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## Study Of Customer Behavior Towards Opal Gems and Jewels

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Harish kumar . S

MBA ( HR and Marketing)

REG NO. 43410074

School of Management Studies

Sathyabama Institute of Science and

Technology, Chennai, Tamilnadu

Dr.Marry jennifer

Assistant professor

School of management Studies

Sathyabama institute of Science and Technology, Chennai

### ABSTRACT

The gems and jewellery market in India and globally has witnessed a dynamic shift in consumer preferences, especially with increasing interest in semi-precious stones like opals. This study explores customer behaviour towards opal gems and jewellery, focusing on purchase patterns, motivations, preferences, and satisfaction levels. Through a combination of primary and secondary research, this study provides insights into the psychological, cultural, and economic factors that influence buying decisions for opal products.

### Introduction

Jewellery has long been a symbol of status, beauty, and investment. Among various gemstones, opals have garnered popularity due to their vibrant colors, symbolic meanings, and astrological significance. Unlike traditional gems such as diamonds or rubies, opals offer a unique aesthetic appeal and are often perceived as exotic. Understanding consumer behaviour towards opal gems helps businesses tap into niche markets and align their marketing strategies accordingly.

### Need of the Study

The study is crucial for the following reasons:

- Emerging Trend: Opals are becoming increasingly popular in fashion and spiritual jewellery.
- Market Differentiation: Understanding customer behaviour can help businesses differentiate their products in a saturated market.

- Consumer Awareness: There is limited awareness among customers regarding the value and properties of opals.

- Business Strategy: The findings aid in forming effective marketing and sales strategies tailored to customer preferences.

## OBJECTIVES

### Primary Objective:

- To analyze and understand customer behavior, preferences, and purchasing patterns regarding opal gems and jewelry in order to identify key factors influencing their buying decisions.

### Secondary Objectives:

1. To examine demographic variables (age, gender, income, etc.) affecting customer interest in opal jewelry.
2. To assess the impact of branding, pricing, and design on customer preferences.
3. To identify the role of cultural and emotional factors in the purchase of opal gems

## Review of Literature

Several studies have addressed consumer behaviour in the jewellery market, but limited research exists specifically on opals. Previous research highlights:

- Kotler & Keller (2016): Consumer behaviour is driven by personal, psychological, and cultural factors.

- Bansal (2019): Gemstone preference is influenced by astrological beliefs, aesthetics, and socio-economic status.

- Deshmukh & Rathi (2021): The rise of online jewellery shopping has transformed customer decision-making processes.

- Jain & Sahu (2022): Semi-precious stones are perceived as fashionable and affordable luxury by millennials.

## Research Methodology

- Sample Size: 150 respondents

- Sampling Method: Random sampling
- Data Collection Tools: Structured questionnaire, interviews
- Target Group: Customers who have purchased or shown interest in opal jewellery (age group 20–60)
- Data Analysis: Statistical tools such as percentages, charts, and cross-tabulation

**Key Benefits**

- Market Insights: Clear understanding of what drives customers to purchase opal jewellery.
- Customer Profiling: Identification of key customer segments (age, gender, income).
- Brand Development: Strategies for enhancing brand awareness and loyalty.
- Product Development: Insights into design preferences and pricing expectations.

**Findings**

- Motivations: Most customers buy opal jewellery due to aesthetic appeal (45%) and astrological significance (35%).
- Demographics: Women aged 25–45 are the primary buyers; men typically purchase as gifts.
- Purchase Channels: 60% prefer offline stores for authenticity, while 40% opt for online platforms due to convenience.
- Price Sensitivity: Majority prefer mid-range pricing (INR 5,000–15,000).
- Satisfaction: 75% are satisfied with their purchase, citing design and uniqueness as key factors.

**Suggestions**

- Awareness Campaigns: Promote the benefits and uniqueness of opals through social media and influencer marketing.

- Customization Options: Offer personalized design services to enhance customer engagement.
- Certification and Trust: Provide authenticity certificates and after-sales services.
- Retail Experience: Improve in-store experience with knowledgeable staff and attractive displays.
- Digital Presence: Enhance website and mobile shopping experiences for digital-savvy consumers.

### **Conclusion**

Opal gems and jewellery are carving a unique niche in the market. Consumers are increasingly drawn to their visual appeal and symbolic value. However, awareness remains a challenge. This study highlights the importance of targeted marketing, education, and service quality to boost customer satisfaction and drive growth in this segment.

### **References**

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