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A study on customer satisfaction towards gold jewellery purchase with references in Tenkasi District

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Abstract
Customers‟ satisfaction is a measurement to determine how happy customers are with gold jewellery and customer service. Customer satisfaction information, which includes surveys and ratings can help jewellery shops to determine or improve or change its gold jewellery and customer services. The jewellery owner must focus to satisfy customer and this applies to gold jewellery branded shops, Non-branded shops and manufacturing units. Customers include any jewellery shop with customer services. In many jewellery shops, both customers and sales man maintain relationship very strongly. They are namely primary and secondary data. In this present study, some more statistical tools are used. The major finding is that the respondents‟ income level has increased. The customer has to purchase gold jewellery only in the branded jewellery shops. It is concluded that gold jewellery purchase behaviours of respondents have demand driven approach. Selection of gold jewellery shops is preferred by the buyers where benefit in price and warranty with service are available.

Keywords: Jewellery, branded, customers

Introduction
Customers are the king and this is all the more apt for todays business environment. All other factors remain more or less constant, but it is the value addition to the customer that is making all the difference. Customer is the cornerstone of marketing strategy while firm must understand customer behaviour to achieve the objective of customer satisfaction. Customer satisfaction and loyalty have been widely accepted as an important issue for all organization and it is used as a marketing benchmark for the company performance. The customers of gold Jewellery are dependent on several aspects such as purity of gold, its price and occasion. Whether the jewellery dealer is small or branded, name and reputation of the dealer, occupation& income of the customer, gold as an investment option etc.

Significance of the study
A customer decorating themselves with jewellery is due to a customary tradition, and it has lot of values attached to each and every jewellery piece worn. Traditional jewellery is also considered as a matter of great security in times of financial crisis due its good value. To improve the feminism factor, female wears jewellery created with precious metals like gold, silver and diamonds. Traditionally, having a good collection of jewellery generally shows power, good status and also immense wealth of the owner.

Review of literature
1. Cho & Lau (2013) examined the customization of product information, transaction handling, product attribute, and sale service. This study stressed that the arrival of branded jewellery and its quality and purity establish high level of satisfaction to the customers.
2. Gunasundari (2015) examined the buying behaviour of women customers towards one-gram gold jewellery. Due to the rise in gold prices urged the deprived segment to buy and use onegram gold jewellery; primarily it is gold plated jewellery.

Statement of The Problem
Gold jewellery is one of the most suitable, highly relevant and valued investment and it is reflected as an auspicious and a status symbol in the family functions, marriage and events in our society. Hence Jewellery is not only maintained for the purpose of admiration but also for security in times of emergency the market, screening jewellery as a saving habits usually signifies positive attitude on behavioural approach. During that time, the middle-class people purchase gold to be used in marriage function and other related events and keep it as asset to meet out the future needs. In such cases, seller assesses the characteristics and mindset and behaviour of the customers.

Scope of the study
Gold is consumed in various categories but jewellery is liked by everyone. The way jewellery is perceived by men is different from women. Gold is mostly used for making gold jewellery and investment. Generally, Indians feel that their beauty and status in society improved by wearing different kinds of jewellery.

Objectives of the study
1. To identify the customers attitude and satisfaction while buying gold jewellery.
2. To examine the problems faced by the customers at the time of purchase of gold jewellery.

3. To analyse and provide suitable suggestions based on the findings of the study.

Research methodology

Sources of data

In this study, two types of data have been used. They are namely primary and secondary data. Primary data are the type of information obtained directly from firsthand sources by means of surveys, observation or experimentation. The secondary data were collected with respect to the history of Indian jewellery Secondary data have been obtained from jewellery reports, books, journals, documents, magazines, newspapers, website and other approaches.

Sampling Design

The samples of respondent have been selected on the basis of size and services provided by the jewellery shops. The convenient sampling method was followed and the respondent's category is irrespective of socio-economic background of age, education, occupation, place of origin and living pattern etc. In Tenkasi district, 6 taluks were identified and selected on the basis of mass arrival of customers in a month or certain periodical days. Statistical Tools used for Analysis The primary data collected from 100 respondents were analyzed and presented in the form of tables. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study I am using Percentage analysis and chi square test.

Limitations of the study

1. The researcher found it very difficult to collect information from jewellery shop because of their busy schedule. Some of the jewellery shops felt inconvenient to give answer for some questions.
2. The findings of the study are based on the facts and figures available with the respondents of Tenkasi district.

Analysis of the data

Demographic Profile

Demographic variable	Category	Number of Respondents	Percentage of Respondents
Gender	Male	40	40%
	Female	60	60%
Age Group	Less than 20	10	10%
	20 to 30	12	12%
	30 to 40	50	50%
	Above 40	28	28%
Educational Qualification	HSC	6	6%
	Diploma	10	10%
	UG	28	28%
	PG	40	40%
	Others	16	16%
Occupation	Govt.Employee	21	21%
	Pvt Employee	39	39%
	Self employed	14	14%
	Agriculture	8	8%
	House wife	10	10%
	Others	8	8%
Marital Status	Married	58	58%
	Unmarried	42	42%
Monthly Income	Rs.20,000 – Rs.40,000	25	25%
	Rs.40,000 – Rs.60,000	25	25%
	Rs.60,000-Rs.80,000	30	30%
	Above 80,000	20	20%
Prefer to buy Jewellery	Marriage Function	44	44%
	Akshaya tritiyai	28	28%
	Festival time	10	10%
	Birthday gift	6	6%
	Gift purpose	8	8%
	Others	4	4%

Findings

1. The analysis shows that most 44% of the respondents who belonged to the category of preference for marriage function have completed school level education.
2. It is evident from the analysis that 58% of the respondents belonged to married category preferred Kerala Model.
3. The analysis shows that 64% of them are interested is quarterly purchase with no value for stone.
4. There is a relationship between the age group and satisfaction level – age groups of respondents are not satisfied with the purchase gold jewellery.
5. 5.There is a significant difference in customer preference on customized designs of gold jewellery.
6. There is a significant difference in customer preference on low wastage jewels of gold jewellery.
7. There is a significant difference in customer preference on budget based designs of gold jewellery.

Consumer Preferences and Purchase Patterns for Gold Jewellery

Sl.no	Category	Particulars	Percentage of respondents
1.	Usability of Jewellery	Occasional wear	65%
		Daily wear	35%
2.	Durability of Jewellery	Yes	75%
		No	25%
3.	Hall Mark	Yes	70%
		No	25%
		Maybe	5%
4.	Customisation of gold purchase decision making	Yes	80%
		No	20%
5.	Frequency of buying gold	Once in 3 Month	48%
		Once in 6 Month	35%
		Yearly once	17%

Suggestions

1. Customer awareness on purity and quality of gold is an important factor influencing the purchase of the gold jewellery and it makes them to compare the gold purity between one shop and another shop.
2. Advertisement has a great influence on the purchasing decision of customer. More innovative advertisement styles can attract more customers. It is suggested that more efforts may still be made to improve the branded jewellery image through celebrity advertisement in all possible modes.
3. It is suggested that retailers should modify their showroom premises and enhance its service standard to gain customer reputation.
4. It is suggested that retailers should take measure to build customer awareness in terms of purity, quality, and accuracy in weight of gold jewellery.
5. Gold jewellers should take note on impact of advertisement on the buying behaviour and customer satisfaction in purchase of gold jewellery.
6. Gold jewellers should promote fascinating investment schemes for wage earners, because they can participate with lower savings in gold investment schemes.
7. Gold jewellery showrooms should try to rope contemporary film stars and sports persons so as to woo young customers.

Conclusions

The present research was carried out to assess customer perception, buying behaviour, and customer satisfaction towards purchase of gold jewellery, with special reference Tenkasi district of Tamil Nadu. At present, the market is customer oriented and more emphasis is laid on customers. Customer perception is changing as per the product content, service quality of seller, peer influences, and availability of money. Moreover, the customer preference changes continuously as per the desires, needs, options and fashion and so on with gold jewellery. Customer has different expectations vis-à-vis purchase of gold jewellery, which shapes their buying behaviour and experience. Therefore, gold jewellers should enhance their quality, designs, collections, making charges and wastage, and customer service. The gold jewellery purchase has significant value in nation culture, since it is a symbol of achievement, power and wealth.

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