

# Consumer Perception towards Ornamental Gold Jewellery in South Tamilnadu

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Submitted: 01-07-2021

Revised: 13-07-2021

Accepted: 16-07-2021

**ABSTRACT:** This paper attempts to study about the consumer perception towards ornamental jewellery in South Tamil Nadu. Consumer perception is the study of how people buy, what they buy, when they buy and why they buy. It attempts to understand the buyer decision processes buyer decision making process both individually and in groups. The objective of the study is to study the importance of jewellery business in India and in the global level, to analyse the opinion of the consumers towards the branded jewellery and to explore the consumers perception towards branded jewellery. 400 respondents were taken for the study and Chi Square Analysis has been administered for the study. Results arrived have been tabulated and interpreted.

## I. INTRODUCTION

Gold has long been a valued commodity, particularly in India where it is considered auspicious and has been in use for centuries in the form of jewellery, coins and other assets. Though gold is a highly liquid asset, it was not recently that consumers leveraged it effectively to meet their liquidity needs. The gold jewellery market is now undergoing an improvement and healthy growth with the increase in the overall sales and changing lifestyles. The consumer behaviour report tracks behaviour of online shoppers and is designed to give merchants, media and industry analysis insight into current shopping trends, and attitudinal preferences of consumers. Shopping behaviour varies by social class. Most women enjoy shopping regardless of their social class; however reasons for enjoyment differ. All classes enjoy the recreational and social aspects of shopping as well as being exposed to new things, bargain hunting and comparing merchandise.

## II. STATEMENT OF THE PROBLEM

Normally consumers possess a strong positive attitude towards branded jewellery so it is growing constantly. They are attracted towards

offers, promotions, certification, Hall marking technological advancement etc by branded jewellers. Hence the research has decided to conduct a study on consumers perception about Gold jewellery, and their preference towards ornamental Gold jewellery.

## OBJECTIVES OF THE STUDY

To study the importance of jewellery business in India and in the global level. To analyse the opinion of the consumers towards the branded jewellery. To explore the consumers perception towards branded jewellery.

## METHODOLOGY USED IN THE STUDY

Area of the study refers to South Tamilnadu which gains importance in the sales of Jewellery. Primary data was collected through the field survey conducted to get information pertaining to women consumer perception and behaviour towards jewellery. 400 respondents were selected for the study. For the purpose of the study Chi-square Analysis were used.

## III. REVIEW OF LITERATURE

Ragunathan (2002) in his study entitled "A study on the performance of the exports of gem and jewellery" had an objective to analyze of export gems in country wise and commodity wise. He concluded that the export of gem and jewellery from India to various countries has been gradually increased in the past five years (1996-2001). Babu (2002) in his article on "Chic and Trendy" which describes the fashion change in Jewellery design focussed on the reasons for low weighted jewels by the women. He found the reason for preference for low weighted jewels is because of the change in Western culture and price of the jewellery. Bhargava (2002) in his article on "Indian Diamond Industry scales of new heights", focussed to study the prospects of that industry in the future. The study revealed that the spectacular growth in the production and export of processed diamond during

the past couple of years has placed the Indian Diamond Industry on the world map.

#### IV. ANALYSIS OF THE STUDY : CHI-SQUARE ANALYSIS HYPOTHESIS

There is no significance difference between age, marital status, educational qualification and Frequency of purchasing jewels, Occassion of purchase of jewellery, Money spends on a year for purchasing jewels, For whom you purchase jewels, Kind of jewels are you interested to buy, Attribute you like in the jewellery, Type of jewellery you purchased, Preference of jewellery for purchase, Reason for buying gold ornaments, Economical condition of yourself, Type of ornaments you prefer to buy, Why do you buy jewellery, Kind of designs do you buy. It is found from table 1 that the hypothesis is rejected (significant) in six cases and in other cases the hypothesis is accepted (Not significant). It is found from table 2 that the hypothesis is rejected (significant) in three cases and in other cases the hypothesis is accepted (Not significant). It is found from table 3 that the hypothesis is rejected (significant) in six cases and in other cases the hypothesis is accepted (Not significant)

#### V. RESULTS OF THE STUDY

It is found from table 1 concluded that age have significant influence over Frequency of purchasing jewels, Occassion of purchase of jewellery, Money spends on a year for purchasing jewels, For whom you purchase jewels, Type of jewellery you purchased, and Why do you buy jewellery. It is found from table 2 that marital status have significant influence over Money spends on a year for purchasing jewels, Attribute you like in the jewellery and Kind of designs do you buy. It is found from table 3 that educational qualification have a significant influence over Frequency of purchasing jewels, Occassion of purchase of jewellery, Money spends on a year for purchasing jewels, For whom you purchase jewels, Type of jewellery you purchased, Why do you buy jewellery.

#### VI. CONCLUSION

Jewellery relates to social acceptance, friendship, success, and self esteem. This means that the design and stories should be written and created keeping in mind these aspects. The jewellery pieces must be such that as many as possible can wear them, they can be exchanged as items of friendship, and they communicate values of success, self-esteem or just feelings. Thus by building a comprehensive set of messages in the form of jewellery pieces, one can provide the necessary vocabulary for consumers to express themselves.

Table No: 1

Statements	Chi-Square value	Df	Significance / Non-Significance
Frequency of purchasing jewels	1200.000	9	Significant
Occassion of purchase of jewellery	46.311	9	Significant
Money spends on a year for purchasing jewels	37.034	9	Significant
For whom you purchase jewels	31.729	9	Significant
Kind of jewels are you interested to buy	16.101	6	Non-Significant
Attribute you like in the jewellery	15.819	9	Non-Significant
Type of jewellery you purchased	67.368	15	Significant
Preference of jewellery for purchase	18.274	6	Non-Significant
Reason for buying gold ornaments	19.426	15	Non-Significant
Economical condition of yourself	11.434	6	Non-Significant
Type of ornaments you prefer to buy	27.772	21	Non-Significant
Why do you buy jewellery	1080.324	9	Significant
Kind of designs do you buy	7.336	3	Non-Significant

**Table No: 2**

Statements	Chi-Square value	Df	Significance / Non-Significance
Frequency of purchasing jewels	7.336	3	Non-Significant
Occasion of purchase of jewellery	.365	3	Non-Significant
Money spends on a year for purchasing jewels	17.668	3	Significant
For whom you purchase jewels	10.271	3	Non-Significant
Kind of jewels are you interested to buy	4.769	2	Non-Significant
Attribute you like in the jewellery	12.662	3	Significant
Type of jewellery you purchased	8.320	5	Non-Significant
Preference of jewellery for purchase	.320	2	Non-Significant
Reason for buying gold ornaments	10.034	5	Non-Significant
Economical condition of yourself	2.559	2	Non-Significant
Type of ornaments you prefer to buy	4.210	7	Non-Significant
Why do you buy jewellery	4.790	3	Non-Significant
Kind of designs do you buy	400.000	1	Significant

**Table No: 3**

Statements	Chi-Square value	Df	Significance / Non-Significance
Frequency of purchasing jewels	46.311	9	Significant
Occasion of purchase of jewellery	1200.000	9	Significant
Money spends on a year for purchasing jewels	73.050	9	Significant
For whom you purchase jewels	41.939	9	Significant
Kind of jewels are you interested to buy	2.705	6	Non-Significant
Attribute you like in the jewellery	9.773	9	Non-Significant
Type of jewellery you purchased	53.996	15	Significant
Preference of jewellery for purchase	10.509	6	Non-Significant
Reason for buying gold ornaments	30.226	15	Non-Significant
Economical condition of yourself	15.524	6	Non-Significant
Type of ornaments you prefer to buy	40.893	21	Non-Significant
Why do you buy jewellery	56.665	9	Significant
Kind of designs do you buy	.365	3	Non-Significant

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