

“A STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS GOLD JEWELLERY AVR KALLAKURICHI”

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ABSTRACT

Jewellery shop which help people to find and buy latest design of jewellery with different categories like Gold Silver, Diamond . It is useful in the way that it makes an easier way to buy products online. Today most of the jewellery shop is useful for shopping site. The admin have lots of paper work and they are using desktop, spread sheet like MS Excel application to manage data in soft copy about user record. In this proposed jewellery System it will run in server and user can handle whole the registration activities. It has facilities to generate various types of reports, which are required by the management during event organizing. This application maintains the centralized database so that any changes done at a location reflects immediately.

1. INTRODUCTION

Indians have been using jewellery for adornment since centuries. The significance of jewellery in the country is evident from the fact that on many auspicious occasions, jewellery forms a part of gifts. Though the trend of men adorning themselves has now faded away, many of them still use earrings, bracelets, pedants, etc. However, it is the Indian women for whom jewellery holds utmost significance. In India, jewellery is considered auspicious for women. Even poorest of poor women will have some kind of jewellery.

Jewellery in the life of women in India, they are gifted jewellery in different phases of life such as, at birth, at coming of age, in marriage, on becoming a mother, etc. Certain ornaments, such as mangalsutra, nath (nose ring) and toe rings, quintessential for married Indian women.

Gold jewellery is the most popular among South Indian women. In southern part of India, gold is considered auspicious and a status symbol.

2. METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of findings solutions to a problem. The word ‘research’ is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. This type of methodology includes interviews, surveys, and research of publications. All of these types include the use of present and historical information. When someone is doing theoretical work, paradigms can be used to satisfy most of the criteria that are set forth for methodology.

2.1 Sample size

The sample size should be large enough to provide the width required for the confidence interval. The sample size of the project is 80 people.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

$$\text{No. of Respondents} \times \frac{\text{Percentage}}{\text{Total Respondents}} =$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

2) SHOWING OCCUPATION

TABLE NO - 3.2

Response	Respondents	Percentage
House wife	26	36%
Private jobs	6	6%
Goverent jobs	20	30%
Students	10	10%
Other	18	18%
Total	80	100%

Sources: Primary data

3.DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	35	46
Female	45	54
Total	80	100

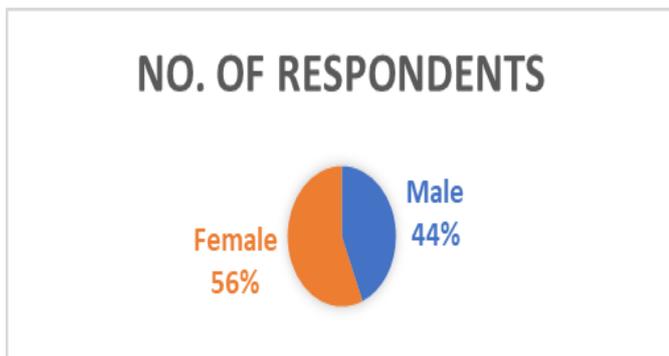
Sources: Primary data

INTERPRETATION:

The above table depicts that out of the (80) respondents taken for the study 46 % are male and 54 % are female.

CHART NO - 3.1

GENDER OF THE RESPONDENTS

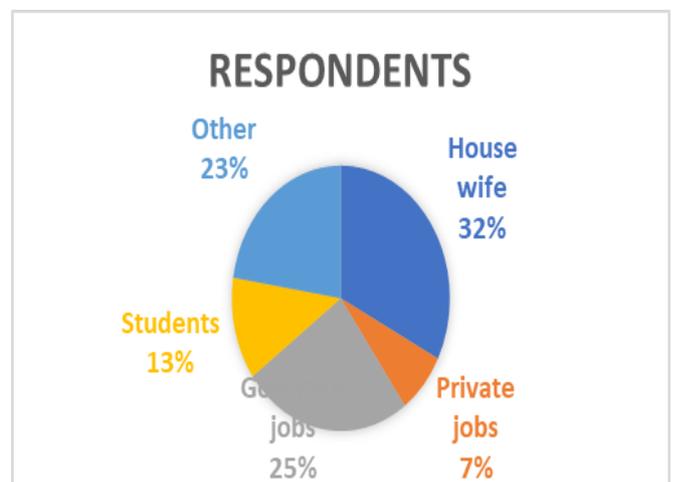


INTERPRETATION:

Out of total 80 respondents, 36% are housewife, 6% have private jobs, 30% have government jobs, 10% are students, and the rest 18% are others.

CHART NO - 3.2

SHOWING OCCUPATION



3) SHOWING FAMILY INCOME PER MONTH

4) SHOWING THEIR JEWELLERY BUYING PATTERN(FOR YOURSELF OR AS A GIFT)

TABLE NO - 3.3

Response	Respondents	Percentage
<50000	26	30%
50000-100000	16	52%
100000-200000	20	8%
>200000	18	10%
Total	80	100%

Source: Primary data

INTERPRETATION:

Out of total 80 respondents, the family income of 30% is less than 50000, for 52% it is 50000-100000 for 8% it is 100000-200000 and for 10% it is more than 200000.

CHART NO - 3.3

SHOWING FAMILY INCOME FOR MONTH

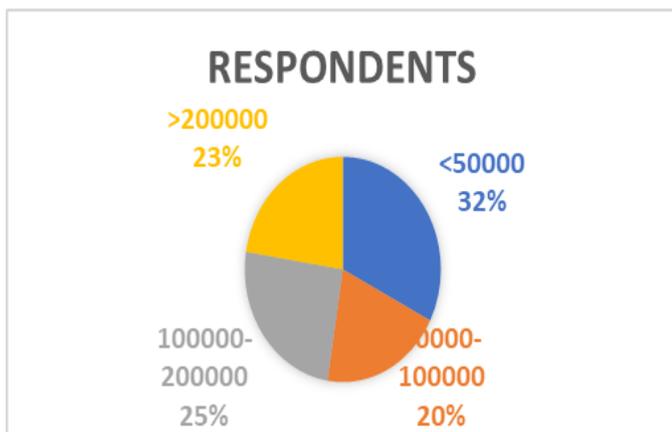


TABLE NO - 3.4

Hours	Respondent	Percentage
More than once a month	6	6%
Monthly	14	16%
Rarely	50	76%
Never	10	2%
Total	80	100%

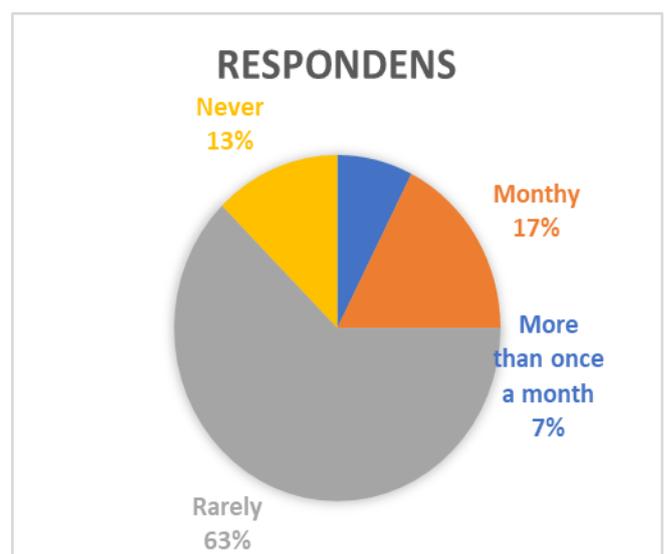
Source: Primary data

INTERPRETATION

Out of total 80 respondents, 6% of the respondents buy jewellery more than once a month 16% buys monthly 76% buys rarely and 2% never buys gold.

CHART NO - 3.4

SHOWING THEIR JEWELLERY BUYING PATTERN (FOR YOURSELF AS A GIFT)



5) SHOWING IF THEY ARE MORE LIKELY TO BUY JEWELLERY FOR YOURSELF OR AS A GIFT

6) SHOWING THEIR PREFERENCE IN WEARING JEWELLERY

TABLE NO -3.5

Expected customers	Respondents	Percentage
For personal use	45	64%
As a gift	10	4%
Both	25	32%
Total	80	100%

Source: Primary data

INTERPRETATION

Out of total 80 respondents, 64% buys jewellery for personal use 4% buys them to gift and 32% buys for boths.

CHART NO - 3.5

SHOWING IF THEY ARE MORE LIKELY TO BUY (FOR YOURSELF AS A GIFT)

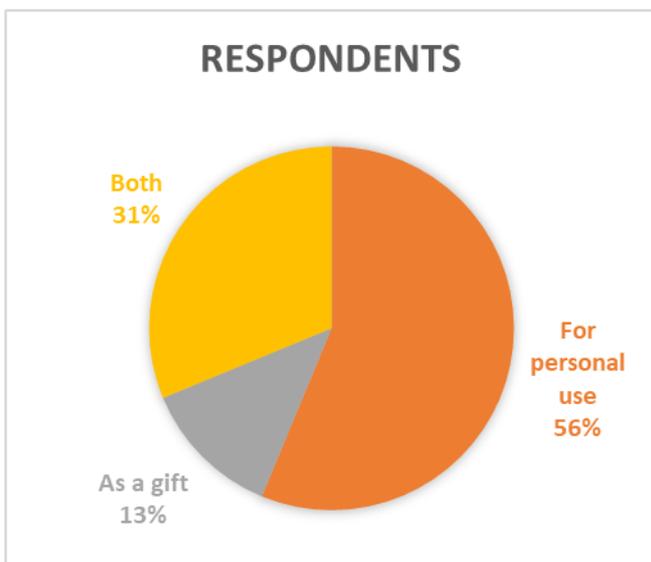


TABLE NO – 3.6

Response	Respondent	Percentage
Every day	52	72%
Weekends only	6	6%
For special occasions	10	10%
Other	12	12%
Total	80	100%

Source : Primary data

INTERPRETATION

Out of total 80 respondents, 72% wears jewellery every day, 6% wears only on weekends 10% uses for special occasion and 12% responded others.

CHART NO - 3.6

SHOWING THEIR PREFERENCE IN WEARING JEWELLERY

INTERPRETATION

. Out of total 80 respondents, 10% of the respondents buys gold plated metal 12% buys silver plated 24% buys rose gold and 54% buys gold.

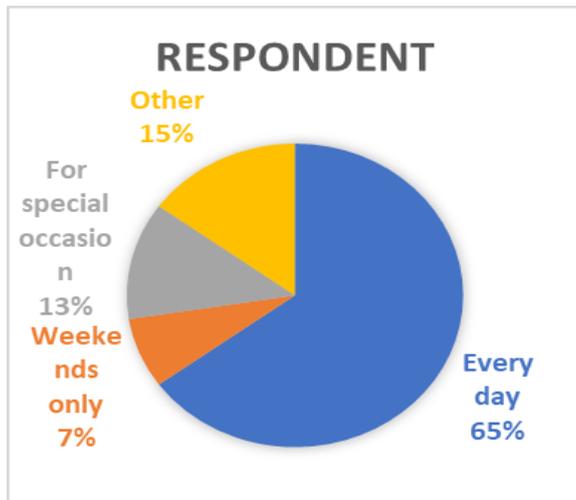
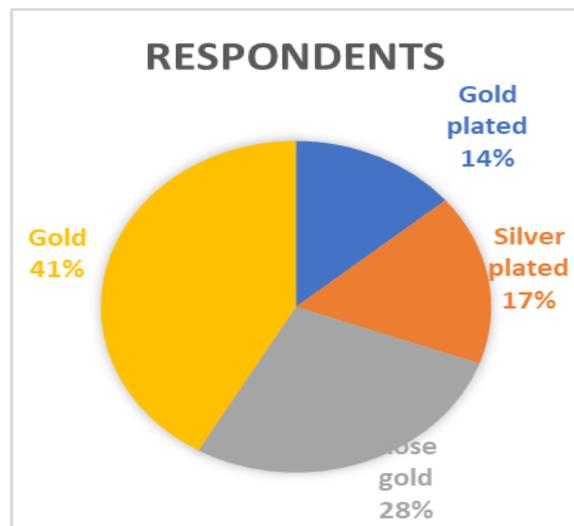


CHART NO - 3.7



7) SHOWING THE TYPES OF MATERIAL/METAL RESPONDENTS TEND TO BUY

8) SHOWING SPENDING BEHAVIOR OF RESPONDENTS

TABLE NO - 3.7

TABLE NO - 3.8

Response	Respondents	Percentage
Gold plated	10	10%
Silver plated	12	12%
Rose gold	20	24%
Gold	30	54%
Total	80	100%

Source: Primary data

Response	Respondents	Percentage
<25000	30	46%
25000-50000	20	28%
50000-100000	18	24%
>100000	12	2%
Total	80	100%

Source: Primary data

INTERPRETATION

Out of total 80 respondents, 46% of the respondents spend less than 25000 in buying jewellery 28% spends 25000-50000,24% spends 50000-100000 and more than 100000 is spend by 2%.

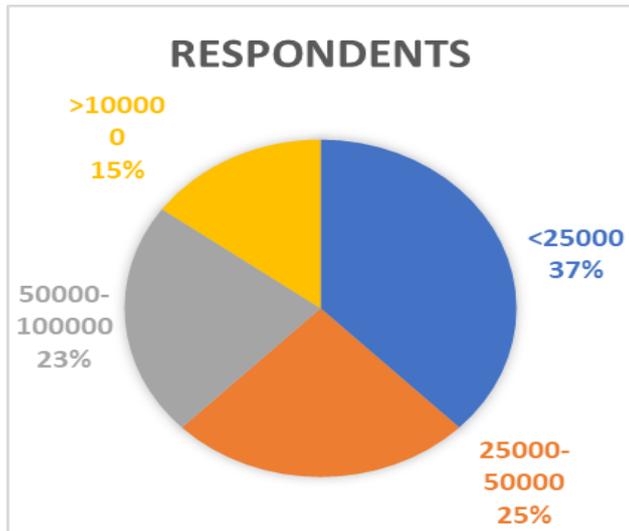


CHART NO - 3.8

SHOWING SPENDING BEHAVIOR OF RESPONDENTS

9) SHOWING THE IMPORTANCE OF BRAND

TABLE NO – 3.9

Response	Respondents	Percentage
Unimportant	30	40%
Important	20	26%
Neutral	14	14%
Very important	16	20%
Total	80	100%

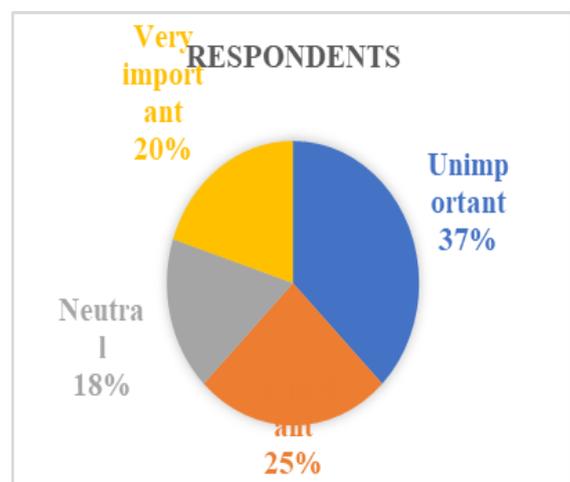
Source: Primary data

INTERPRETATION

Out of total 80 respondents, for 40% the brand is not at all important, for 26% brand is important for 14% they are neutral about the brand and the rest 20% responded that brand is very important to them.

CHART NO - 3.9

SHOWING THE IMPORTANCE OF BRAND



10) SHOWING THE IMPORTANCE OF THE COLLECTION

TABLE NO - 3.10

Response	Respondents	Percentage
Unimportant	4	4%
Neutral	10	10%
Important	20	22%
Very important	46	64%
Total	80	100%

Source : Primary data

INTERPRETATION

Out of total 80 respondents, 4% responded that variety is not important 10% says neutral 22% responded important and 64% says variety is very important

CHART NO - 3.10

SHOWING IMPORTANCE OF COLLECTION

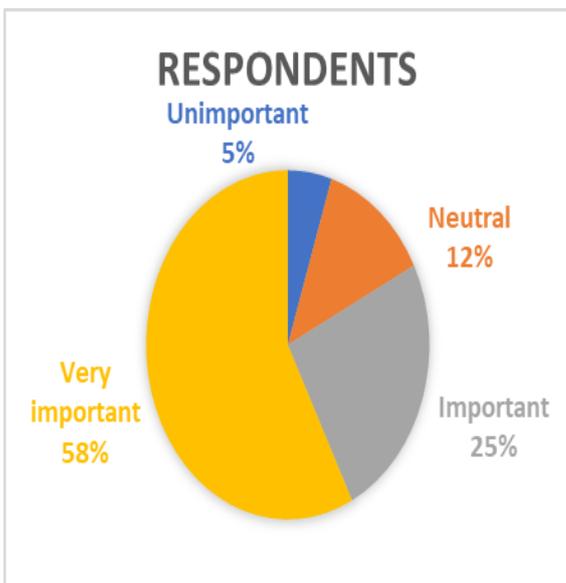


TABLE NO - 3.11

RELATIONSHIP BETWEEN GENDER AND FAMILY INCOME OF CONSUMER

GENDER	STRONGLY AGREE	AGREE	DIS AGREE	STRONGLY DISAGREE	TOTAL
Male	10	8	10	7	35
Female	12	9	15	9	45
TOTAL	22	17	25	16	80

Source: Primary Data

NULL HYPOTHESIS

H₀: There is no significance relationship between gender

And family income of consumer.

ALTERNATIVE HYPOTHESIS

H₁: There is significant relationship between gender and Family income of consumer.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

Particular	Observed Frequency	Expected Frequency	(O-E) ²	$\frac{(O-E)^2}{E}$
R ₁ C ₁	10	15.6	5.2	0.333
R ₁ C ₂	8	13.1	1.8	0.137
R ₁ C ₃	10	15.6	2.8	0.179
R ₂ C ₁	7	9.41	1.18	0.017
R ₂ C ₂	12	9.3	5.4	0.125
R ₂ C ₃	9	7.8	1.6	0.205
R ₃ C ₁	15	9.3	2.6	0.279
R ₃ C ₂	9	5.5	1	0.181
CALCULATION				1.456

Degree of freedom : (r - 1) (c - 1)

: (2- 1) (2- 1)

: 1

Level of significance : 5%

Table value : 3.841

Calculated value : 1.456

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H₀). There is no significance relationship between Level of satisfaction and Level of Training.

4. RESULTS AND DISCUSSION

4.1 FINDINGS

- Out of 80 respondents, 46% respondent are male And 54% respondent are female.
- Out of total 80 respondents, 36% are housewife, 6% have private jobs, 30% have government jobs 10% are students and the rest 18% are others.
- Out of total 80 respondents the family income of 30% is less than 50000, for 52% it is 50000-100000 for 8% it is 100000-200000 for 10% it is more than 200000.
- Out of total 80 respondents 6% of the respondents buy jewellery more than once a month 16% buy Monthly 76% buys rarely and 2% never buys gold.
- Out of total 80 respondents 64% buys jewellery for personal use 4% buys them to gift and 32% buys for both.
- Out of total 80 respondents 72% wears jewellery everyday 6% wears only on weekend 10% uses for special occasion and 12% responded others.
- Out of total 80 respondents 10% of the Respondent buys gold plated metal 12% Buys silver plated metal 24% buys rose gold And 54% buys gold.

4.2 SUGGESTIONS

- The customers should be more aware of the making charges and other deductions that may be because of stone weight.
- Tax rate should be also noticed in the bill.
- Never buy gold without a bill.
- Offers and other discounts can be introduced.
- The spending power of the consumer may vary from one to one based on demographic and psychological factors in order to create buying behavior the shoppers have to provide schemes as per the spending power of the consumers.

4.3 CONCLUSION

As per the study conducted on the customer satisfaction in buying gold jewellery with reference to AVR jewellery kallakurichi. The study was conducted for 80 respondents of the customers to analyse their interest buying gold and their different aspects they go through before buying the jewellery. As gold is a jewellery that everyone likes to own and wear as it has its value as it is an investment. The study was effective since all the respondents' corporate well. Respondents are more interested towards entrepreneurship.

5. REFERENCES

❖ TEXTBOOKS & MANUALS:

- ❖ "Consumer behavior" written by David.L.Loudan & Abler J.Della Bitta which was published by McGraw Hill Publications.
- ❖ "Research Methodology in social science" written by Sadhu Singh & Amirjit which was published by Himalaya Publications.
- ❖ Anderson, P.F. (1983), "Marketing, scientific progress and scientific method", Journal of Marketing, 47, pp. 18-31.
- ❖ "Consumer behavior" written by Leon G.Schiffman which was published by Tata McGraw Hill Publications.
- ❖ Ajzen, I. and Fishbein, M. (1977), "Attitude- Behaviors Relations: A Theoretical Analysis and Review of Empirical Research" Psychological Bulletin 84, September, pp. 888-918. In Solomon,