

A STUDY ON CUSTOMER ATTITUDE IN JEWELLERY SHOP - SPECIAL REFERENCE TO KANYAKUMARI DISTRICT

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Abstract

The Indian jewellery market is one of the largest in the world. Each event of family celebration can't be celebrated without gold Jewelry. In India, gold demand raised every year. Gold price also increase in unpredictable manner. An impulse cause shaped by means of well-informed entrepreneurs allows customers to quickly discuss with their memory and make the purchase decision. It is the second biggest unfamiliar trade work in the country. Each Indian family thinks about gold as an image of abundance, status and flourishing. The shopper scene in India is changing past creative mind. Current purchasers are having an intriguing blast of decisions – new classes, new brands, new shopping alternatives – and have expanding discretionary cash flow to satisfy their desires. Customer attitude and perception is an important factor to help sustain competitive advantages. Most of the people like it and they buying branded jewels only. Therefore, the cause of this studies is to go looking and examine the factors, which have an effect on patron notion toward branded jewels a number of the clients. This paper is descriptive in nature, and the primary and secondary date were collected by researcher for the study. After collected the data, researcher used chi-square test and Garret ranking technique for analyse the data. The major of the study is that majority of the customers are satisfied.

Key words: Aspirational, Handmade, Jewellery, Designs, Business. level of consumption.

Introduction

Jewellery has been an integral part of the Indian culture and civilization since ancient history. They were in demand and fashion since ancient civilization of Harappa and Mohanjadora. Gold has always played a pivotal role in the Indian social fabric. Even today, gold remains the Indian brides' streedhan, the only wealth women take with them when they go to their new home. In India, jewellery is not just a means of adding glitter and attraction to the personality. It is worn to strengthen various religious beliefs and for social security. Earlier both men and women used to wear ample of them but with the passage of time, men didn't really seem keen on wearing them. However, they still use simple jewellery like chains, rings and bracelets.

It consists of small decorative items worn for personal adornment, such as brooches, rings, necklaces, ear rings, and bracelets. The varieties of gold ornaments are commonly called as jewellery. It includes all newly-made carat jewellery and gold watches, whether plain gold or combined with other materials. Excluded are: secondhand jewellery; other metals plated with gold; coins and bars used as jewellery; and purchases funded by the trading-in of existing jewellery. In this study, the words 'jewellery' and 'gold ornaments' are commonly used.

Customer Attitude is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer Attitude is important because it provides marketers and business owners with a metric that they can use to manage and improve their business. Customer Attitude is the consumer's fulfillment response. It is a judgment that a product or service feature or product/service itself, provides a pleasurable level of consumption related fulfillment. It means that the customer's evaluation of a product /service in terms of whether that product /service in terms of whether it has met their expectation and needs.

Statement of Problem

Indian people are fond of Jewels made up of the precious yellow metal called Gold. They use Jewellery since ancient civilization as Harappa and Mohanjadharo. People like Jewellery not only for wearing but also to be used as an investment. Two decades ago, goldsmiths were available even in small towns. People can easily access them for ordering both gold and silver ornaments. Now a days Jewellery has been an essential part of the Indian lifestyle and civilization because ancient records. It has always performed a pivotal role within the Indian social material. Even today, Jeweler remains the Indian brides' streedhan, the only wealth women take with them when they go to their new home. In India, jewellery is not just a means of adding glitter and attraction to the personality. It is worn to strengthen various religious beliefs and for social security. Earlier both men and women used to wear ample of them but with the passage of time, men didn't really seem keen on wearing them. However, they still use simple jewellery like chains, rings and bracelets. Even men wear simple gold ornaments like rings, bracelets and chains. The average customer now wants designs that are unique and contemporary. The Indian jewellery retail sector continues to be dominated by the unorganized jewellers. Indian jewellery industry plays an important role in Indian economy. But the industry faces certain problems that act as bottlenecks for the industry to compete globally. Being largely unorganized, the jewellery sector mainly uses labour-intensive and indigenous technology that affects their growth prospects. This sector is mainly constituted by small and medium jewellers who face stiff competition from large and organized retailers. Further, banks and financial institutions hesitate to provide financial assistance to these retailers who mainly carry on jewellery retailing as family-owned business. It provides the ability to buy the branded products. However, the future for jewelers market looks bright and promising. This is especially true in the context of customer. Therefore, this study aims to examine the Attitude towards jewelry shops in Kanyakumari District.

Review of Literature

Dr. V. Selvarani and Ms. T. Chitradevi (2020), “A Study on Women Perception Towards Branded Jewelry in Tiruchirappalli District” they concluded that the gold jewellery in India varies from region to region and within regions. The Sector is hugely dominated by fragmented unorganized players. The growth of branded jewellery segment is fuelled by the ‘retail revolution’. The Indian jewellery consumer is getting more & more trend conscious. The branded gold jewellery segment occupies a small share of the total jewellery market because of the mindset of the average Indian buyer still considers jewellery as an investment. Women today have realized that they do not have to wait for long periods of time to buy the piece of jewellery which they wanted. It would take long time to choose the design and make an order and wait till the jewellery was ready. Today they can buy the trendy and contemporary designs they want in less time in any outlets. This study aimed at analyzing various perceptual aspects of women which influence in purchasing the branded gold jewellery and thereby help to design market strategies to promote the sale of branded gold jewellery.

Dr. B. Revathy, (2018)), “A Study on Customer Satisfaction towards Jewellery in Marthandam Town”, This examination started by investigating basic strategies for show used to introduce contemporary adornments in the exhibition space delineated the viable and hypothetical endeavours that were embraced in an offered to address the connection amongst protest and watcher. This examination coordinated my enquiry towards methods of show that impart the part of the body in contemporary gems and are intended to draw in a group of people. The techniques utilized amid this examination empowered me to draw without anyone else hone as a method for setting up methods for speaking to the individual and social body that are perfect with the display condition. The underlying viable examination, as itemized in concentrated my enquiry on crowd cooperation and real procedures. As a reaction to my logical discoveries, a blend of computerized media and customary specialty strategies were utilized to record and speak to the missing body in the exhibition space. This brought about two useful results that were planned to give a perpetual show of the transient connection between the body and adornments. Perceptions were made of adornments while on the body, utilizing advanced media to catch and present the point by point developments and conduct of the wearer. This approach was created to consolidate sound and visual strategies; these were proposed to speak to the suggestions for the specialty question of group of onlooker’s cooperation. Advanced strategies for introduction were utilized as an elective method of association to contact and enabled watchers to encounter the materiality of a question through a mix of tactile techniques. The two results were intended to present or incite an emotive response from the watcher in light of adornments in plain view.

Objectives

- To know socio economic background of sample respondents
- To explore the most preferred jewellery design.

- to identify satisfaction towards jewellery shops
- To find the association between attitude level of the Respondents and Socio-Economic factors such as age and Marital Status.

Research Design

The present study is Descriptive in nature. Sample size selected for the study was 90 respondents in Kanyakumari District of Tamil Nadu State. For analyzing the data, percentages, Chi square test and Garrett ranking techniques were applied.

Limitations of the Study

- The present study considers only the selected respondents in Kanyakumari District.
- The research work is based on the primary data which are collected from the selected respondents. Therefore, the findings are not to be generalised.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables

VARIABLES		No of Respondents	Percentage
Gender	Male	50	56
	Female	40	44
	Total	90	100
Age	Upto 25	18	20
	25 to 35	27	30
	35 to 45	25	28
	45 to 55	10	11
	Above 55 years	10	11
	Total	90	100
Marital status	Married	58	64
	Unmarried	32	36
	Total	90	100
Educational Qualification	Upto SSLC	10	11
	HSC	27	30
	Graduation	31	34
	Post-Graduation	13	14
	Others	9	10
	Total	90	100
	Homemakers	14	16
	Business	18	20
	Private Employees	21	23

Occupation	Government employees	15	17
	Professionals	22	24
	Total	90	100
Income Per Month	Less than Rs.15,000	9	10
	15000-25000	25	28
	25001-35000	17	19
	35001-45000	26	29
	Above 45000	13	14
	Total	90	100

Sources: Primary Data

Table No.1 shows demographics wise distribution of the respondents. It reveals that. Most of the respondents were male. Majority of respondents’ age group of 26-30, most of the respondents were married and Graduates were high as compared to other Educational groups. Majority of the respondents were Professionals employees and most of the respondents earning between Rs.35001-Rs.45000 Income per month.

Table 2: FREQUENCY OF BUYING

Frequency of purchase	No of Respondents	Percentage
Monthly	4	4
Once in 3 months	13	14
Once in 6 months	36	40
Once in a year	18	20
Very rarely	19	21
Total	90	100

Primary Data

The above table shows that consumers buying gold jewellery in which most of the respondents said that they buying Once in 6 months.

Table-3: OCCASIONS OF BUYING

S.No	Factors	No of Respondents	Percentage
1	Marriage / other ceremonies	14	16
2	Diwali	7	8
3	Christmas	8	9
4	Ramzan	5	6
5	New Year	9	10
6	Aadiperuku	6	7
7	Akshaya Tritiya	13	14
8	After harvest	4	4
9	On receiving bonus	10	11
10	Price decrease	11	12

11	No such occasion	1	1
12	Maturity of savings	2	2
Total		90	100

Primary Data

The above table reveals that the occasions of buying gold jewellery. The consumers buy gold jewellery on occasions like marriage and other ceremonies for the purpose of giving it as a gift.

Table-4: MOST PREFERRED JEWELLERY DESIGN

S.No	Designs	No of Respondents	Percentage
1	Birdal designs	9	10
2	Floral designs	18	20
3	Spiritual designs	14	16
4	Astronomical designs	11	12
5	Geometrical designs	7	8
Total		90	100

Sources: Primary Data

The above table mentioned that most of the respondents prefer the jewellery design. In which. The most of the respondents preferred Floral designs.

Table-5: SATISFACTION TOWARDS JEWELLERY SHOPS

Facilities	Mean Score	Rank
Innovative Design	59.16	I
Variety	59.01	II
Good Quality	58.59	III
Low Making Charges	58.41	IV
Attractive Interior	58.04	V
Reputation	57.63	VI
Space inside the Showroom	55.24	VII
Fair Resale Value	54.12	VIII
Courteous Sales Staff	53.18	IX
Parking Facilities	45.22	X

Computed data

The above table shows that the Reason for Satisfaction with the Present Work. Garret ranking method used by researcher in which Enough Innovative Design were the first rank. Other factors like Variety, Good Quality, Low Making Charges, Attractive Interior, Reputation, Space inside the Showroom, Fair Resale Value, Courteous Sales Staff and Parking Facilities were the following ranks.

Table 6: ATTITUDE LEVEL OF JEWELLERY SHOP

Variables	No of Respondents	Percentage
Very Frequently	13	14
Frequently	32	36
Sometimes	26	29
Never	19	21
Total	90	100

Computed Data

The above table reveals that attitude level of jewellery shop. In which, 32 percent of the respondents were frequently, it is a highest level out of others.

ASSOCIATION BETWEEN ATTITUDE LEVEL OF JEWELLERY SHOP AND SOCIO-ECONOMIC CHARACTERISTICS OF THE RESPONDENTS

The non-parametric chi-square test is applied to find the association between attitude level of the Respondents and Socio-Economic factors such as age and Marital Status.

Table - 7: Age and Opinion of the ATTITUDE Level of the Respondents

Age	Very Good	Good	Poor	Very Poor	Total
Upto 25	8	5	4	1	18
25 to 35	10	13	3	1	27
35 to 45	8	12	4	1	25
45 to 55	2	5	2	1	10
Above 55 years	6	2	2	0	10
Total	34	37	15	4	90

Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	15.58	12	21.03	Accepted

Above table indicate that the Table Value is less than calculated value. Therefore, test is accepted.

Table - 8: Marital Status and ATTITUDE Level of the Respondents

Sex	Very Good	Good	Poor	Very Poor	Total
Married	25	24	8	1	58
Unmarried	9	13	7	3	32
Total	34	37	15	4	90

Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	1.12	3	7.81	Accepted

Above table indicate that the Table Value is less than calculated value. Therefore, test is accepted.

Findings

- Most of the respondents were male.
- Majority of respondents' age group of 26-30.
- Most of the respondents were married.
- Graduates were high as compared to other educational groups.
- Majority of the respondents were Professionals employees.
- Most of the respondents earning between Rs.35001-Rs.45000 Income per month.
- Most of the respondents said that they buying Once in 6 months.
- The most of the respondents preferred Floral designs.

Suggestions

- Jewellers should try to provide better quality of jewellery to customers at reasonable price.
- Jewellers should concentrate to provide better services to each valued customers.

Conclusion

The jewellery business is highly profitable as in India, gold jewellery is viewed with a lot of sentiment and fervor. It is just an investment buy but, people attach their self respect and pride with jewelleries. With government initiatives like BIS Hallmark etc., the people are walking up to the fact that the jewellery that they purchase has to be of the best certified quality. Consumer processes a strong attitude on gold jewellery buying because the value they pay on the purchase is comparatively higher than the products they buy on a regular basis further the study it was portrayed that the price, purity and design which scores the maximum from the analysis as a whole the study highlights that the consumer perceptions are highly influences by the retailers schemes and the services offered by them further the study helps the future researchers to identify the perceptions towards gold jewellery buying.

Nowadays branding is an important tool for every business. Especially, Branded jewellery confirms the quality, purity, durability and several social, environmental standard of the jewellery. From the study undertaken, it is found that, maximum number of consumers, they were frequently buying the branded jewellery and they have a very good opinion about branded jewellery. Branded jewellery is always priced high as most of the consumers hesitate to purchase branded jewellery. When researcher compare with socio economic factors and attitude level of the consumer, there factors like age and marital status were accepted. By these, researcher understood their attitude level of branded jewels.

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