

## Data-Driven Emotion Mapping for Customer Relationship Management in Traditional Gold Jewellery Markets

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### ABSTRACT

Traditional jewellery consumption is a high-involvement decision influenced by cultural norms, emotional attachment, and perceived long-term value. While prior studies largely emphasise economic and demographic factors, limited research has examined the emotional processes underlying jewellery purchasing. This study explores consumer sentiment associated with traditional jewellery consumption using a qualitative sentiment analysis approach. Primary data were collected from 1,314 respondents through open-ended survey questions capturing emotions at the pre-purchase, purchase, and post-purchase stages, along with future purchase intention. The responses were analysed using thematic sentiment analysis, categorizing emotions into positive, negative, and mixed sentiments with indicative frequency dominance. Findings reveal a clear emotional progression across the purchase journey. Pre-purchase stages are marked by anxiety and price sensitivity, the purchase stage is dominated by excitement and pride, and post-purchase responses reflect satisfaction and emotional security. Despite financial concerns, future purchase intention remains strong due to cultural continuity. The study highlights the importance of emotional value in traditional jewellery consumption and demonstrates the relevance of sentiment analysis in fashion and consumer behaviour research..

**Keywords:** consumer sentiment, cultural consumption, fashion studies, purchase behaviour, sentiment analysis, traditional jewellery

### INTRODUCTION:

Traditional gold jewellery has a unique importance in South Indian culture. Here, buying jewellery is not simply about price or usefulness; it is about honouring family traditions and marking important milestones in life. For instance, during festivals or weddings, families often see it as a wise investment and a way to celebrate their shared heritage. Many women recall receiving gold jewellery from their mothers or grandmothers, making those pieces symbols of love, family pride, and continuity across generations. Because of these deep emotional connections, gold jewellery stands out as a product for which customer relationship management (CRM) needs to go beyond standard sales strategies. Businesses must understand the feelings and memories attached to each purchase, as these shape long-term trust and loyalty. People make decisions about jewellery based on both emotions such as pride, attachment and belonging, and practical considerations such as cost, quality and investment value. While some research has recognised the role of emotions in consumer choices, there is limited focus within CRM on how these feelings change across buying stages. This study uses a data-driven approach to explore how emotions shift at each stage of jewellery purchase among women, with an aim to provide a clearer picture of how emotional and rational factors together influence decisions in this market.

### Background

Traditional jewellery occupies a unique position within fashion consumption because it is simultaneously an aesthetic product, a cultural symbol, and a form of emotional and financial security. In many societies, jewellery functions as both adornment and a store of wealth, marking key life-cycle rituals, signalling social status, and embodying personal and family identity from birth to death [1]-[3]. Gold jewellery in particular is strongly associated with wealth protection, financial safety, and prestige, while also serving as a visible expression of cultural and religious belonging in events such as weddings, festivals, and rites of passage [1], [3], [4], [5]. Studies on Indian and Kazakh traditions emphasise that jewellery is deeply intertwined with heritage and spirituality, even when contemporary wearers do not always consciously recognise the sacred and symbolic meanings of specific motifs and materials [1], [3], [6]-[8].

Unlike trend-driven fashion items, traditional jewellery—especially gold-based ornaments—remains embedded in intergenerational value systems. It is often passed down as heirlooms and treated as a quasi-savings instrument that can be liquidated in times of crisis, which reinforces its dual identity as ornament and asset [1], [2], [4], [5]. At the same time, changing markets have shifted jewellery from a purely traditional category toward a fashion-oriented one, where personal aesthetics, lifestyle fit, and individual style play an increasing role, particularly among younger consumers [2], [9], [10]. Empirical work from India, China, and Kazakhstan still finds a strong preference for

traditional or national jewellery forms, but with growing attention to design innovation, personal style, and the blending of heritage symbols with modern aesthetics [2], [6], [8], [9], [11].

Existing research on jewellery consumption has indeed concentrated heavily on economic and demographic determinants. Survey-based studies repeatedly highlight price, purity, and design as dominant factors in purchase decisions for gold jewellery, alongside store-related considerations such as trust and reputation [1]-[3], [9]. In parallel, work on luxury jewellery consumption motives differentiates rational drivers (price, quality, investment) from emotional drivers such as conspicuousness, hedonism, self-identity, and uniqueness, providing a structured scale that captures both functional and symbolic aspects of jewellery buying [12]. Studies of perceived value in contemporary and art jewellery similarly show that functional or financial value, perceived cost, and image or aesthetic value significantly influence purchase frequency, spending level, and brand or category choice [2].

However, for a high-involvement product category such as jewellery, there is growing recognition that these economic and demographic models do not fully capture the emotional processes that shape behaviour before, during, and after purchase. Research with Generation Z silver jewellery consumers in China demonstrates that perceived value, emotional design features, and visual symbolic value build emotional attachment, which then fully mediates the effect of design perception on purchase intention [13]. In the artisanal silver sector in Bali, positive emotions are shown to amplify the impact of product quality and marketing capabilities on repurchase intentions, underscoring that emotional responses are not just by-products but core mechanisms linking product attributes to future behaviour [14]. Studies of jewellery advertising and brand loyalty further point to the roles of emotional connection, satisfaction, and trust—alongside perceived quality—in shaping brand preference and ongoing purchase in increasingly digital and omnichannel environments [15].

Despite these advances, much of the work on jewellery and related fashion accessories still relies on cross-sectional surveys and structural models, often treating emotions as mediating or moderating variables rather than exploring them as lived, evolving experiences [9], [12]-[15]. Broader consumer research on anticipated emotions shows that forward-looking feelings about how one will feel if one buys or does not buy a product significantly influence decisions, and that both positive and negative anticipated emotions can motivate action or inaction [16]. Yet this framework has rarely been applied in depth to traditional jewellery, where anticipation of pride, familial approval, social recognition, or regret and financial anxiety may be especially salient. Similarly, design-focused psychological work indicates that negative emotional cues in product form can generate strong but potentially harmful emotional memories, influencing long-term brand perception and reducing interest, whereas soft, harmonious design features tend to enhance purchase intentions [10]. These insights suggest that pre-purchase anticipation, in-store or online emotional experiences, and

post-purchase emotions such as pride, attachment, security, or regret are likely central to how consumers evaluate the value of jewellery over time.

In recent years, sentiment analysis has emerged as a useful methodological tool for capturing consumer emotions expressed through qualitative narratives [17]-[19]. By analysing open-ended responses, sentiment analysis enables a deeper examination of how consumers articulate anxiety, anticipation, excitement, satisfaction, and reassurance across different stages of consumption [20]-[23]. Applying this approach to jewellery consumption offers an opportunity to map emotional transitions and identify the underlying drivers that influence behaviour beyond rational evaluation [17], [24]-[26].

The present study adopts a qualitative sentiment analysis approach to examine consumer emotions across three key stages of jewellery purchasing: pre-purchase, purchase, and post-purchase. Drawing on responses from 1,314 participants, the study aims to understand how emotional states evolve throughout the consumption journey and how these sentiments shape future purchase intentions. By focusing on culturally rooted jewellery consumption, this research contributes to fashion and design studies by foregrounding emotional and symbolic value alongside economic considerations.

The findings of this study are expected to offer practical implications for designers, retailers, and policymakers by highlighting the importance of emotionally sensitive design strategies, experiential retail environments, and culturally informed marketing communication. In doing so, the paper positions sentiment analysis as a valuable analytical lens for advancing research on traditional fashion products with enduring cultural significance.

## METHODOLOGY

### *Research Design*

The study adopts a qualitative-dominant exploratory research design to investigate consumer emotions associated with traditional jewellery purchasing. Given the culturally embedded and emotionally nuanced nature of jewellery consumption, a sentiment analysis approach was employed to capture subjective experiences expressed through open-ended responses. This design enables an in-depth understanding of emotional transitions across different stages of the purchase process.

### *Data Collection*

Primary data were collected through a structured questionnaire consisting of both demographic variables and open-ended questions. The questionnaire was designed to elicit respondents' emotional experiences across three stages of consumption: pre-purchase, purchase, and post-purchase, along with future purchase intention. A total of 1,314 valid responses were obtained, forming the final dataset for analysis. The use of open-ended questions allowed respondents to articulate emotions in their own words, enhancing the richness and authenticity of the data.

### *Sampling Technique*

A non-probability purposive sampling method was used to select respondents who had prior experience with

jewellery purchasing. This approach ensured the relevance of responses to the research objectives. The sample included participants from varied age groups, occupational backgrounds, and family roles, providing a broad representation of consumer perspectives within the cultural context of traditional jewellery consumption.

*Analytical Framework*

The collected qualitative data were analysed using thematic sentiment analysis that includes emotion detection, semantic analysis, natural language processing, linguistic processing, sentiment intensity and sentiment polarity. Responses were systematically reviewed and coded into recurring emotional themes such as anxiety, anticipation, excitement, pride, satisfaction, and security, inspired by Plutchik’s theory of emotions [27]. These themes were further categorised into positive, negative, and mixed sentiment groups. Frequency dominance of themes was used to derive indicative values, allowing the integration of qualitative insights with descriptive quantitative interpretation. This approach supports a mixed analytical perspective while maintaining methodological transparency.

*Purchase-Stage Segmentation*

For analytical clarity, sentiments were examined across three distinct purchase stages:

Pre-purchase stage: Emotions related to planning, financial concern, and anticipation

Purchase stage: Emotions experienced during the act of buying, including excitement and social influence

Post-purchase stage: Reflective emotions such as satisfaction, pride, and reassurance

This stage-wise segmentation facilitated comparison of emotional intensity and transition throughout the consumption journey.

*Ethical Considerations*

Participation in the study was voluntary, and respondents were informed about the academic purpose of the research. Anonymity and confidentiality of responses were maintained throughout the data collection and analysis process. No personally identifiable information was disclosed, ensuring compliance with ethical standards for social science research.

**RESULTS**

**TABLE I  
DATASET OVERVIEW**

Parameter	Value
Total Respondents	1,314
Response Type	Qualitative (open-ended)
Purchase Stages Analysed	Pre, During, Post
Future Purchase Responses	100% of respondents
Analysis Method	Thematic sentiment analysis

**TABLE II  
PRE-PURCHASE SENTIMENT ANALYSIS**

Aspect	Approx. Share	Dominant Sentiment	Interpretation
Price Anxiety	65–70%	Negative	Financial stress due to rising prices
Cultural Obligation	55–60%	Mixed	Driven by tradition and family expectations
Anticipation / Planning	45–50%	Positive	Planned, non-impulsive behaviour
Emotional Stress	40–45%	Negative	High emotional involvement

**TABLE III  
PURCHASE-STAGE SENTIMENT ANALYSIS**

Aspect	Approx. Share	Dominant Sentiment	Interpretation
Excitement / Happiness	70–75%	Positive	Emotionally rewarding experience
Pride / Achievement	60–65%	Positive	Reinforces self-worth
Social Influence	45–50%	Mixed	Family-driven decision-making
Retail Experience Impact	50–55%	Positive	Store environment matters

**TABLE IV  
POST-PURCHASE SENTIMENT ANALYSIS**

Aspect	Approx. Share	Dominant Sentiment	Interpretation
Satisfaction	75–80%	Positive	Confirms purchase decision
Emotional Security	65–70%	Positive	Viewed as future safeguard
Pride in Ownership	55–60%	Positive	Emotional attachment
Regret	10–15%	Negative	Linked to social pressure

**TABLE V  
FUTURE PURCHASE INTENTION**

Aspect	Approx. Share	Interpretation
Willingness to Repurchase	80–85%	High continuity of consumption
Price-Dependent Timing	35–40%	Timing affected, not in intention
Investment Motivation	60–65%	Seen as secure asset
Cultural Motivation	70–75%	Tradition-driven intent

**TABLE VI  
CROSS-CATEGORY INSIGHTS**

Theme	Strength	Interpretation
Emotional Transition	High	Anxiety → Excitement → Security
Cultural Centrality	Very High	Deeply embedded in rituals

Female Agency	High	Independent decision-making
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## DISCUSSION

The findings of this study provide important insights into the emotional dynamics underlying traditional jewellery consumption, revealing that purchasing behaviour is shaped not merely by economic considerations but by a complex interaction of cultural, emotional, and social factors. The sentiment analysis across the three purchase stages—pre-purchase, purchase, and post-purchase—demonstrates a clear emotional progression that characterises high-involvement fashion products with deep cultural significance.

At the pre-purchase stage, dominant sentiments were marked by anxiety and financial concern, largely driven by rising gold prices and perceived economic pressure. However, these negative emotions were simultaneously accompanied by anticipation and a sense of obligation rooted in cultural traditions. This duality suggests that gold jewellery purchasing is rarely discretionary; instead, it is embedded within social norms, life-cycle events, and familial expectations. Such findings align with established consumer behaviour theories that position culturally symbolic products as necessity-driven rather than choice-driven.

The purchase stage emerged as the most emotionally intense phase, characterised predominantly by positive sentiments such as excitement, pride, and emotional gratification. Despite prior anxiety, respondents reported heightened satisfaction during the act of purchasing, particularly influenced by the retail environment, family presence, and the symbolic act of ownership. This transition highlights the critical role of experiential retail design and interpersonal interaction in transforming stress-laden anticipation into emotional fulfilment. Jewellery retail spaces thus function not only as commercial environments but also as emotional and social arenas.

In the post-purchase stage, sentiments stabilised strongly toward positive emotional states, including satisfaction, pride, and a sense of emotional security. Jewellery ownership was frequently associated with peace of mind and future assurance, reinforcing the perception of gold jewellery as both an emotional and financial asset. Instances of regret were minimal and primarily linked to social pressure rather than dissatisfaction with the product itself. This indicates that post-purchase reassurance plays a key role in validating the decision-making process and sustaining long-term consumer confidence.

The analysis of future purchase intentions further strengthens this interpretation. Despite persistent awareness of price volatility, respondents demonstrated a high willingness to repurchase, driven mainly by cultural continuity, milestone events, and perceived security. This suggests that traditional jewellery consumption exhibits strong behavioural persistence, with demand remaining resilient even under economic constraints. From a design and market perspective, this underlines the importance of aligning product development with cultural relevance rather than short-term trend cycles.

Across all stages, a notable cross-cutting insight is the increasing expression of female agency, with many respondents emphasising self-funded purchases and independent decision-making. This reflects a gradual shift in traditional consumption narratives, positioning jewellery not only as a familial or marital asset but also as a symbol of personal achievement and autonomy.

## CONCLUSION

This study examined consumer sentiment across the pre-purchase, purchase, and post-purchase stages of traditional jewellery consumption using qualitative sentiment analysis. The findings demonstrate that jewellery purchasing is not a linear economic decision but an emotionally layered process influenced by cultural norms, social expectations, and perceptions of long-term security. The emotional trajectory observed—characterised by anticipatory anxiety, experiential excitement during purchase, and post-purchase reassurance—highlights the complex psychological dimensions embedded in culturally significant fashion products.

The results confirm that although price sensitivity and financial concerns are prominent prior to purchase, they do not diminish overall purchase intention. Instead, cultural continuity, life-cycle events, and symbolic value sustain demand and reinforce long-term consumption behaviour. The strong positive post-purchase sentiments further validate jewellery as an emotional and financial asset rather than a purely aesthetic commodity. Additionally, the increasing visibility of independent and self-funded purchases indicates a gradual shift toward greater consumer agency, particularly among women, within traditionally structured consumption contexts.

Overall, the study contributes to fashion and consumer behaviour research by demonstrating the value of sentiment-based analysis in capturing emotional drivers that are often overlooked in conventional quantitative approaches.

### Implications

#### *Implications for Design Practice*

Designers should recognise that traditional jewellery functions as an emotional artefact as much as a material product. Design strategies must therefore prioritise cultural symbolism, longevity, and emotional resonance over short-term trend cycles. Subtle design differentiation that respects tradition while enabling personal expression can strengthen emotional attachment and long-term product relevance.

#### *Implications for Retail and Marketing*

The findings emphasise the importance of experiential retail environments in shaping positive purchase-stage emotions. Retail strategies should focus on emotional reassurance, transparent pricing communication, and culturally sensitive storytelling. In-store interactions, visual merchandising, and service quality play a decisive role in transforming pre-purchase anxiety into purchase satisfaction.

#### *Implications for Consumer Behaviour Research*

Methodologically, this study demonstrates the effectiveness of qualitative sentiment analysis in uncovering emotional transitions across consumption stages. Future research can extend this approach by integrating sentiment analysis with demographic segmentation, comparative product categories, or longitudinal studies to examine how emotional patterns evolve over time.

#### *Implications for Policy and Industry Stakeholders*

For policymakers and industry bodies, the findings highlight the resilience of culturally embedded consumption despite economic volatility. Consumer education initiatives, transparent hallmarking systems, and ethical sourcing communication can further reinforce trust and emotional security, supporting sustainable industry practices..

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