E Retailing of Jewellery in India: A Substitute of Brick & Mortar- An Analysis

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Abstract

The evolution of e-commerce in jewellery has changed the way Indians are buying jewellery. According to CLSA Asia Pacific Markets the e-commerce market for jewellery in India is estimated to be $22 billion by 2018. The advent of e-commerce in jewellery retail by big players like Caratlane and Blue Stone has prompted branded as well as traditional jewellers to make a foray in to e-retail. While people today are more comfortable buying things online the need for the “touch and feel” factor in the jewellery purchase experience has prompted even e-commerce players to establish exclusive lounges and offer “try before you buy” options at the prospect’s doorstep. In a way, jewellery retail has come full circle with e-retailers adding the offline aspect. This article is an endeavor to consider e-retailing of jewellery as a phenomenon in India and to analyse it as an alternative to brick and mortar jewellery stores.

Keywords: Indian jewellery business, traditional jewellers, traditional players, branded jewellers, branded players, e-retail, e-retail of jewellery, e-commerce, e-commerce in jewellery, BlueStne, Caratlane, Gili, Tanishq.

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