

A STUDY ON PURCHASING PATTERNS OF GOLD JEWELLERY BY RURAL BACHELORETTES IN KANYAKUMARI DISTRICTS.JAMEELA¹, Dr.M.MARY HELEN STELLA²¹Research Scholar

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Abstract

The main purpose of conducting this research is to study the consuming pattern of gold jewellery by rural bachelorette in Kanyakumari district. The objective of the study is to get insight about the rural bachelorette's consuming pattern, reason for buying gold jewellery and factors influencing while purchasing gold jewellery. Gold is a precious metal and also the wealth of an individual is calculated based on the amount of gold one possesses. It is considered as a sign of one's wealth and opulence. An Indian bachelorette receives gold as a blessing for a happy and healthy married life. Even when gold rates are skyrocketing, Indians wouldn't refrain from buying or investing in gold especially when the excuse is for wedding. Gold jewellery definitely the most precious gift for the bachelorette as well. Therefore this study assumes significance and the researcher wants to explore and analyses the consuming pattern of bachelorette, reasons for buying, and different types of gold jewellery preferred by the bachelorette. A well-structured questionnaire is prepared to collect the data from the respondents. A sample of 600 rural bachelorette in Kanyakumari district is selected by using convenient sampling technique. This study will help the owners of the jewellery shops to know about the consuming pattern of the rural bachelorette in order to take remedial measures.

Keywords: Rural bachelorette, jewellery, consuming pattern.

Introduction

The more the bride is adorned in gold, the more the well-off her parents and groom's family considered to be. Other than being a social status, gold has several practical relevance too. Gold typically in the form of jewellery is an integral part of dowry in India. Indian wedding and gold go hand in hand. The bride, who is the living epitome of the goddess of fortune, wealth and prosperity, adorns gold jewellery at her wedding. Indians buy gold at important junctures of their lives, wedding being the grandest of them all. It is not a new fact that Gold jewellery is the grandest way possible for Indians to flaunt their wealth. And when this happens at a wedding, it is ever better. There is an emotional bond between people and gold than any other metals. The demand and craze for gold is more in Kanyakumari district. The economy of Kanyakumari is largely depends on agriculture and its related productions. In Kanyakumari, gold is promoted

largely for purchasing and selling process in the type of ornaments. Gold plays an important role in Kanyakumari district as ‘bride's Streedhan' in marriages. Recently jewellery shops have been newly started in every nook and corners of the rural areas in Kanyakumari district. Therefore this study assume significant and the researcher wants to know the consuming pattern of gold jewellery by rural bachelorette in Kanyakumari district.

Objectives of the Study

1. To know the demographic profile of the respondents.
2. To analyze the consuming pattern of gold jewellery by rural bachelorette in Kanyakumaridistrict.
3. To study the factors influencing rural bachelorette in selecting the jewellery.
4. To find out the reasons for buying gold jewellery by the rural bachelorette.
5. To identify the type of gold jewellery preferred by the rural bachelorette.
6. To analyze the satisfaction level of the rural bachelorette about jewellery mart.

Methodology

This study comprises of both Primary and Secondary data. On the basis of convenience sampling technique 600 respondents of rural area were selected and the primary data was collected from the respondents with the help of well-structured questionnaire through direct interview. The collected data were analyzed through graphs, diagrams, charts, and Garrett Ranking technique and percentage analysis. The secondary data was collected from books, magazines, journals, unpublished thesis and websites.

Period of study

The field work of this study was carried out of 4 months from October 2022 to January 2023.

Sample design

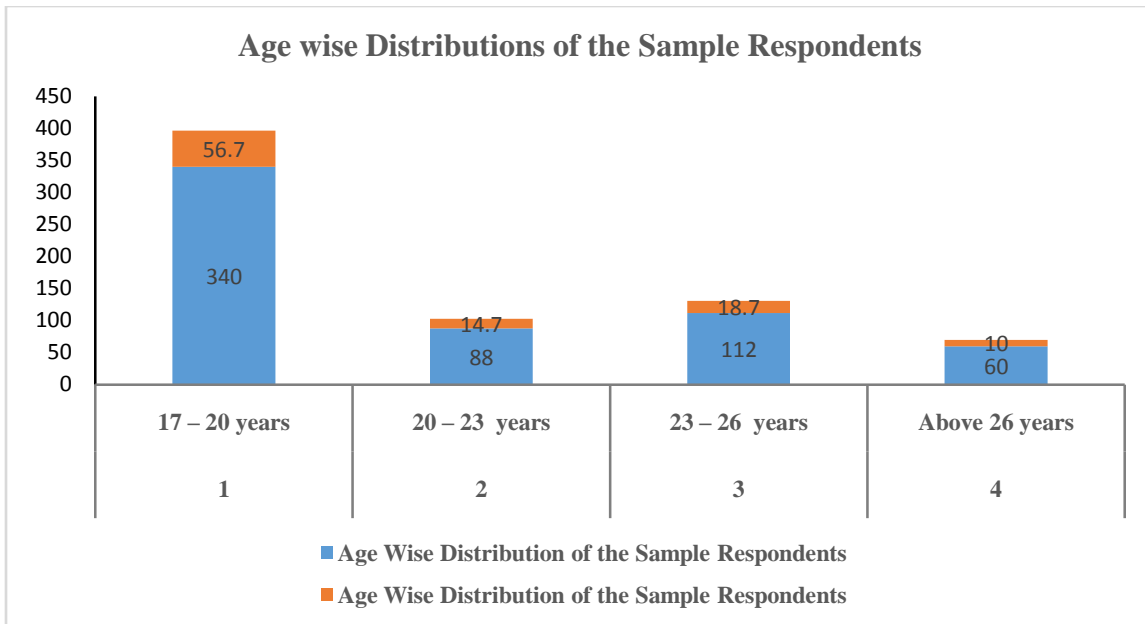
The study is descriptive and analytical. It is descriptive in the sense it exists at present and it includes facts and findings. It is analytical in the sense it involves analysis of the collected data and information. The researchers have selected 600 samples from the rural bachelorette in Kanyakumari district. The relevant data were collected through questionnaire. The researchers used the method of convenient sampling technique. Convenient sampling comes under the non-probability sampling method, which means it does not provide equal opportunity to all the rural bachelorette in Kanyakumari district.

Limitations

- ❖ Respondents may not willing to fill the questionnaires.
- ❖ Sample size is very limited due to time constraints.
- ❖ Our study time is limited.
- ❖ The present study covered only Kanyakumari district.

Data and Discussions

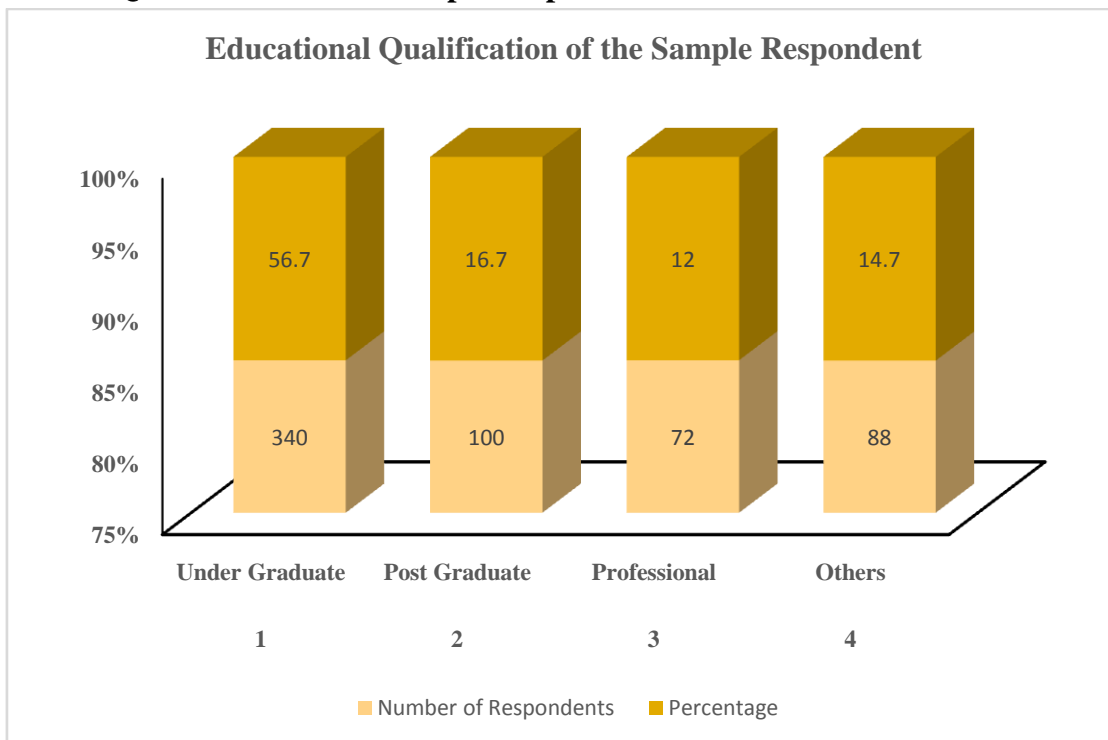
1 Age wise distribution of the respondents



Source: Primary Data

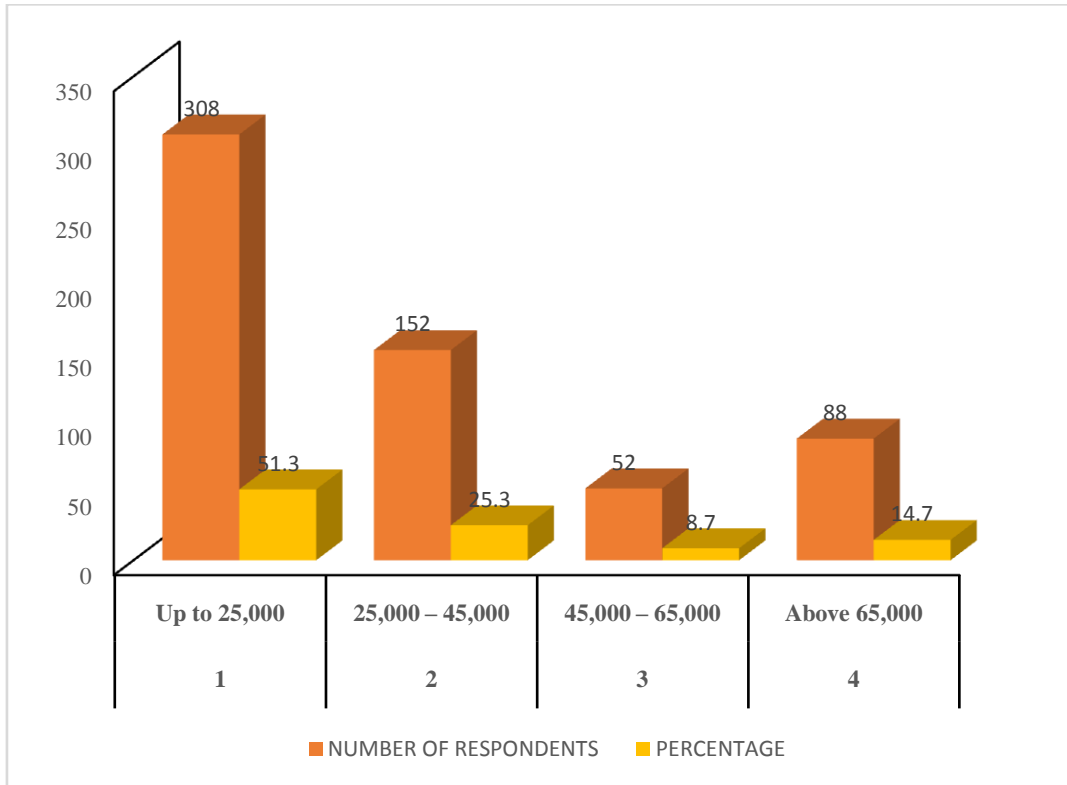
It is inferred that 56.7 per cent (340) of the respondents belong to the age group of 17-20 years, 18.7 per cent (112) of the respondents are under the age group of 23-26 years. It is inferred that majority of the sample respondents come under the age group of 17-20 years.

Educational Qualification of the Sample Respondents



56.7 per cent (340) of the respondents are undergraduate, 16.7 per cent (100) of the respondents are P.G graduate and 14.7 per cent (88) of the sample respondents fall under other category. It is found that maximum number of respondents are under graduate.

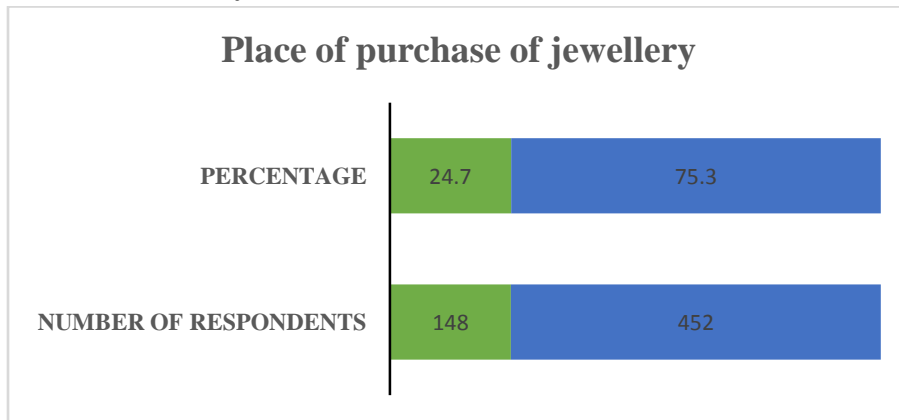
Monthly Income of the Sample Respondents



Source: Primary Data

51.3 per cent (308) of the sample respondent’s family income is Up to Rs. 25,000, 25.3 per cent (152) of the sample respondents’ family income is between Rs.25, 000-45,000 and 14.7 per cent (88) of the sample respondents earn Above Rs.65000.

Place of Purchase of Jewellery



Source: Primary Data

75.3 per cent (452) of the respondents used to buy jewels from local dealers and 24.7 per cent (148) of the respondents used to buy jewels from branded stores.

Influencing Factors

Sl.No	Factors	Mean Score	Rank
1	Frequent exposure of social media advertisements	55.38	I
2	Sentimental Values	49.10	VII

3	Compulsion by parents	50.88	V
4	Craze on gold jewellery	55.36	II
5	Designs and Varieties	53.20	III
6	Price Range	48.56	VIII
7	Payment Options	50.01	VI
8	Purity	51.66	IV

Source: Primary Data

The sample respondents have given first rank to “Frequent exposure of social media advertisements” with the mean score of 55.38, second rank to “Craze on gold jewellery” with the mean score of 55.36. It shows that most of the sample respondents are influenced by advertisements displayed on social media and such advertisements increase the craze on purchasing pattern of jewellery.

Reasons for buying gold jewellery

SI NO	Reasons	Mean Score	Rank
1	Attractive Showroom	49.40	VII
2	Quality and price range	52.06	V
3	More sales promotion techniques	51.31	VI
4	Craziness towards designer jewel	55.02	II
5	Mandatory for marriage	57.48	I
6	Excellent craft work and creative designs	54.12	III
7	Different models of readymade jewels	53.78	IV
8	Forced by society	44.96	VIII

Source: Primary Data

That the sample respondents have given first rank to “Mandatory for marriage”, second rank to “Craziness towards designer jewel”, and third rank to “Excellent craft work and creative designs”. It is observed that majority of the sample respondents buy gold jewellery due to the practice of giving jewellery to brides as dowry for marriage.

Types of gold jewellery

Sl.No	Type of gold jewellery	Mean Score	Rank
1	Cylinder spring bangles	52.87	I
2	Jhumka	52.44	II
3	Fancy chain	49.58	V
4	Pendant	43.97	VII
5	Bridal bracelet	40.02	IX
6	Finger rings	41.86	VIII
7	Antique kundan haram	50.17	IV
8	Payals	47.77	VI
9	Choker necklace	50.22	III

Source: Primary Data

It is inferred that the sample respondents have given first rank to “Cylinder spring bangles” with the mean score of 52.87, second rank goes to “Jhumka” with the mean score of 52.44. Usually bachelorettes used to prefer bangles and earrings because these two jewels are daily wearing jewels.

Satisfaction of the sample respondents

SI No	Satisfaction	Mean Score	Rank
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1	Innovative pattern and designs	56.96	I
2	Sales promotion techniques	56.15	II
3	Good Quality	55.58	III
4	Impressive Advertisement	50.34	V
5	Belief in the Reputation of brand	53.29	IV
6	Credibility	45.07	VI

Source: Primary data

From the above table it is clear that the sample respondents gave first rank to “Innovative pattern and designs”, second rank to “Sales promotion techniques” and third rank to “Good quality”. It shows majority of the sample respondents are satisfied with innovative patterns also they are attracted by sales promotion techniques adapted by the traders.

Suggestions

1. The sample respondents mentioned that they are highly influenced by social media advertisements so jewelers must check whether the advertisements give detailed information about the jewels.
2. Rural bachelorettes specified that they like to purchase gold jewels from branded showrooms. The small shop owners should take effective steps to attract bachelorettes.
3. Bachelorettes should be caution regarding misleading advertisements and sales promotion techniques adapted by the traders.
4. The shop owners must be loyal among the rural bachelorettes.

Conclusion

Jewellery is one of the fast growing sectors in Kanyakumari district. This research study confirms that rural bachelorettes are well aware of the necessity and utilities of buying gold jewellery. They prefer to buy innovative patterns and designs of gold jewels. They are highly impressed by social media advertisements and sales promotion techniques adopted by the jewellery traders. The traders must consider the purchasing patterns of bachelorettes in order to retain the existing customers as well as attract potential customers. The study concludes that the purchasing pattern of gold jewellery by rural bachelorettes in Kanyakumari district is in a satisfactory level.

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