



ORIGINAL RESEARCH ARTICLE

## The Position of E-Commerce Training in Gold and Jewelry Industry in Iran

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### ABSTRACT

**Purpose:** This research aims to identify the position of e-commerce at the gold and jewelry industry in Iran.

**Method:** Related articles were reviewed in this field. Based on the CASP method, 8 articles were selected. Based on the meta-synthesis technique and using ATLAS TI software, related codes were extracted.

**Findings:** Based on the obtained results, 12 main categories and 79 primary codes were identified. These 12 categories are e-commerce services, technical systems, buying and selling systems, ethical and legal issues, consumer situations, seller situations, information accuracy, business management, support for online business systems, individual characteristics, system issues, and Human cases.

**Conclusion:** Based on market pressure and technology development, like any other business, the gold and jewelry industry is also forced to use and develop e-commerce. The gold and jewelry industry plays an important role in Iran's economy. The e-commerce industry is one of the fastest-growing sectors in Iran, and online jewelry has also opened its way in this direction. The evidence points to the industry's slow pace in the rapid e-commerce trend. This lack of coordination of e-commerce adaptation with the structure of the gold and jewelry industry, especially in Iran, requires solving the problems and creating the necessary infrastructure.

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## **1. Introduction**

Consumer behavior may be defined as behaviors that people show in planning the purchase and use of economic goods and services (Jadil et al, 2022). The buyer is considered a black box because his mind cannot be imagined this purchase decision (Kim et al, 2017). The purchase decision depends on attitude, preference, emotions, and other such factors that affect consumer behavior (Wu et al, 2020). Therefore, it is important to know how consumers react to different marketing stimuli of product, price, place, and promotion (Rana et al, 2020).

Since jewelry is considered a luxury item, many factors influence the purchase of jewelry. For example, customers purchase jewelry to enhance social status, reward hard work, gain a sense of confidence, receive a memorable gift, and satisfy their psychological needs (Ajzen et al, 1985). Also, these factors are related to their economic factors such as disposable income, income expectation, willingness to consume, and savings, and liquidity of funds (Wu, 2013).

Despite recent global economic downturns, luxury goods have maintained their popularity while sales of other goods have declined sharply (Romanenkova et al, 2022). The reason is that luxury goods are not purchased for the same reasons as ordinary goods (Zhang et al, 2019). Therefore, consumer decision-making plays a huge role in the sale of luxury goods, especially status consumption, and the motivations for status consumption were identified according to the types of motivations. Peer pressure and group reference is an important external factors to determine consumer behavior in buying jewelry (Gruzdeva et al, 2020).

People listen more to the advice of others and how they feel at that time. This is mostly because so many of us want to "belong". This means that understanding the influence of reference groups on consumer purchases is useful for the jewelry business (Ho & Carlotto, 2012). For centuries, jewelry has been used to represent wealth, power, class, and status. Image is everything to gold and jewelry consumers. Physical appearance is their big problem as they like to buy expensive jewelry to enhance their image. It sure says "I'm different." which is all about human adornment as a way to emphasize our individuality from the masses. It is undeniable that advertising tools influence consumer behavior. The effect of different sales promotion tools causes different consumer buying behavior (Shramchuk, 2018).

In addition, the Internet has changed the way we buy goods faster than any other technology in the history of business. In the past, everyone had to go to their bank for transactions. Today, mobile banking can be done anywhere that has access to the Internet. With so many changes in lifestyle through the internet, marketing has to be implemented in different ways. Unlike mass marketing, modern marketing is being invented to target the right people with the right messages that appeal to them (Sazhnev, 2020).

Although the history of e-commerce is not long, many researchers are interested in this field. This is mainly due to the huge and rapid development of e-commerce (Verma et al, 2021). E-commerce usually refers to a wide range of business activities around the world that are based on the open network environment of the Internet, browser, and server applications, buyers, and sellers with a variety of business activities. Early research on e-commerce has focused mainly on banner ads, blogs, and email ads, but many new channels seem to be very popular and growing dramatically, such as search engines and many websites. Social Networks. Social media marketing is generally useful and plays an essential role in online marketing, regardless of whether it is a small to medium business or a large enterprise. And a lot of information about the importance and benefits of search engine marketing activities for small or medium enterprises can be identified in previous studies. Support marketing literature has generally focused on several important aspects and key issues of search engine marketing (Romanenkova et al, 2022).

The online jewelry market has emerged as one of the fastest-growing industries in Asia. This industry has been mainly influenced by factors such as the increasing number of internet users, increasing user awareness, and lucrative online jewelry prices. It has been observed that the majority of the Asian population is now quite familiar with the Internet and its wide range of

applications. Due to the convenience offered by online jewelry, customers can easily compare jewelry offered by different companies (Wu, 2013).

According to Kurth (2011), the jewelry industry has a relatively old and traditional structure, which has been formed with a focus on long-term customer relationships and usually a relatively small to medium potential customer base. Also, the jewelry market includes a collection of relatively small jewelry retailers. These gold and jewelry retailers have a great impact on the customer's emotions and moods at the point of sale when the customer can see and touch the jewelry. Many traditional jewelry retailers are considering investing in e-commerce, but they have only a vague idea of what this means and what is necessary for the investment to be successful (Kurth, 2011).

E-commerce is a great sales opportunity for the jewelry industry and jewelers as it allows them to reach a wider customer base and thus increase market share. Considering that consumers can shop 24 hours a day and 7 days a week (Brown, 2007). Although there are many ways to do business for jewelry retailers in the future, e-commerce can be a great opportunity (Serdari et al, 2018).

The World Wide Web (WWW) enables small businesses and retailers in the jewelry industry to explore new markets (Limayem et al., 2000). As a result, e-commerce has emerged as the most important way of doing business in the coming years. Kalakota and Winston (1996) first stated that e-commerce has two distinct forms: business-to-business (B2B) and business-to-consumer (B2C). And in the jewelry industry, the form of business to consumer is more common and dominant. In principle, this industry, like many other industries, has been fully prepared to enter the online business market. Business-to-consumer (B2C) e-commerce is often referred to as online shopping. In the information age, online shopping has gradually become an essential part of people's daily life. Since the late 1990s, online shopping has taken off with the increasing number of customers purchasing a wide variety of products on the Internet (Zhou, 2007). Online shopping can be viewed from both the consumer and the company's perspective. However, as mentioned, due to the specific nature of the jewelry industry, there are many challenges and obstacles.

According to Enge et al.'s (2010) research, as with any other business function, it is important to determine specific goals and objectives. Although search engine-based e-commerce is not the ultimate solution for jewelry retailer success, it can fit into the industry's overall business strategy in three important ways: business visibility, website traffic, and high return on investment (ROI). Consumers always assume that a top position in search engines is likely to be a top business. And site visibility and traffic to your site are naturally reversible relationships. However, good visibility and traffic to the site are not enough. A well-designed e-commerce strategy can result in a very high return on investment compared to other marketing methods. Therefore, identifying the factors affecting the position of e-commerce in Iran's gold and jewelry industry can facilitate solving the problems and solutions for the success of this phenomenon. Therefore, this research seeks an answer to the question, what are the factors affecting electronic commerce in Iran's gold and jewelry industry?

## **2. Method**

The research has been done in a qualitative and exploratory way. A qualitative research method has been selected. In this part, based on the 7 steps of Sandelowski and Barroso (2007), meta synthesis analysis process has been done. Step one to three examines the research method. From the fourth to the seventh step, the findings of the qualitative analysis have been determined.

### ***First step: Setting the purpose of the study***

To set the research question, various dimensions such as the studied society, what, when, and how to perform the method are used. A suitable question in meta-synthesis can investigate

a specific phenomenon, its dimensions and consequences, and the factors affecting it. If the research question is too limited and strict, it will cause few studies to be identified and the generalizability of the findings will decrease.

**Table 1.** Research questions

Parameter	Research question
<b>What</b>	What are the indicators of electronic commerce in the gold and jewelry industry?
<b>who</b>	Articles and related texts from Scopus, Science Direct and ProQuest sites Iranian Magiran and SID database
<b>when</b>	2000 - 2022
<b>How</b>	Text review and coding

In this research, two non-Iranian databases Scopus, Science-Direct, and ProQuest, and two Iranian databases Magiran and SID were searched in order to identify and collect different studies. Review found. The keywords searched in this research are shown in Table 2.

**Table 2.** Searched keywords

Searched words
Digital in the jewelry industry
E-commerce in the jewelry industry
Online marketing in the jewelry industry

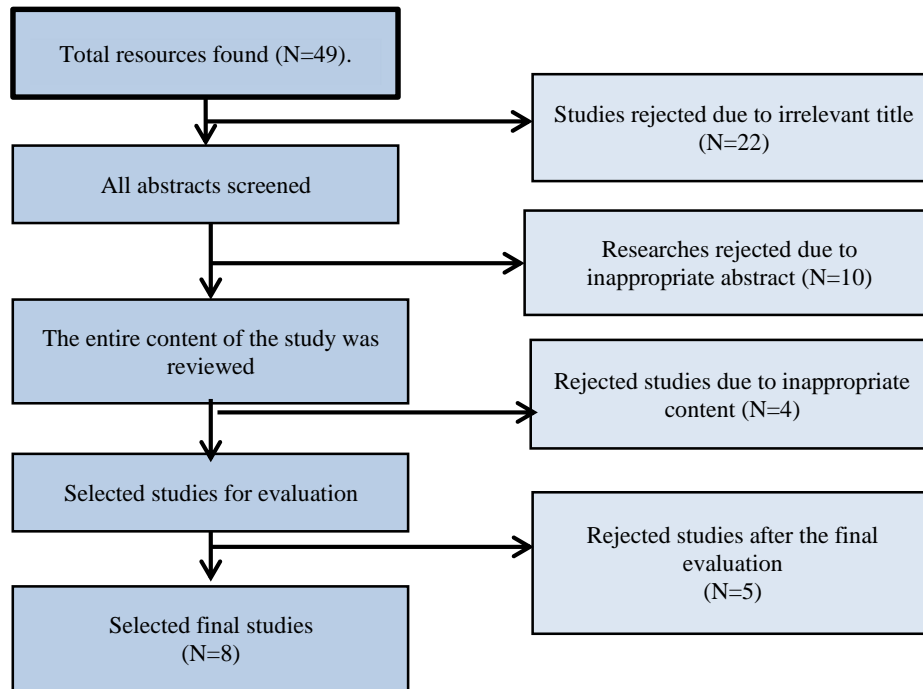
***Second step: Systematic literature review***

To collect the research data, secondary data called past documents have been used. These documents and documents included all the researches in the field of electronic commerce in the gold and jewelry industry. For this study, the articles and researches conducted from 2000 to 2022 have been reviewed and studied. In order to collect and categorize the content of articles produced in the field of research, Google search engine and databases of scientific articles were referred. To search for research articles, various words such as digitization of the jewelry industry, e-commerce framework in the jewelry industry were used.

By examining and identifying researches through the search system of the National Library and other libraries, researches and sites such as Science Direct, Google scholar, Springer, Emerald, Research gate, World scientific, Mag Iran site, Noor specialized magazine database, etc. with keywords related to electronic commerce indexes. A total of 49 researches were found in the field of gold and jewelry industry.

***The third step: searching and choosing appropriate texts***

At this stage, the researcher removes a number of articles in each review, which are not reviewed in the meta-combination process. The review and selection process in this research is shown in a summary form in Figure 1:



**Figure 1.** Review and selection process

In this step, the 49 studies found in the previous step are carefully reviewed in several steps so that the studies that are not relevant to the research questions are discarded and finally the most relevant studies are identified to extract the answers to the questions. The review process includes the review of the title, abstract and content of the studies along with the research method of the studies.

After removing the studies that are inconsistent with the objectives and questions of the research, the researcher must evaluate the methodological quality of the research. The purpose of this step is to eliminate researches in which the researcher does not trust the findings presented in them. The tool that is usually used to evaluate the quality of primary qualitative research studies is the "Critical Evaluation Skills Program" which helps to determine the accuracy, validity and importance of qualitative research studies by proposing ten questions. These questions focus on the following: 1. Research objectives 2. Methodological logic 3. Research design 4. Sampling method 5. Data collection 6. Reflexivity (which refers to the relationship between the researcher and the participant) 7. Ethical considerations 8. Accuracy of data analysis 9. Clear expression of findings 10. Value of research.

In order to use this tool, researches are studied and a score between 1 and 5 is assigned to each research in terms of having the above characteristics. Based on the 50-point scale of the critical assessment skills program, the researcher proposes the following scoring system and categorizes the studies based on their methodological quality. Very good (41-50), good (31-40), average (21-30), poor (11-20), very poor (0-11)

Based on the critical evaluation skills program, the researcher performs the above scoring system and removes any research that is lower than the good score (lower than 31). In this research, the remaining 32 studies from the review of the title, abstract, content and research method in the previous part were evaluated using the critical evaluation skills program. After assigning points to the characteristics of each study and excluding studies with points less than 31, finally 8 studies were accepted in the evaluation process.

**Table 3.** The list of articles that were evaluated using the critical evaluation skills program

Article code	Title
C01	Understanding the Online Jewellery Retail Market
C02	Understanding the drivers of online trust and intention to buy on a website: An emerging market perspective
C03	Analysis of Cross-Border E-Commerce Customer Information of Chinese Jewelry Enterprises Based on Cross-Border E-Commerce TMCIE Model—Taking Dongguan BD Company as an Example
C04	Jewellery Market: Latest Marketing Trends
C05	Major factors that influence offline and online jewelry purchase in thailand
C06	A Framework That Describes the Challenges of the High Jewelry Market in the US
C07	B2B customers buying behaviour in the Jewellery industry Case: Brüder Nowotny, Austria
C08	The Role of Computer Technologies in Contemporary Jewelry

Based on the number of 8 articles entered into the evaluation and based on ten criteria, the result of the analysis of the structure and content of the articles was the approval of 8 articles. Finally, after four stages of filtering, among 49 studies, 41 cases were deleted, and 8 studies were selected for analyzing and analyzing the information.

**Table 4.** Results of the critical assessment skills program

Criterion / Article	Research purposes	Methodological logic	research plan	Sampling method	Data collection	Reflectivity	Ethical considerations	Accuracy of data analysis	Clear statement of findings	Research Methodology	Total points
C01	5	4	3	4	4	3	5	4	4	4	40
C02	5	5	5	3	4	3	5	4	3	3	39
C03	4	4	4	4	3	4	5	4	5	5	42
C04	3	3	3	4	4	4	5	3	3	3	35
C05	5	4	5	5	5	4	5	4	3	4	41
C06	4	4	4	4	3	4	5	5	5	5	41
C07	4	4	4	4	4	4	5	4	4	4	41
C08	4	4	4	4	3	4	5	4	4	4	40

### 3. Findings

Based on 8 selected articles, codes have been identified.

Fourth step: extracting the information of the articles

In this research, the information of the researches was classified in a table. This table includes the following information:

ID information of the research: name and surname of the inventors, year of publication of the article

Main findings information: extracted components.

**Table 5.** An example of codes extracted from selected articles

Article code	Authors	Year	Extracted code
C01	WU	2013	Transparency-reliability-quality of the site
C02	Jadil et al	2022	Brand credibility - honesty - meeting the needs of customers - 24-hour access
C03	Rossberger	2013	risk-taking - correctness and accuracy - updating - modeling
C04	Rana et al	2020	Encouragement and motivation - accountability - trust - risk-taking - learning

C05	Veesasaksri	2018	Security of purchase - accuracy of information - truthfulness of opinions - success of the brand - combination of traditional and modern shopping
C06	Serdari et al	2018	Willingness to buy online-mental norm-database security-site quality
C07	Shramchuk	2018	Cooperation-Management of online customer relationship-Responsibility-Gaining trust
C08	Romanenkova et al	2022	Previous experience-perceived value-purchase intention-trust

***Fifth step: analysis of qualitative findings***

In this research, at first, all the factors extracted from the studies were considered as identifiers, and then by considering the meaning of each of them, the identifiers were defined in a similar concept; Then, similar concepts were grouped into explanatory categories so that the explanatory axes of the effective factors in explaining the platform of electronic commerce in the jewelry industry can be identified in the form of the main components of the research. In the table below, the main and subcategories resulting from the qualitative analysis are presented:

**Table 6.** An example of codes extracted from selected articles

Initial code	Category
Access to comprehensive online business services	<b>E-commerce services</b>
The attractiveness of electronic shopping	
No time and place restrictions	
Speed and reasonable cost	
Proper understanding of e-commerce services	
24 hour response	
Ease of use of sales sites	<b>Technical system</b>
Internet access	
Personalization of the sales page	
Ease of learning e-commerce	
The attractiveness of product sales pages	
Features of the buying and selling system	
Advanced tools and technology in e-commerce	
Consumer reliability	
Fulfilling consumer needs	
Purchase system security	
Being interactive and communicative	<b>Buying and selling system</b>
Replacing the new way of shopping with traditional shopping	
Promotion of e-commerce system	
Variety of goods	
Brand effectiveness	<b>Moral and legal issues</b>
responsibility	
Mutual respect	
A culture of cooperation	
Playing a dynamic role in business	<b>Consumer status</b>
Consumer behavior	
Increase the motivation of electronic shopping	
Good buyer experience	
Buyer self-efficacy	<b>Status of sellers</b>
The mental norm of the seller	
Seller's willingness to learn e-commerce	
Responsiveness of sellers	
Interactive communication of sellers	
Replacement of traditional and new tendencies	
Cooperation of sellers	<b>Accuracy of information</b>
Transparency of product information	
Ability to understand information (localization of information for the buyer)	
Comparability of product information	
Updated content of the store's electronic pages	
Content design quality	
Wide and integrated access to information	

Unlimited usability	<b>Business management</b>
Accuracy of information	
Networking and international communication	
Ability to control business without time and place restrictions	
The possibility of imitating global brands	
Interaction and cooperation with suppliers	
Synchronization of traditional and modern business	
Platform for teamwork (remote work)	
Quick notification and notification	<b>Support for online business systems</b>
Incentives for sellers (tax exemptions and the like)	
Provision of sufficient facilities and funds	
Approval of laws to facilitate the establishment of electronic commerce	
Monitor e-commerce	
E-commerce incentive system	<b>Individual characteristics</b>
The legality of electronic commerce	
The spirit of transformation	
Risk-taking spirit	
Flexibility and adaptation to the environment	
Attitude correction	
Personal development	
creativity and innovation	
Learning power and transfer speed	<b>Systemic cases</b>
The spirit of criticism	
Self-esteem	
lack of face-to-face contact (eye contact)	
Slow process of interactions	
Low participation	
The complexity of the new structure of online business	
Absence of incentive rules	
Lack of proper infrastructure	<b>Human cases</b>
E-commerce not being a priority	
Tensions caused by the novelty of electronic shopping (stress)	
Lack of proper needs assessment	
Reluctance to change the traditional traditional purchasing system	
Lack of positive attitude towards e-learning intention	
Lack of familiarity with sellers	
Bad experiences of consumers in the field of electronic shopping	

### The sixth step: control the quality of the analysis

Four quantitative measures have been used to check validity, transferability, verifiability and reliability: Holstein's coefficient, Scott's P coefficient, Cohen's kappa index and Kruppendorf's alpha. The correlation level of the experts' opinion was obtained by calculating the Holstein coefficient (PAO) or "percentage of observed agreement" of 0.881, which is a significant value. According to the flaws in the Holstein method, the P-Scott index was also calculated, and its value was 0.765. The fourth indicator of validity of qualitative research is Cohen's Kappa index. Cohen's kappa index is 0.745 in this study. Finally, Kerpinderoff's alpha was used and its value was estimated at 0.89 in this study.

Seventh step: Presenting the study report and findings

In this stage of the ultracomposition method, the findings of the previous stages are presented. At this stage, using Shannon's entropy method, the amount of support of past researches for the findings of this research is shown statistically. After identifying the research indicators based on metacomposition technique and determining the analysis units (words and themes), the Shannon entropy method will be used for data analysis as follows:

First, the frequency of each identified category should be determined based on content analysis. The frequency matrix should be normalized. For this purpose, the linear normalization method is used:

$$n_{ij} = \frac{x_{ij}}{\sum x_{ij}}$$

The information load of each category should be calculated. For this purpose, the following relationship is used:

$$k = \frac{1}{\ln(a)}; a = \text{Number of options.}$$

$$E_j = -k \sum [n_{ij} \ln(n_{ij})]$$

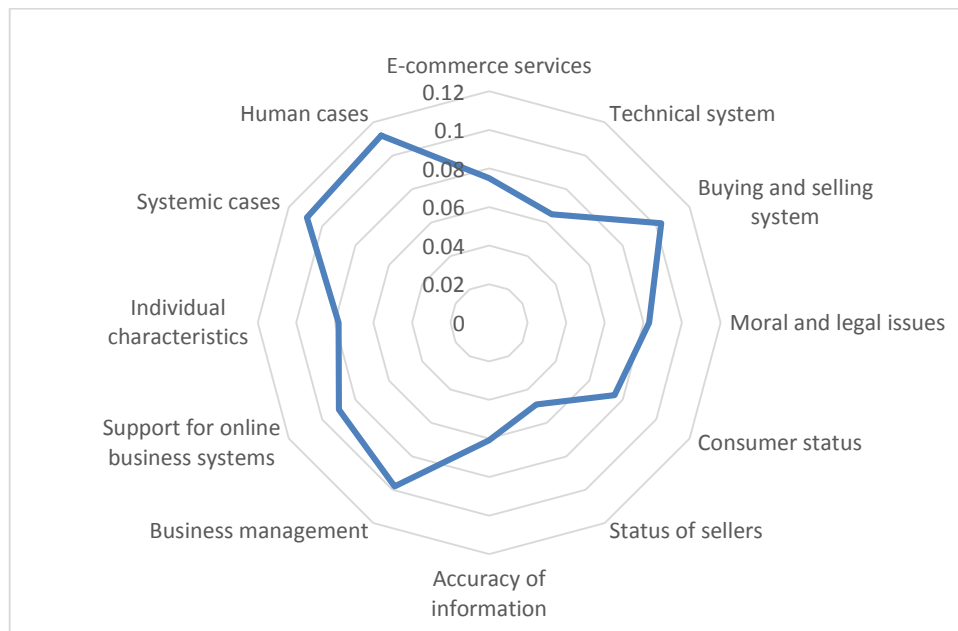
The importance coefficient of each category should be calculated. Any category with more information load is more important. For this purpose, the following relationship is used:

$$W_j = \frac{E_j}{\sum E_j}$$

Therefore, in the first step, the decision matrix is formed. The points obtained from the decision matrix regarding the issue are presented in the following table:

**Table 7.** Determining the importance and emphasis of past researches on the identified factors

Rank	Importance factor $W_j$	Uncertainty $E_j$	$\sum P_{ij} \times knP_{ij}$	Frequency	Code
8	0.075	0.073	-0.182	45	<b>E-commerce services</b>
10	0.065	0.063	-0.157	36	<b>Technical system</b>
3	0.103	0.100	-0.249	77	<b>Buying and selling system</b>
6	0.083	0.081	-0.201	53	<b>Moral and legal issues</b>
8	0.075	0.073	-0.182	45	<b>Consumer status</b>
12	0.049	0.048	-0.120	24	<b>Status of sellers</b>
11	0.061	0.060	-0.149	33	<b>Accuracy of information</b>
4	0.098	0.095	-0.236	70	<b>Business management</b>
5	0.090	0.087	-0.216	60	<b>Support for online business systems</b>
7	0.078	0.076	-0.189	48	<b>Individual characteristics</b>
2	0.109	0.106	-0.264	86	<b>Systemic cases</b>
1	0.112	0.109	-0.272	91	<b>Human cases</b>



**Figure 1.** Radar chart frequency of categories

#### 4. Discussion & Conclusion

The purpose of the research is to identify the position of e-commerce in Iran's gold and jewelry industry. Based on the obtained results, 12 main categories and 79 primary concepts were identified. These 12 criteria are: e-commerce services, technical system, buying and

selling system, ethical and legal issues, consumer situation, seller situation, information accuracy, business management, support for online business systems, individual characteristics, system issues and Human cases. These 12 categories are one of the most important pillars of e-commerce development in the gold and jewelry industry. Based on market pressure and technology development, like any other business, the gold and jewelry industry is also forced to use and develop e-commerce. The gold and jewelry industry plays an important role in Iran's economy. The e-commerce industry is one of the fastest growing sectors in Iran, and online jewelry has also opened its way in this direction. The evidence points to the industry's slow pace in the rapid e-commerce trend. This lack of coordination of e-commerce adaptation with the structure of the gold and jewelry industry, especially in Iran, requires solving the problems and creating the necessary infrastructure.

Because it's neither a must-have product nor accessible to everyone, jewelry retailers are finding they need to cultivate their core selling point: a sophisticated experience that taps into something unique and personal. This is much more difficult to achieve with products that are in high demand, such as pencils or trainers. As mentioned, online shopping sites offer a wide range of jewelry with a variety of designs and materials that are easily accessible to customers. Takes. Consumers can offer jewelry at reasonable prices compared to physical retail stores. Some of the technological trends in e-commerce that have a significant impact on the jewelry industry are suggested below:

- 1- Creating a sales guide on the site can help the consumer to choose the right ring size or color. These product sales guides provide a virtual measurement tool. Another option for jewelry brands is to offer their online customers a virtual measuring tool. Measuring your ring finger virtually is much easier than measuring your finger with a tape measure and then checking the measurements with a size chart. It's a win-win for jewelry brands and for buyers. This feature gives customers confidence in their ring selection and has the potential to reduce the chance of re-sizing to near zero.
- 2- Creating a 3D image of the product and the customer's order can have a significant impact on the transparency of product information. To take the current visual options in jewelry e-commerce to the next level, brands are turning to 3D technology. Popular CAD software such as Rhinoceros 3D, 3ds Max and Maya allow 3D rendering of any piece of high quality jewelry with a much higher level of detail. This type of software can create animations of 3D objects and customize textures, enabling customers to see every minute detail of the desired piece on the website.
- 3- To gain a competitive advantage, gold and jewelry retailers can take advantage of the power of augmented reality and virtual reality and provide an immersive shopping experience to online customers with virtual try-on and sizing features. Both are ready to increase the customer's confidence in the jewelry they choose.

### **Declaration of Competing Interest**

The author declares that he has no competing financial interests or known personal relationships that would influence the report presented in this article.

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