



Gold Buyers Behavior (Coimbatore in Tamil Nadu for the Month of Sep & Oct 2013)

S.Raja

Research scholar, St.Peter's University, College Road, Avadi, Chennai- 600054.

Dr.Ponram

Asst.Professor, Govt.Arts and Science College, Melur, Madurai.

ABSTRACT

In recent Gold Market conditions were tremendous changes in the Gold buying behaviors. This changes due to the Buyers decision were affected some parameters like price, Making charges, wastages, Collections, Quality and customers approach. This article mainly dealt with Behavior of the customer (Gold buyers) in Coimbatore for the month of Sep and

Oct 2013 year study.

KEYWORDS :

Introduction:

Gold Market India Tamil Nadu About gold jewellery

Whenever man has found gold he has fashioned it into a jewel, worn it as a symbol of status or power, or given gold jewellery as a public declaration or intimate celebration of his love to a woman who has then worn it, loved it and handed it down through countless generations.

Here is a little inspiration from the past, from precious objects which transcend time, from a handful of today's designer-goldsmiths who define their art. Together with practical information about the karatage, colour and care of gold you can choose your next gold jewellery with confidence, knowing that you carry on the traditions of centuries in a piece that may be treasured for centuries to come.

India and Tamil Nadu

India is the largest market for gold jewellery in the world, representing a staggering 864.20 tonnes of gold in 2012.

As per Gems and Jewellery Export Promotion Council (GJEPC), the country's gems and jewellery exports are expected to decline about 14 percent to \$37 billion in 2012-13 due to sluggish demand in western markets such as the US and Europe. During 2011-12, these exports stood at \$43 billion. According to the World Gold Council Demand Trends Report, the country's gold demand had dipped by 12 percent in 2012, to 864.2 tonnes from 986.3 tonnes in 2011, mainly on account of jewellers strike over certain budgetary measures and sharp rise in domestic price.

Indian consumers are actively engaged in considering their next piece, 75% of women say they are constantly searching for new designs. Whilst over 50% of gold jewellery is bought for weddings, the wedding anniversary has now become the most aspirational occasion for receiving gold today, extending a couple's relationship with gold beyond the marriage ceremony.

The festival of Dhanteras, the most auspicious day in the calendar just before Diwali, has traditionally created a strong seasonal surge in sales. However, the strategic development of the Akshaya Tritiya festival in May, together with leading trade partners, has seen phenomenal recent success; sales during that period grew over 28% in the last year.

India's culture and mythology embrace gold. And India's traditions of unparalleled craftsmanship and skill are exemplified by the country's gold jewellery manufacturing, with the majority of pieces still made meticulously by hand.

Each region's symbols and designs are reinterpreted in gold which is overwhelmingly high in karatage.

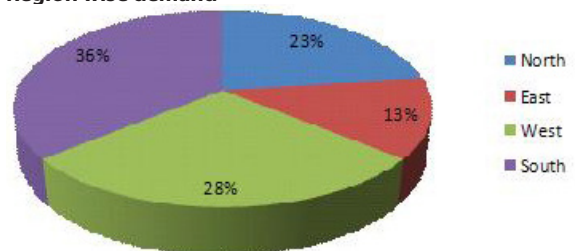
Indian gems and jewellery market at present is dominated by the unorganized sector and highly fragmented, however, it is rapidly transforming and the trend is set to change in near future due to the growing acceptance of branded jewellery market.

The government has recently slashed the import tariff value of gold and silver marginally to \$539 per 10 gm and \$979 per kg, respective-

ly, amid volatile movement in the global prices of precious metals. The tariff value, which is released fortnightly, is the base price on which the customs duty is determined to prevent under-invoicing.

For middle class Indian families buying gold or gold jewellery is a common saving strategy with demand well distributed across the country. The states like Kerala, Maharashtra, Gujarat, and Uttar Pradesh are some of the major demand centres of the gold while the country's total gold demand comes from **the southern states like Kerala, Andhra Pradesh, Tamil Nadu, and Karnataka which account for nearly 36%, and is followed by the Western region with about 28%, Northern region with about 23% and Eastern region with about 13%.**

Region wise demand



Statement of Problem

As a Human being Born and Death is the certain, but every Indian people who buying gold is certain. All Indian Households invest minimum 1 gm of gold with their potential.

At the time of purchase how they act to purchase the Gold, these acts stimulate Researcher study the Behavior of the customers.

Methodology

1. Data Collection

Secondary data collected from different jewelers in Tamil Nadu- Coimbatore Market.

2. Period of Study

Sep & Oct 2013

3. Tool used

Computed Average

Computed percentage (%)

Literature's Reviews

1. Marketing Management – Philip Kotler.
2. Marketing Management – Russ winer.
3. Marketing Management – Phil kotler and Kevin keller.
4. Consumer behavior – Michael R.Solomon.
5. A study of Social Market-2005 by Dr.Ponramu..

Data Interpretation and analysis

Sep Month - Footfalls Vs Purchase details...

Value in Rs.Lac

| Sl.No | Period | Footfalls | Purchase | Non purchase | Higher wastage | Wrong advertisement | Others | Potential sale loss | Higher wastage |
|-------|----------|-----------|----------|--------------|----------------|---------------------|--------|---------------------|----------------|
| 1 | 1st week | 850 | 640 | 112 | 53 | | 32 | 13 | 38.20 |
| 2 | 2nd week | 764 | 593 | 76 | 40 | | 37 | 18 | 34.65 |
| 3 | 3rd week | 933 | 823 | 59 | 22 | | 18 | 4 | 22.40 |
| 4 | 4th week | 873 | 720 | 67 | 42 | | 28 | 16 | 35.30 |
| | Total | 3412 | 2776 | 313 | 157 | | 115 | 51 | 130.55 |

In the month of September total footfalls 3412 customers in different jewelers. Out of 3412 customers 2776 customers were purchased their product with respective Jeweler. 313 customers were not purchased the Jewellery.157 customers were due to higher wastage and 115 customers were wrong advertisement by them. They promote their ad in lower wastage, while come to shop to buy the jewellery there is different wastage (high).51 customers were other reason not purchased – browsing / enquiry etc.... The potential sale loss for the month Rs. 130.55 Lac.

Oct Month - Footfalls Vs Purchase details...

Value in Rs.Lac

| Sl.No | Period | Footfalls | Purchase | Non purchase | Higher wastage | Wrong advertisement | Others | Potential sale loss | Higher wastage |
|-------|----------|-----------|----------|--------------|----------------|---------------------|--------|---------------------|----------------|
| 1 | 1st week | 740 | 510 | 140 | 45 | | 28 | 17 | 32.85 |
| 2 | 2nd week | 550 | 410 | 68 | 38 | | 14 | 20 | 23.56 |
| 3 | 3rd week | 954 | 822 | 56 | 43 | | 28 | 5 | 39.05 |
| 4 | 4th week | 875 | 705 | 64 | 41 | | 37 | 28 | 37.10 |
| | Total | 3119 | 2447 | 328 | 167 | | 107 | 70 | 132.56 |

In the month of October total footfalls 3119 customers in different jewelers. Out of 3119 customers 2447 customers were purchased their product with respective Jeweler. 328 customers were not purchased the Jewellery.167 customers were due to higher wastage and 107 customers were wrong advertisement by them. They promote their ad in lower wastage, while come to shop to buy the jewellery there is different wastage (high).70 customers were other reason not purchased – browsing / enquiry etc.... The potential sale loss for the month Rs. 132.56 Lac.

The New and Young age customers refuse to purchase for wrong communication and advertisements.

Adult Group and Child characters refuse to purchase the jewellery.

Parental Group is also problem with rules; they hesitate to buy the Jewellery.

Conclusion

Most of the customers well aware of the products, so the sellers don't try to cheat the customers. The market to say Transparent / openly / frankly/ Fairness about their products, policy, advertisements... this character can attract the customers to buy their products. Sellers must mind with promise of advertisement wastage percentage (%) and product percentage (%) @ the time of selling, Like product wastages depends upon the Model and Workman ship...

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