



## Attitude Of Customers Towards Preference Of Readymade Jewellery (With Special Reference To Ramanathapuram Town)

M.Hariharan

Ph.D scholar (Full-time), PG and Research Dept. Of Commerce, Govt. Arts College, Paramakudi-623 701, Tamil Nadu

Dr. S.Rajendran

Assistant Professor, PG and Research Dept. Of Commerce, Govt. Arts College, Paramakudi- 623 701, Tamil Nadu

### ABSTRACT

*Marketing includes all the activities that direct the flow of goods and services from producer to customer. Marketing makes all the luxuries into necessities. Emerging trend of marketing is consumer oriented. Obtaining the customer satisfaction is the aim of every business. Customer is the King, Nerve center of every business. A study conducted in Delhi in 2001 about Non – hall marking gold jewels sold in the market found that the average purity of gold was less by 15.5% in 22 carat gold. A Researcher had pointed out that after the introduction of Hall mark – jewels, customers are aware of Quality – conscious rather than Discount conscious, 90% of jewellery purchasers bought their ornament from traditional jewelers and opt the readymade jewellery from the shop . Hence, this is an attempt to disclose what is the attitude of customers towards preference of Readymade jewellery.*

### KEYWORDS :

### INTRODUCTION

Market today is consumer Oriented. All the activities relating to marketing of goods and service begins with consumer and end with consumer. Even marketing makes all the luxuries into necessities, Customer is the king. Customer is the life blood of the business.

Businesses always use different marketing strategies to attract their customers. There is no Business survive without getting customer satisfaction at large. So, every business is strived hard for their customers being satisfied.

### STATEMENT OF PROBLEM

The customers can be attracted only when the jewellery shop extend the following services - Building attracting showrooms, Offering varieties and fashion designs, Discounted sales, Credit facilities, Offering Quality of product, Pleasing service, Attractive advertisements, Promotional activities, After sales services, Complimentary gifts and so on.

But all the effort does not produce the equal effective results. It is because of demographical factors of the customers. There is a business problem arised which effort of Jewellery owner will attract and yield the high customer satisfaction. So, the researcher has taken the topic, "Attitude of customers towards preference of Readymade jewellery".

Indian people are fond of Jewels they use Jewellery since ancient civilization as Harrappa and Mohanjadharo. People like Jewellery not only for wearing but also used Gold as an investment. Gold jewellery may be purchased from gold smith or from jewellery shops. Gold smith normally takes order and supplies it. They produce normally traditional designs. But Jewellery shops offer machine made new designs by Ready-made, so, people like readymade jeweler shop rather than gold smith.

### OBJECTIVES OF THE STUDY:

The following are the major objectives of the study

- To analyze the attitude of customers towards preference of Readymade Jewellery.
- To offer suitable suggestions based on the findings of the study.

### SCOPE OF THE STUDY

The study deals about attitude of buyers of jewellery in Ramanathapuram Town, Tamilnadu only. This study will cover the views expressed by various informants representing various strata.

### METHODOLOGY

#### Collection of data

The study is based on primary data, collected through structured interview schedule to the respondents.

### Sample size

The size of sample is 150 respondents by using Convenient Sampling Technique.

### Statistical tools

Simple percentage Analysis and Garrette ranking techniques were used to analyse the data.

### GENDER WISE CLASSIFICATION

The precious yellow metal – gold is loved by all human beings irrespective of their genderness. The Table 1 shows gender wise classification of respondents

**TABLE 1**  
**GENDER WISE CLASSIFICATION OF RESPONDENTS**

Sl.No	Age	No. of Respondents	Percentage to Total
1.	Male	72	48%
2.	Female	78	52%
	Total	150	100%

Source: Primary data

It is found from Table-1 that out of 150 respondents, 78 respondents (52%) are female, and the reaming 72 respondents are male.

### AGE

Age is an indicator of physical and mental growth. Jewellery purchase enhances savings habit of people. So the age of the respondent in the purchase decision of jewellery plays a vital role.

**TABLE 2**  
**AGE OF THE RESPONDENTS**

Sl.No	Age	No. of Respondents	Percentage to Total
1.	Less than 20 Years	1	1%
2.	20 – 30 Years	33	22%
3.	30 – 40 Years	42	28%
4.	40 – 50 Years	39	26%
5.	50 – 60 Years	17	11%
6.	60 Years above	18	12%
	Total	150	100%

Source: Primary data

Table 2 infers that out of 150 respondents, a majority of 42 respondents (28%) are in the age group of 30 – 40 years old, next 39 respondents (26%) are coming under the age group of 40 to 50, 33 respondents (22%) are in between the age of 20 – 30, 18 respondents (12%) have attained age of above 60.

**OCCUPATIONAL STATUS**

Occupation is the basis for life style of every human being. Occupation generates needs and multiplies the wants of the human being. So, the Occupational status of the respondents are analysed.

**TABLE 3  
THE OCCUPATIONAL STATUS OF THE RESPONDENTS**

Sl.No	Occupation	No. of Respondents	Percentage to Total
1.	Un organized Sector	60	40%
2.	Self – employed	27	18%
3.	Private employee	32	22%
4.	Govt. employee	14	9%
5.	Professional	1	1%
6.	Others	16	10%
	Total	150	100%

Source: Primary data

From the above Table3, it is inferred that A majority of 60 respondents (40%) are belonging to unorganized sector,27 respondents (18%) are self employed, 32 respondents (22 %) are employed in a private concern, 14 respondents (9 %) are Government employee and the remaining 16 respondents (10%) are come under others category.

**INCOME**

There is a direct relationship between the income level and purchasing behavior of jewellery buyers. So it is analysed and presented in the Table 4

**TABLE 4  
INCOME LEVEL OF RESPONDENTS**

Sl.No	Monthly Income (in Rs.)	No. of Respondents	Percentage to Total
1.	Below 10000	22	15%
2.	10000 – 20000	62	41%
3.	20000 – 30000	30	20%
4.	30000 – 40000	29	19%
5.	Above 40000	7	5%
	Total	150	100%

Source: Primary data

Table – 4 infers that Income Level of Respondents. out of 150 respondents, only 7 respondents (5%) earned more than Rs.40,000 as monthly income, a majority of 62 respondents (41%) are in the income level of Rs.10,000 to Rs. 20,000 and aggregate of 59 respondents (39%) are in the income level of Rs.20,000 to Rs.40,000 and only 22 respondents (15%) are coming under below Rs.10,000 group.

**INFLUENCING FACTOR**

Selecting a Jewellery shop is a very difficult task for every purchaser. The choices are vast in the today environment. There are certain attributes that attracts the every purchaser towards a particular Jewellery shop. It is analyzed in the following Table 5.

From the Table 5, the inference is that a majority of 62 respondents (41%) influenced by the Traditionality of Jewellers, the 30 respondents (20%) are attracted by the display shown in the shop, 26 respondents (18%) like the low pricing offered by the Jewellers, 22 respondents (15%) have impact on the Brand image and only 10 respondents (6%) are influenced by the advertisement.

The customer satisfaction towards Jewellery shop is based on the various facilities offered by it. The level of satisfaction is analysed and presented in the following Table 6

**TABLE 5  
ATTRIBUTES INFLUENCING THE SELECTION OF JEWELLERY SHOPS.**

Sl.No	Attributes of the shop	No. of Respondents	Percentage to Total
1.	Branding	22	15%
2.	Traditionality of Jewellers	62	41%
3.	Advertisement	10	6%
4.	Display	30	20%
5.	Low Pricing	26	18%
	Total	150	100%

**TABLE 6  
CUSTOMERS' SATISFACTORY LEVEL TOWARDS JEWELLERY SHOP**

Sl.No	Particulars	HS	S	Neu	DS	HDS	Gar-rette mean	Rank
1.	Pleasing manner of staff	45	28	46	18	13	5.24	II
2.	Quality Assurance	31	60	24	24	11	5.26	I
3.	Designs offered	34	22	46	32	16	4.76	IV
4.	Free Gifts offered	32	52	26	26	14	5.12	III
5.	Sentimental value	12	31	46	48	7	4.55	V
6.	Repair handling	5	2	31	22	90	2.60	X
7.	Low Wastage & making charges	5	22	34	61	28	3.65	IX
8.	Better Resale value	17	11	41	49	32	3.82	VIII
9.	Credit facility	9	33	25	61	22	3.96	VII
10.	Parking facility	31	22	31	41	25	4.43	VI

Source: Computed data

**FINDINGS**

The following are the major findings of the study

1. Out of 150 respondents, 52% are Female which indicates females are dominating customer circle of Jewellery shop.
2. Around 98% of respondents got married and only 2% are unmarried.
3. An aggregate of 76% respondents are in between the age group of above 20 to 50 years.
4. It is found that majority of 41% respondents have come under the income level of Rs. 10,000 – 20,000.
5. Majority of 43% respondents are belonging to unorganized sector and 32% are private employee.
6. Traditionality of jeweler play an important role in the study area which is the strong influencing factor in the selection of shop.
7. Considering the satisfactory level, majority of respondents have almost satisfied with Quality assurance of the Jewellery shop: and they put high ranks to pleasing manner of staff, Designs offered, free compliments and sentimental value.
8. On the other hand, Majority of the respondents felt dissatisfied with repair handling services of the shop.

**SUGGESTIONS**

- The following suggestions are offered based on the findings of the study.
- It is found in the study that the occupational status as unorganized sector is the major demographic factor of the town. So, it is suggested that the Jewellery shops may go for chit schemes to attract the small earning customers.
- Majority of customers felt the repair handling facility of the shops to be improved in the days to come. It is suggested to jewellery owners to provide necessary arrangements in their shops.
- Customers are dissatisfied with resale value of old Jewels. It is suggested to give reasonable resale value to keep the customers intact.
- Customers expect credit facilities from Jewellery shops. Jewellers may provide credit facilities with reasonable protections at least to reputed customers.
- The study reveals that Brand has no impact in the mind of customers. So, it is suggested to ready made Jeweller to keep stress upon their brand image in the mind of customers.

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