes understanding of the role that consumption plays in the lives of individuals."

Unconscious Motivation

For Freud, who described in his theory that "the behavior of individuals is constituted by unconscious psychological forces and that being one is capable of fully understanding one's own motivations" (MYERS, 2015).

It was Sigmund Freud, at the beginning of the century. XX who described the first theory of personality that became an important contribution to psychological thought (BENNETT AND KASSARJIAN, 1980, p. 89).

With these observations, the study shows us that consumption is often unconsciously motivated, which leads us to analyze the profile of the jewelry consumer more intensely and even deeply.

Making a comparison between Freud's analysis and the reality of jewelry stores, it is right to comment: that the fact that the jewelry product is of a high added value, entrepreneurs in the field must direct their efforts to all tangible and intangible aspects correlated to the consumer's sensations.

Kotler and Keller (2006) mention another important motivational approach, Maslow's theory. According to the authors, human needs are arranged in a hierarchy, from the most urgent to the least important. In this way, it is possible to explain why individuals are motivated by certain needs at certain times.

Schiffman and Kanuk (2000) characterize rational motives as the goals set by consumers by objective criteria, such as size, price, and weight. Emotional motives would be the choice of goals taking into account only personal and subjective factors.

Consumption analysis

These behavioral aspects of the consumer in relation to the consumption of jewelry, attracted me a lot to unite my profession as a jewelry sales representative with my final research of academic training.

However, due to the limited bibliography available for the theme to be researched and studied, personal research was used.

Evidenced by my private company observed over these years of working with my family (since the company is mostly family-owned).

The desire for luxury is a characteristic of the human species, Forbes mentions that "luxury can be defined as something beyond necessity, but it is no less fundamental." (FORBES, 2004, apud GALHANONE 2005).

The present work addresses in its analytical and study objectives, an analysis of the differences in purchasing behavior between users and buyers of jewelry. Because in the jewelry market, for example, the buyer husband often presents his beloved, the user, with a beautiful gold jewelry.

Solomon (2011) approaches this analysis by stating that people often buy (consume) products for what they mean and not for what they really are. That is, the roles a product can play in our lives are above the tasks for which they were designed.

Solomon (2011) creates an analogy of consumer behavior as actions and staging. According to the author, individuals play different roles and sometimes change their consumption decisions according to the staging of the moment.

The fascination with luxury is a striking characteristic of the human species, Forbes mentions that "luxury can be defined as something beyond necessity, but it is no less fundamental" (FORBES, 2004 apud GALHANONE, 2005).

Rational motivation is linked to verifiable realities such as economy, efficiency, durability, among others. Emotional motives, on the other hand, are associated with intangible factors such as taste and aesthetics.

Human beings are somewhat ambiguous. In the same way, reason may not find it necessary to buy a piece of jewelry. The emotional considers the product desirable.

Meaning and importance of adornments

Since the dawn of humanity, from its antiquity, the human being has brought with him a great need to adorn himself, in fact this is already part of the daily life of primitive peoples.

With this study and through my professional side, I observe that nowadays this goes far beyond a simple adornment of oneself, it certainly involves many somatized psychological factors.

I realize that jewelry carries with it many meanings of paramount importance. Family jewelry, which is passed down from generation to generation; jewellery from numerous significant celebrations; protective jewelry; Jewelry for personal use... All of them carry with them a very peculiar meaning, this creates a relevant link with the bearer of them.

Through this study, the union that jewelry transmits to the wearer brings with it an importance beyond the physical - in the emotional and behavioral context, functions that the consumption of this good entails is very notorious.

In this way, I found and realized the importance of the individual's knowledge to evaluate and analyze psychological factors.

Meanings, sensations, and perceptions for behavior

The primary intention of this study is to define some factors and behavioral peculiarities inherent to jewelry consumers and what their psychological profile encompasses in jewelry consumption.

The goals of this client are varied, and therefore we should not standardize the variants that affect each one according to factors that are also varied. Type, socio-cultural as well as geographical, educational factors. Each being has its individuality and in this context it certainly could not be different, because it is a product with high added value. What also affects psychologically to this individual consumer is the fact that it is providing him with status, power, supremacy, among other potential attributes.

In the specific objective of this study, we found all this differential as what adds to the individual in the emotional context this power that this acquisition causes him.

Emotional sensations are the most basic of the behaviors measured in this subject.

Fundamentally, Solomon (2011) "characterizes perception as a process where individuals attribute meanings to sensations". These would be selected, organized, and interpreted.

Gade (1980, p. 47) mentions that "perception refers to the processes by which the individual receives stimuli through his various senses and interprets them".

The study of consumer perception is of great importance for marketers, since consumption is a consequence of each individual's perceptions of things, people, and the world itself.

In this segment, this study addresses and understands that each individual is governed by a different sensation and perception, especially when it comes to consuming something, and especially jewelry.

When we Brazilians hear the word behavior, we immediately visualize an individual and his or her set of reactions as a result of the social environment.

According to Teixeira Júnior (2006), behavior analysis is a natural science that studies living and intact organisms. Thus, for behavior analysis, the word behavior refers to both an individual's actions and feelings, thoughts, and speech.

Consumer behavior

Therefore, I identified that behavioral psychology reflects many aspects. Quoting Kukul (2007) "behavior is the externalization of inner acts".

In this study, I combined consumer behavior, I identified the aspects involved in the act of consumption are quite and increasingly important.

In fact, in this work I have shown that it is truly that in each one of us there is a consumer. And in addition, in every person we meet there is also the act of consumption.

And basically what differentiates this is, in fact, the psychological behavior inherent to each individual in the act of consumption. To observe the consumer behavior of each individual in particular is to think about how they live.

Studying the reasons for consumption has good purposes: we study the individual being from different perspectives only through what and how he consumes.

In this study, for the purpose of identifying the behavior of the jewelry consumer, I identified at first that jewelry brings with it a representativeness far beyond what we call fashion. The jewel adds a lot of relevance: power, luxury, spirituality, it represents a personality of those who are consuming them. Parallel to this, the jewelry consumer makes a "marriage" with that piece at the time of its acquisition.

Solomon (2011) classifies consumers' purchasing decisions by their degree of importance, i.e., the amount of effort expended in the purchase of each product is variable.

In my profession, as well as here in this study, I show that one of the attitudes of the jewelry consumer is the act of gifting - in this behavior I perceive a lot of data: graduation gift, Valentine's Day, mother's day, baptism, wedding, birthday, anniversary, children's day, father's day and birth of a baby. The notoriety lies in the solidity and firmness that the acquisition of a jewel for this purpose is of extreme value. It adds in this act a relevant weight of love, eternalization of a moment, emotional value combined with the value that a jewel brings with it. They are symbolic sentimental values, which express a great feeling.

"People differ in terms of their cognitive processing style. Some people tend to have a rational system of cognition that processes information analytically, sequentially using rules of logic, while others rely on an experimental system of cognition that processes information more holistically and in parallel" (SOLOMON, 2011, p. 334).

Needs and end goals

Also in this study, I observe that jewelry consumers bring with them manifested preferences that contribute to drawing a purchase profile.

Some clients prefer rings, others necklaces, others bracelets, in general it is observed that each style or model of jewelry also interferes or demonstrates a way of analyzing the profile of this client.

I highlight this selective behavior with: "consumer behavior encompasses a wide area: it is the study of the processes involved when individuals or groups select, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires [...] the needs and desires to be satisfied range from hunger and thirst to love, status, or even spiritual fulfillment" (SOLOMON, 2002, p. 24).

According to Engel, Blackwell and Miniard (2000), the knowledge of the variables that influence buying behavior is important for entrepreneurs to qualify their products and services, effectively considering the desires and needs of the consumer and orienting their offers to the market.

For Solomon (2002), understanding consumer behavior for organizations is good business, since consumer satisfaction is essential for the existence of organizations.

III. CONCLUSION

In this study, we conclude that what moves a consumer to purchase a product many times, or rather, in its vast majority, is a whole psychological context that drives all customer behavior until the purchase is closed.

Hence, in my view, there is a very strong link between company and consumer. The company should establish studies aimed at the good relationship with the psychological/emotional part of the company with its client. This link must be well established, as we are in an era where we hardly live with physical contact anymore.

Minadeo (2008, p. 61) that consumer behavior refers to the process of making a purchase decision, taking into account that a purchase is a human attitude. "That people buy goods and services not only to satisfy their needs, but so that they can project favorable images to others, given that there is a strong social component in human beings."

In fact, the main objective of this study was to understand, analyze, debate, what are the main motivations that lead consumers to buy jewelry.

In view of this study, it was possible to verify variable behavioral aspects in the profile of the jewelry consumer.

I understood not only why people buy, but also why and how people consume. And, above all, the appreciation and relevance of the different ways of finalizing the act of purchase brings to each customer something very individual, making this customer unique and each one very special.

People play many different roles, they sometimes modify their consumption decisions, depending on the situation, and on cultural, social, psychological and personal factors to identify in this context if the actions taken by seller and consumer are effective.

In this way, the company will form complete feedback with each customer.

With this study and through my professional path, working directly and daily in this context, I closed a wide and fulfilling range of understandings about the consumer relationship and their emotions and perceptions in the act of consumption.

In fact, without a doubt, this job has given me a new perspective for my personal and professional life as a form of knowledge and personal fulfillment. In view of the theories studied, I tried to bring all this researched content to my day-to-day work.

Consumer behavior is based on the motivation to acquire a certain good or service, established through a process of exchange, where perceived values are transferred among the members of the process.

According to Mowen and Minor (2003), consumer behavior is defined as the study of the purchasing units and exchange processes involved in the acquisition, consumption and disposition of goods, services, experiences and ideas.

For Karsaklian (2000), no matter how much one tries to get to know the consumer, it is difficult to know what behaviors he will have in relation to events that may occur during his life. The consumer is always being influenced, so one of the main tasks of the marketing administrator is to know his consumer in depth, to really know what his customers want and desire, ensuring the success of the company and facilitating decision making at various times such as: in the creation of the marketing plan, in the approximation of the product with the customer, as well as in the relationship between customer and supplier.

There are several internal and external factors that influence the purchase decision-making process of consumers. These decisions are often influenced by other factors related to consumer behavior. Cobra (2009, p. 64) says that "there are several factors that act on the individual, inclining him or not to buy". These factors are cultural, social, personal, and psychological. Solomon (2002), Schiffman and Kanuk (2000) understand that the individual, as a consumer, suffers psychological, personal, social and cultural influences.

Motivation is what makes us act to make the decision to acquire something. Motivation: "It is the driving force that exists within individuals and that drives them to action. This force is produced by a state of tension, which exists as a result of an unsatisfied need" (SCHIFFMAN; KANUK, 2009, p. 62). There are several theories about human motivation, the main and most well-known being that of clinical psychologist Dr. Abraham Maslow. Maslow's theory of motivation is driven by the hierarchy of needs, in which each individual seeks to satisfy the needs from the lowest level to the highest level, according to the hierarchy of needs. According to Bergamini (1997a, p.71), Abraham H. Maslow's theory of human motivation, which is based on the hierarchy of basic human needs, was based on the fact that people work in order to meet basic needs and as they are being satisfied, they do not provoke motivation for new efforts. Thus, organizations need to discover new stimuli to ensure constant motivation of their people.

The decision-making process begins in the first lessons of life, and is characterized by an action based on some purpose, which will bring reflexes of reaction in present and future time. Such an attitude allows the individual to be in a position responsible for himself, weighing the pros and cons of the purchase, which as consequences will be useful to him and will lead him to joy or bring regret (GADE, 1980).

According to Engel, Blackwell and Miniard (2000), the stages of the purchase decision process are: recognition of the need, search for information, evaluation of alternatives, purchase, consumption and post-consumption evaluation.

According to Gade (1980), this process does not necessarily follow consciously, but can occur without the prospective consumer being aware that he or she is evaluating alternatives or problems. It can happen in a fraction of a second or as a result of a lifetime's maturation.

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