

**A STUDY ON BUYING BEHAVIOUR OF WOMEN CUSTOMERS TOWARDS ONE GRAM GOLD JEWELLERY IN
ERODE CITY**

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ABSTRACT**

This study aims at analysing the Buying behaviour of women customers towards one gram gold Jewellery in Erode city. The modern marketing concept is that all elements of business should be geared towards the satisfaction of consumers. Consumer buying behaviour is the sum total of consumers' attitudes. Preferences, intentions and decisions regarding the consumers' behaviour in the market place when purchasing a product or service are taken into consideration. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics. This entails a thorough understanding of consumer behaviour and buying motives. According to World Gold Council, India is the largest market for gold jewellery in the world, representing a staggering 746 tons of gold in 2010. 75% of women say they are constantly searching for new designs. Indian market is plush with varied designs and offerings. The ever increasing demand and the strong market base to meet the needs raise the standard of Indian Gold Market.

The demand for jewellery in South India results in more exquisite designs and quality products. Erode, an emerging city is also known as "TURMERIC CITY" for its tradition, pure and rich culture. This is a class-1 city in Tamil Nadu where usage of gold occupies a prominent place. In this context, the researcher aims to analyse the buying behaviour of women customers in one gram gold jewellery. Non probabilistic convenience sampling technique was used to collect data. The primary and secondary data were used. 100 samples were collected through a structured questionnaire. Data were analysed through simple statistical methods like percentage, weighted average method and chi-square analysis. The study also provides various suitable suggestions.

Keywords: Buying behaviour, Customer, Design, Jewellery, One gram gold, Women.

INTRODUCTION

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. According to World Gold Council, India is the largest market for gold jewellery in the world, representing a staggering 746 tons of gold in 2010. 75% of women say they are constantly searching for new designs. Indian market is plush with varied designs and offerings.

As Gold prices are rising sharply, brands are targeting consumers with a limited budget. One Gram Gold Jewellery means Gold Plated Jewellery but not purely gold plated. One gram gold jewellery cannot be melted to get gold as future gold ornaments. It is better than other imitation jewellery and looks better than original gold. Regarding its quantity of turning black in passage of time, it can be substantiated that even gold loses its shine over time and has to be polished. The only advantage of using one gram gold jewellery is that it looks like gold, is less heavier on purchasing than gold (Rs.400toRs.5000ormore) and is definitely available in a variety of designs and colours (which is not a case with gold jewellery). The only disadvantage of one gram gold jewellery is that it has no resale value. Any gold or silver jewellery will fetch at least something back at the time of resale and the consumer may go for good quality of gold plated jewellery with a guarantee of durability instead of one gram gold jewellery. Buying behaviour plays a pivotal role in analysing the customer preferences towards various products. Hence the research focuses the buying behaviour of women customers towards one gram gold jewellery.

STATEMENT OF THE PROBLEM

Jewellery designs vary from region to region. In South India, women customers are always changing the preference towards jewellery according to seasonal changes. Hence, the following questions were framed to identify the impact of buying behaviours of customers towards One Gram Gold Jewellery.

- 1) Who is influencing the buying decision?
- 2) Which factor plays a major role in purchase decision?
- 3) What is their level of satisfaction towards products?

OBJECTIVES

- ❖ To ascertain the consumer behaviour towards One Gram Gold Jewellery in Erode City.
- ❖ To evaluate the buying behaviour of the women customers purchasing of one gram gold jewellery.
- ❖ To find out and measure the satisfaction level of the consumers and determine the factors that is most and least influencing their satisfaction.
- ❖ To find out the problems faced by the consumer while buying and using one gram gold jewellery

METHODOLOGY

AREA OF STUDY

The study on buying behaviour of women customer towards one gram gold jewellery and their satisfaction on the same has been limited to the customers located in Erode city.

SCOPE OF THE STUDY

The present study is made to analyse the customer awareness on buying behaviour of women customer on one gram gold jewellery. The study also identifies the level of satisfaction of the customer of One Gram Gold Jewellery.

SOURCES OF DATA

- ✓ Primary Data
- ✓ Secondary Data

- **Primary Data**

The study was mainly based on primary data first- hand information was used in the study. Convenient sampling method was adopted in selecting the customers. Data has been collected from a sample of 100 customers residing in Erode city.

Mode of collection of Primary Data

A structured questionnaire was used for collection of data. The gathered data was then transferred to master table to facilitate an easy analysis of the study.

- **Secondary Data**

Necessary data has also been collecting from secondary sources like newspapers, magazines and internet to make highlights on One Gram Gold Jewellery.

TOOLS FOR ANALYSIS

- Percentage
- Weighted average
- Chi-square test
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ANALYSIS AND INTERPRETATION

TABLE.1 DEMOGRAPHIC PROFILE OF RESPONDENTS –PERCENTAGE ANALYSIS

S.No.	Variables	classification	Number of Respondents	Percentage (%)
1	Age	Below 25 years	56	56%
		26-35 years	24	24%
		36 to 40 years	14	14%
		Above 40 years.	6	6%
		Total	100	100%
2	Educational Qualification	Upto School level	12	12%
		Graduates/ Post Graduates	70	70%
		Professional	18	18%
		Total	100	100%
3	Occupation	Business	24	24%
		Employed	22	22%
		Profession	20	20%
		Farmer	8	8%
		Housewife	12	12%
		Student	14	14%
		Total	100	100%
4	Income per month	Below Rs.10000	20	20%
		Rs.10001 - Rs.25000	40	40%
		Rs.25001 - Rs.40000	28	28%
		Above Rs.40000	12	12%
		Total	100	100%
5	Marital Status	Married	32	32%
		Single	68	68%

		Total	100	100%
6	Type of Family	Joint family	28	28%
		Nuclear family	72	72%
		Total	100	100%
7	No.of Members in the family	Below 4 members	38	38%
		4 to 5members	52	52%
		Above 5 members	10	10%
		Total	100	100%
8	Area of residence	Rural	68	32%
		Urban	32	68%
		Total	100	100%

Source - Survey data

Results of Percentage Analysis – (Table -1)

- The majority (56%) of the respondents were in the age group of below 25 years.
- The most (70%) of the respondents were graduates and post graduates.
- The majority (24%) of the respondents were business category.
- The majority (40%) of the respondent's monthly income ranges from Rs.10, 001 to Rs.25, 000.
- The majority (68%) of the respondents were single.
- The majority (72%) of the respondents were nuclear family system.
- The majority (52%) of the respondents belongs to family size of 4 to 5 members
- The majority (68%) of the respondents were living in urban area.

TABLE.2 FACTOR INFLUENCING BUYING BEHAVIOR OF ONE GRAM GOLD JEWELLRY

Factor	Classification	No.of Respondents	Percentage(%)
Source of Information	Self	10	10%
	Friends	46	46%
	Neighbours	26	26%
	Advertisement	18	18%
	Total	100	100%
Frequency of Purchase	Frequently	8	8%
	Once in a year	30	30%
	Whenever any occasion comes up	62	62%
	Total	100	100%
Place of purchase	Local dealers	18	18%
	Through agents	10	10%
	Retail shop	36	72%
	Total	100	100%
Type of Ornaments Preferred	With stones	20	20%
	Without stones	34	34%
	With enamel works	10	10%
	With stones and enamel	36	36%
	Total	100	100%
Amount spent	Up to Rs.3000	52	52%
	Rs.3001- Rs.5000	30	30%
	Rs.5001- Rs.10000	10	10%
	Above Rs.10000	8	8%
	Total	100	100
Recommendation to Others	Yes	66	66%
	No	34	34%
	Total	100	100%
Duration of the purchase	Recently started	42	42%
	From past 5 to 10 years	52	52%
	Very long time	6	6%
	Total	100	100%
Time of Purchase	Marriage function	38	38%
	Festival time	28	28%
	Occasional	26	26%
	At the time of free gifts and offers	8	8%
	Total	100	100%
Preference of the respondents	Students	42	42%
	Married women	44	44%
	Professional women	14	14%
	Total	100	100%

Source - Survey data

From Table 2 reveals that 46% are aware through friends, 30% were purchased jewelry once in a year, 36% were prefer ornaments with stones and enamel, 52% are spend Rs.3000, 52% are using one gram gold

jewelry in past 5 to 10 years, 38% were purchased at the time of marriage function and 44% of the students prefer one gram gold jewelry.

Chi-square Test Analysis

The Chi-square test has been used to find out the relationship between the socio economic factors and satisfaction level of the sample respondents.

Hypothesis:

H0: "There is no significant relationship between various socio-economic variables (Age, Education, Occupation, and Family monthly Income) and satisfaction level of the respondents about buying behaviour of women customer towards one gram gold jewellery"

This hypothesis has been tested with chi-square test at 5% level of significance.

Table:3 Chi-Square test Analysis

Factor	Degrees of freedom	Calculate of value	Table value at 5% level	Ho accepted/rejected
Age	6	12.6324	12.6	Not Significant
Education	6	7.297	12.6	Significant
Occupation	10	21.803	18.3	Not Significant
Family monthly Income	6	8.4275	12.6	Significant

Source - Survey data

Chi-square test shows (Table-2) that there is a significant relationship between respondents Education and Family monthly Income and satisfaction level of the respondents about the buying behaviour of women customer towards one gram gold jewellery. Whereas there is no significant relationship between Age, Occupation and buying behaviour of women customer towards one gram gold jewellery

Table:4 REASONS FOR CHOOSING ONE GRAM GOLD JEWELLERY

Reason	Total point scored	Percentage in total score	Rank
Quality	318	11.35	7
Safety	458	16.35	1
Design	454	16.21	2
Price	384	13.71	5
Attraction	394	14.07	3
Comfortable	392	14	4
Weightless	382	13.64	6

Source - Survey data

Table 3, it is inferred that Safety has been ranked as number 1, because safety is the first and main reason for choosing one gram gold jewellery indicated by the respondents. The next reason was given to Design ranked as number 2. Attraction, which is ranked 3, is another main reason of choosing one gram gold jewellery. Comfortable, price and weightless are ranked as 4, 5 and 6 respectively. The quality has scored the least and ranked as 7.

Hence, the majority 318 total points scored as safety on reason for choosing one gram gold jewellery.

POBLEMS RELATING TO ONE GRAM GOLD JEWELLERY

The respondents were asked to rank the problem relating to one gram gold jewellery.

TABLE:5 PROBLEMS RELATING TO ONE GRAM GOLD JEWELLERY

Reasons	Total points scored	Percentage in total score	Rank
Not economic value	414	14.78	4
Lack of advertisement	304	10.85	7
Low resale value	428	15.28	2
Colour fading	478	17.07	1
Quality identification	402	14.35	5
Skin problem	422	15.07	3
Not lifelong usage	352	12.57	6

- **Source:** Survey data

Table 5 it is inferred that the problem faces by customers towards one gram gold jewellery is colour fading has been ranked as problem 1, the next problem was given to Low resale value is ranked as problem 2, Skin problem, which is problem 3, Not Economic value is ranked as problem 4, Quality identification is ranked as problem 5, Not lifelong usage is ranked as problem 6 and last problem related to Lack of Advertisement which is ranked as 7. Hence, the majority 239 points scored on colour fading as problem relating to one gram gold jewellery.

SUGGESTIONS

- Giving attractive advertisement through the media like online, television, newspaper, radio, magazine.
- Conducting customer survey very often it could review changes in taste and attributes of customer.
- Giving more attractive cash discounts schemes to the customer to enhance the increasing in the sale of one gram gold jewellery.
- Introducing more sales promotion measures depending upon changing taste preference of organisation.
- Launch more attractive design, latest fashion of one gram gold jewellery to the customer.
- Produce good quality of the jewellery to avoid the skin problems faces by the customers.
- New type of Schemes and Exchange Mela, are to be introduced to attract the customers.

CONCLUSION

Jewellery market is wide competitive and ever modifiable. Consumer behaviour towards purchasing of one gram gold jewellery ever changes according to the change in latest fashion. Consumers got wider choice in selecting their ornaments. So the manufacturer should produce according to the need of the consumers and also retail sector has to adopt some sales promotion strategies which improve the sales of the jewellery in their shop and increase the awareness of the one gram gold jewellery in retail shop. One gram gold jewellery retail sectors have to be a better relationship with their customer for the better sale.

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