



A Study on Buying Behaviour of Women Customer's towards Jewellery Products with Special Reference to Tirupur City

KEYWORDS

Buying Behaviour, Customer service, Customer opinion, customer attitude, Jewellery Retail stores.

S. Kumar

Asst.professor & Head/MBA, Maharaja Engineering College, Avinashi- 641 654, Tamil Nadu, India

Dr S. Varadaraj

Associate Professor, Department of Management, Gobi Arts And Science College, Gobichettipalayam, Erode, Tn, India

ABSTRACT *The purpose of this research is to find out buying behaviour of women customer's towards jewellery products with special reference to Tirupur city. The objective of the study is to get the feedback about various factors affecting Buying behaviour of Jewellery products, Evaluate the brand awareness and buying attitude of the women customer's in purchasing of gold at the various jewellery retail stores. The research design used in this study is descriptive research design. Data was collected from around 200 customers from the Sri Kumaran, Joy Alukkas, TATA Gold, RBS, Thangamayil jewellery retail stores by survey method. The primary data is collected through questionnaire and personal contact with customer. The secondary data is collected from journals, text books and through the internet. The data collected and analysed using simple percentage method. Chi Square and Ranking method is the statistical tool for analysing the collected data. The collected data includes personal details, customer opinion in the Jewellery retail stores, services and current benefits provided in the jewellery retail stores, rewards, autonomy, recognition and competitiveness. This paper analyses the Buying behaviour of women customer's towards jewellery products. The study was restricted only to Tirupur city. So the results cannot be generalized. Some of the customers are not serious in their responses to the survey and as a result there are some difficulties in reaching to the right conclusion. The results may help the management of Jewellery retail stores to understand about the factors that influence the satisfaction of customers towards retail stores.*

1. INTRODUCTION

Buying behaviour for jewellery and watches takes off in 2012: Actual shopping behaviour on that year-over-year-growth of referrals to merchants for the second half of 2012 rose sharply compared to the same period in 2010. Body jewellery up 384%, Fine jewellery up 332%, Men's jewellery up 321%, Watches & Accessories up 142%. The Consumer Behaviour Report tracks behaviour of online shoppers and is designed to give merchants, media and industry analysis insight into current shopping trends, and attitudinal preferences of consumers. Shopping behaviour varies by social class.

Most 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. However, lower classes found acquiring new clothes or household items more enjoyable, while upper-middles and above more frequently specified a pleasant store atmosphere, display, and excitement. Middle and upper-class women shopped more frequently than those in the lower class.

2. BUYING BEHAVIOUR

Consumers are individuals with likes and dislikes. When the predominance of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers strive to influence consumer attitudes, and understanding the prevailing attitude is the first step to changing it if needed. Attitudes are "mental states used by individuals to structure the way they perceive their environment and guide the way they respond to it"

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioural variables in an attempt to

understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

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. Indian consumers are actively engaged in considering their next piece; 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. This is apparent in their offerings, collection and marketing campaigns.

3. THE EMERGENCE OF BRANDED GOLD JEWELLERY

Before the liberalization of the Indian economy in 1991, only the Minerals and Metals Trading Corporation of India (MMTC) and the State Bank of India (SBI) were allowed to import gold. The abolition of the Gold Control Act in 1992, allowed large export houses to import gold freely

Exporters in export processing zones were allowed to sell 10 per cent of their produce in the domestic market. In 1993, gold and gold ornaments mining were opened up for private investors and foreign investors were allowed to own half the equity in mining ventures. In 1997, overseas banks and bullion suppliers were also allowed to import gold into India. However, since the late 1990s, there was a shift in consumer tastes: women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. There was a rise in demand for lightweight jewellery, especially from consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. The new millennium witnessed a definite change in consumer preferences.

In October 2002, Trendsmith conducted a survey to understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities.

The late 1990s and early 2000s, with the increase in the num-

ber of designers from design schools such as the National Institute of Fashion Technology (NIFT), a wide range of new designs.

4. REVIEW OF LITERATURE

According to a research conducted by Tanishq5 buying roles of Consumer were studied in form of various stages : Initiator : 64% of women's says that they got jewellery as gift once in their life time and maximum times they have received the same from their family members. Influencer: Who is influencing the buying decision? It can be for family, friends, and needs. This survey tells that none of the women were influenced by their female friends hence they infer that women play minor role when it comes to influencing her friend in buying of Jewellery.

Jewellery designs vary from region to region. In South India designs are inspired by nature, in North & West India designs are inspired by Mughals like meenakari and kundan work. With all this Indian Jewellery is also entering into International markets like USA, EU, South East Asian countries etc.

Another article How to invest in gold12 Mrs.Shweta B H states different view investing, she suggest protecting wealth rather than creating wealth and states that gold is one such investment . The article also states that gold is an asset which has long term intrinsic value which helps to shield from inflation, currency debasement and equity market bears. It also helps to save countries purchasing power and is not much affected by countries economic condition. They recommended to have 10-20% gold in investment portfolio.

A report by World Gold Council states various regulatory changes that has come in gold market such as gold control act which was implemented in 1968 was abolished in 1990, forbidding the holding of gold in bar form. This was a part of economic reform which took place in wake of balance of payment crisis in 1990-91. In 1993 Foreign Regulation Act came permitting non-resident Indian to bring 5 Kgs of gold into country twice in a year after paying tax. This allowance was raised to 10 Kgs by 1997. In 1997 Committee on Capital Account Convertibility (CAC) allowed import and export of gold under open general license. In 2003 custom duty was reduced from 25 per gram to 10 per gram.

5. OBJECTIVES OF THE STUDY

- To study the various factors affecting Buying behaviour of Jewellery.
- To study the brand awareness of jewellery in Sri Kumaran, Joy Alukkas, TATA gold, RBS, Thangamayil jewellers in Tirupur city.
- To evaluate the Buying behaviour of the women customer's in purchasing of gold.
- To know the purchasing decision of the women customer's in Sri Kumaran, Joy Alukkas, TATA gold, RBS, Thangamayil Jewellers.

6. RESEARCH METHODOLOGY

The present study based on primary as well as secondary data. The collect the primary data, questionnaires are prepared. 200 customers visiting to Sri Kumaran, Joy Alukkas, TATA gold, RBS, Thangamayiljewellery stores were interviewed. The primary data is collected through questionnaire and personal contact with consumer. The secondary data is collected from journals, text books and through internet. Random sampling method is adopted used to select the consumers for collecting data.

Statistical Tools

- Percentage Analysis
- Chi Square Analysis
- Average score analysis & Ranking method

7. DATA ANALYSIS AND INTERPRETATION: Percentage Analysis

Table 1 Demographic and Socioeconomic Characteristic of Respondents

Particulars	Number of the Respondents	Percentage of Respondents
Age		
Below 25	51	25.5
25 – 30	56	28
31 – 35	39	19.5
36 – 40	28	14
Above 40	26	13
Education		
Up to X std.	20	10
H.S.C	28	14
Graduate	84	42
Post graduate	68	34
Family monthly income		
Below 10,000	65	32.5
10,000 – 20,000	30	15
20,001 – 30,000	40	20
30,001 – 40,000	35	17.5
Above 40,000	30	15

Table 2 Showing that Brand Awareness of the Jewellery Shop

Particulars	Number of Respondents	Percentage of Respondents
RBS	59	29.5
Joy Alukkas	27	13.5
Sri Kumaran Thangamaligai	50	25
TATA Gold	17	8.5
Thangamayil	47	23.5

Table 3 Showing that How Often Respondents to Buy Jewells

Particulars	Number of Respondents	Percentage of Respondents
Every Month	29	14.5
Once a year	61	30.5
Once in 3 months	73	36.5
Rarely in ever	27	13.5
Twice a year	10	5

Table 4 Showing Occasion does the Respondents Buy Jewellery

Particulars	Number of Respondents	Percentage of Respondents
Birthday	18	9
Festival	67	33.5
Marriage	54	27
Gift	27	13.5
Other	34	17

Table 5 Showing the Money Spend on a year for Buying Jewells

Particulars	Number of Respondents	Percentage of Respondents
Below 13,895	62	31
20,000	73	36.5
25,000	22	11
35,000 above	43	21.5

Table 6 Showing the Price Range of Gift Purchased

Particulars	Number of Respondents	Percentage of Respondents
Below 5,000	38	19
8000	47	23.5
10000	93	46.5
15000 above	22	11

Particulars	Number of Respondents	Percentage of Respondents
My Child	128	64
My Spouse	26	13
My Self	32	16
My Spouse & My Self	14	7

Table 7 showing who makes the final purchase decision Average score analysis & Ranking method

Table 8 Showing the Main Consideration to purchase in Jewellers retail sectors

Particular	1	2	3	4	5
Value of the design	38	61	37	29	35
Friends & Relatives	29	37	31	46	57
Latest Fashion	30	58	49	22	41
Branded Company	41	34	20	60	45
Quality of the gold	53	78	22	32	20

The value which is calculated below ranking method.

Particular Value	1	2	3	4	5	Total	Rank
Value of the design	190	244	111	160	35	696	II
Friends & Relatives	145	148	93	92	57	535	V
Latest Fashion	150	232	147	44	41	614	III
Branded Company	205	136	60	120	45	566	IV
Quality of the gold	265	292	66	64	20	707	I

Table 9 showing the ranking of Jewellery shop which gives more advertisement

Particular	1	2	3	4	5
RBS	22	52	34	34	58
Joy Alukkas	81	28	37	42	12
Sri Kumaran Thangamaliqai	62	59	44	17	18
TATA Gold	85	65	18	20	12
Thangamayil	39	76	15	48	22

The value which is calculated below by ranking method

Particular	1	2	3	4	5	Total	Rank
RBS	110	208	102	68	58	546	V
Joy Alukkas	405	112	111	84	12	724	III
Sri Kumaran Thangamaliqai	310	236	132	34	18	730	II
TATA Gold	425	260	54	40	12	791	I
Thangamayil	195	304	45	96	22	662	IV

Table 10 showing that what kind of Jewells the Respondent Interested

Particulars	Number of Respondents	Percentage of Respondents
Gold	98	49
Silver	72	36
Diamond	30	15

Table 11 showing that Mode of Jewellery Work

Particulars	Number of Respondents	Percentage of Respondents
From the branded shop	76	38
Giving order to the goldsmith	56	28
Getting if from the local shop	68	34

Table 12 showing that Attribute they look for in Jewellery

Particulars	Number of Respondents	Percentage of Respondents
Fashions& beauty	29	14.5
Price	37	18.5
Gram / weight	60	30

Gold quality	69	34.5
Other	5	2.5

Table 13 showing that How come they know about this brand

Particulars	Number of Respondents	Percentage of Respondents
Friends	92	46
Banner	55	27.5
TV	44	22
Newspaper	9	4.5

Table 14 showing that what influence to buy Jewellery

Particulars	Number of Respondents	Percentage of Respondents
Family member	76	38
Media	71	35.5
Film actor	5	2.5
Role model	16	8
Friends	30	16

Table 15 showing that what are the offers discounts provided

Particulars	Number of Respondents	Percentage of Respondents
Price discount	142	71
Compliment	30	15
Gift	28	14
Other	0	0

Table 16 showing that whether investment scheme is satisfied or not

Particulars	Number of Respondents	Percentage of Respondents
Highly satisfied	32	16
Satisfied	96	48
Neutral	12	6
Dissatisfied	10	5
Highly dissatisfied	50	25

Chi-square Analysis

Table 17 showing that the Relation between Monthly Income and Household Money spend on Jewells in a Year

Particulars	Below 10,000	10,000 - 20,000	20,001 - 40,000	30,001 - 40,000	Above 40,000	Total
Below 13,895	13	13	19	10	10	65
20,000	9	9	8	7	6	39
25,000	10	9	10	8	9	46
Above 35,000	11	10	9	7	13	50
Total	43	41	46	32	38	200

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

Where, O → observed frequency

E → Expected frequency

Expected frequency is calculated as follows.

$$E = \frac{\text{Raw total} \times \text{Column total}}{\text{Grand total}}$$

Degree of freedom = (R - 1) (C - 1)

Where R = No. of rows

C = No. of columns

Oij	Eij	Oij - Eij	(Oij - Eij) ²	(Oij - Eij) ² / Eij ²
13	13.98	-0.98	0.9604	0.068
13	13.33	-0.33	0.1089	8.1695
19	14.95	4.05	16.4025	1.0971
10	10.4	-0.4	0.16	0.0154
10	12.35	-2.35	5.5225	0.447

9	8.385	0.615	0.3782	0.0451
9	7.995	1.005	1.0100	0.1263
8	8.97	-0.97	0.9409	0.1049
7	6.24	0.76	0.5776	0.926
6	7.41	-1.41	1.9881	0.2683
10	9.89	0.11	0.0121	1.223
9	9.43	-0.43	0.1849	0.0196
10	10.58	-0.58	0.3364	0.0318
8	7.36	0.64	0.4096	0.056
9	8.74	0.26	0.0676	7.7345
11	10.75	0.25	0.0625	5.814
10	10.25	-0.25	0.0625	6.0976
9	11.5	-1.5	2.25	0.196
7	8	-1	1	0.125
13	9.5	3.5	12.25	1.2895
	TOTAL			33.8546

Degree of freedom in the case = $(r - 1) \times (C - 1)$

$$= (4 - 1) \times (5 - 1)$$

$$= (3) \times (4)$$

$$= 12$$

Table value shows the chi – square analysis

Calculated Value X^2	33.8546
Degree of Freedom	12
Level of Significant	5%
Table Value	21.026
Result	Accept

Since the calculate value X^2 33.8546 is less than the tabulated value (21.026) the null hypothesis H_0 is accepted and alternative hypothesis H_1 is rejected. Hence, it is concluded that there is no significant relationship between monthly income of household and money spends on jewellery in a year.

8. FINDINGS

1. Majority of the respondent are in the age group of 25 to 30.
2. 32.5% of the respondent's monthly income is below 10,000.
3. Three fourth of the respondents says that Jewellers gives brand awareness.
4. 36.5% of the respondents buy jewels once in 3 months.
5. 67 respondents say that they often buy gold at the time of festival.
6. According to 36.5% of the respondents are spending 20,000 rupees in a year for buying jewels.
7. According to 46.5% of the respondents spend rupees 10,000 for gift purchase.
8. Majority of the respondents says that they decide before which brand of jewels before entering jewellery shop.
9. Majority of the respondents always take their children's or

related persons when they buy jewels.

10. Majority of the respondents take the final decision buy them children's to purchase gold.
11. Half of the respondents are interested in gold jewels.
12. Majority of the respondents are satisfied by the brand of the gold.
13. Majority of the respondents are interested in jewellery work of branded shop.
14. According to 34.5% of the respondents are looking for the gold quality in jewellery.
15. Half of the respondents agree that they come to know about this brand to their friends.
16. Majority of the respondent agrees that their personality increases when they were their Brand choices.
17. According to major respondents offers and discounts are provided the time of purchase.
18. Majority of the respondents agree that price discount is provided at the time of purchasing gold.
19. According to the major respondents on investment scheme is available in gold purchase.

9. SUGGESTIONS

1. Giving attractive advertisement through the media like online, television, newspaper, radio, magazine.
2. Conducting customer survey very often it could review changes in taste and attributes of customer.
3. Introducing more attractive cash discounts schemes to the customer to enhance the increasing in the sale of gold.
4. Introducing more sales promotion measures depending upon changing taste preference of organization.
5. Introduce more attractive design, latest fashion of gold to the customer.

10. CONCLUSION

The Jewellery retail sectors has to adopt some sales promotion strategies which improve the Sales of the Jewells in their shop and increase the awareness of the Jewellery retail shops. Jewellery retail sectors have to be a better relationship with their customer for the better sales. Theresearcher has gained more knowledge and experience in the field of research and it will be even helpful for future researcher activities is a possibility for the further research in the same field.

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