

A STUDY ON CUSTOMER SATISFACTION TOWARDS SUPPLY CHAIN MANAGEMENT PRACTICES IN JEWELLERY SECTOR IN KANYAKUMARI DISTRICT

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Abstract

Today, precious stones and jewellery is a global industry, with gold, diamonds, platinum mining operations in Africa, Russia, Canada and Australia, Poland and the jewellery industry in the United States, Israel, China, India and Turkey, as well as retail sales around the world. Customer Relationship Management (CRM) is a combination of policies, processes, and strategies implemented by an organization to unify its customer interactions and provide a means to track customer information. Customer Relationship Management (CRM) is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. The goal of Customer Relationship Management (CRM) is to ensure customer satisfaction & delight at every level of interface with the company/shop. Customer Relationship Management (CRM) is high on the corporate agenda. This research is descriptive in nature. A study on customer satisfaction towards supply chain management practices in jewellery sector. The present study focuses on customer satisfaction towards supply chain management practices in jewellery sector. The Primary data and secondary data were used for the study. Primary data was collected using a structured questionnaire and the secondary data from journals, websites and newspapers. The data was collected from 80 respondents belongs to the selected area of Kanyakumari District. The collected data were analyzed using percentage analysis and Garret ranking in order to draw the inference of the study.

Key words: Customer Satisfaction, Sales Management Strategies, Retail Jewellery Stores, Customer Preferences, Customer Expectations.

Introduction

Gold has aesthetic appeal. Its beauty recommends it for ornament making above all metals. People have been using gold to make jewellery since the Stone Age. Indian jewellery industry in the history was referred to as the gemstone in the crown. The history of Indian jewellery goes back over 5000 years to the pre- historic past. Indian jewellery defies chronology. Primitive men and women used flora and fauna around them, decorated themselves with seeds, flowers, feathers, and beads carved out of wood, stone and bone. Shells, berries, wings of butterflies and beetles were all used with great ingenuity. With the advance of civilization, the materials changed to copper, ivory, agate and semi-precious stones, and later to silver, gold and precious stones. The origin and history of gems and jewellery in India is a vast jigsaw puzzle. Accurate dating of Indian jewellery is a difficult task, since styles and designs continued unchanged over long period of time. Sculpted images of Gods, Kings, men and women which adorn the corridors of ancient temples provide a three- dimensional record of period-specific styles, design influences and crafting techniques of intricately carved jewels.

Statement of the Problem

It is an accepted fact that all marketing strategies and supply chain management practices do not work and are not equally effective but the reasons responsible for the success or failure of marketing strategies and supply chain management practices are not known to the interested groups. This opens up a series of questions to be answered academically. In the present day, some questions are raised relating to marketing strategies and their interplay in the gold ornament market. In the market there are largely fragmented and unbranded jewellery shops. In spite of product quality and services, people are still buying gold jewels form local retailers. The income level of the buyers has important contact on the type of jewellery purchased by them. The choice of jeweler has significant relation with the geographical site of buyer. The knowledge about the branded jewelers is due to the advertisements floating on air or there are other sources of information also. The present study focuses on customer satisfaction towards supply chain management practices in jewellery sector. In the process of the conversion of this actual problem faced by the gold ornament market into a research problem it is titled “A study on customer satisfaction towards supply chain management practices in jewellery sector”.

Objectives of the Study

- To identify the socio-economic background of the sample customers.
- To examine the Customers satisfied with supply chain management practices.
- To identify the Type of value attributes are of effective supply chains.
- To identify the Sales promotions of Jewellers.

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 80 respondents in Kanyakumari District of Tamil Nau State. The collected data had been processed with the help of appropriate statistical tools. The statistical tools were selected on the basis of the objectives of the study and also the nature of data included for the analysis. For analyzing the data, Percentages and Garret Ranking were applied.

Limitations of the Study

- Money and time constraints could effect to the research work.
- Data restrains during data collection. Many through secondary as well primary.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Less than 30	13	16
	31-40	22	28
	41-50	21	26
	Above 50	24	30
	Total	80	100
Sex	Male	31	39
	Female	49	61
	Total	80	100
Educational Qualification	Upto HSC	24	30
	Graduation	21	26
	Post-Graduation	19	24
	Professional	16	20
	Total	80	100
Occupation	Farmer	15	19
	Business	10	13
	Govt. Employees	22	28
	Private Employees	33	41
	Total	80	100
Income Per Month	Less than 10000	12	15
	10001-20000	17	21
	20001-30000	22	28
	30001-40000	19	24

	Above 40000	10	13
	Total	80	100

Primary data

Among the total 80 respondents, Majority of the respondents Age were Above 50 Years Old. Most of the respondents were Female. Educational qualifications of the respondent were mostly below higher education. Most of the respondents Occupation were Private Employees and 22 respondent's monthly income were 20001-30000.

Table 2: Average amount spent by jewellers per Year for gifts

Amount Spent	No of Respondents	Percentage
Less than Rs.15,000	8	10
Rs.15,000 to Rs.30,000	15	19
Rs.30,000 to Rs.60,000	19	24
Rs.60,000 to Rs.100,000	24	30
Above Rs.100,000	14	18
Total	80	100

Primary data

From the above table shows it was inferred that 08 respondents were spent Less than Rs.15,000, 15 respondents spent Rs.15,000 to Rs.30,000, 19 respondents spent Rs.30,000 to Rs.60,000, 24 respondents spent Rs.15,000, 14 respondents spent Above Rs.100,000 for jewellers per Year for gifts.

Table 3: Media used by Jewellers for Advertising

Shopping Websites	No of Respondents	Percentage
News paper	6	8
Magazines	7	9
Hand bills	12	15
Television	16	20
Radio	5	6
Internet	18	23
Films	4	5
Hoardings	3	4
Painted Display	9	11
Total	80	100

Primary data

From table concluded that majority of respondents used Television as Media used by jewellers for advertising.

Table 4: Sales promotions of Jewellers

Sales Promotions	No of Respondents	Percentage
Silver coins	21	26
Travel Accessories	19	24
Kitchenware	12	15
Concession in wastage and making charges	11	14
Discount	17	21
Total	80	100

Primary data

Jewellers mainly offer gifts, discounts, and concession in making charges and wastage as sales promotional devices to promote the sale of gold jewellery. Jewellers give attractive and useful articles to buyers who buy gold jewellery worth an amount fixed by them. Gifts may be in the form of silver coins, kitchenwares, travel accessories like bags, purse and so on. It can be seen from table that 19 respondents got the travel accessories as gifts, 17 respondents got the offer discounts, 11 respondents said that they offer some concessions in wastage and making charges, 21 respondents got the silver coins as gifts and 12 respondents kitchenware as gifts.

Table 5: Customers satisfied with supply chain management practices

Factors	No of Respondents	Percentage
Highly satisfied	18	23
Satisfied	24	30
Neutral	17	21
Dissatisfied	5	6
Highly dissatisfied	16	20
Total	80	100

Primary data

The above table shows that 24 respondents mentioned that their customers are satisfied with supply chain management practices, 18 respondents said that their customers are highly satisfied with supply chain management practices, 5 respondents said that their customers are dissatisfied with supply chain management practices, 17 respondents said that their customers are neither satisfied nor dissatisfied with supply chain management practices and 16 respondents said that their customers are highly dissatisfied with supply chain management practices.

Table 6: Type of value attributes are of effective supply chains

Type of value attributes	No of Respondents	Percentage
Customer service	63.72	I
Quick response to market changes	60.35	II
Reduced costs	59.35	III
On time delivery capability	57.53	V
Improved quality and reliability of products	54.04	VI
Value to the end user	51.38	VII
Precise supply chain cost knowledge and control	50.77	VIII
Fast customer response time	49.90	IX

Computed Data

The above table reveals that the Type of value attributes are of effective supply chains. Most of the respondents were Customer service, it is the first rank. Other factors like Quick response to market changes, Reduced costs, On time delivery capability, Improved quality and reliability of products, Value to the end user, Precise supply chain cost knowledge and control and Fast customer response time were the following rank.

Findings

- ❖ Majority of the respondents Age were Above 50 Years Old.
- ❖ Most of the respondents were Female.
- ❖ Educational qualifications of the respondent were mostly below higher education.
- ❖ Most of the respondents Occupation were Private Employees.
- ❖ 22 respondent's monthly income were 20001-30000.
- ❖ 08 respondents were spent Less than Rs.15,000 for jewellers per Year for gifts.
- ❖ 15 respondents spent Rs.15,000 to Rs.30,000 for jewellers per Year for gifts.
- ❖ 19 respondents spent Rs.30,000 to Rs.60,000 for jewellers per Year for gifts.
- ❖ 24 respondents spent Rs.15,000 for jewellers per Year for gifts.
- ❖ 14 respondents spent Above Rs.100,000 for jewellers per Year for gifts.
- ❖ Majority of respondents used Television as Media used by jewellers for advertising.
- ❖ 19 respondents got the travel accessories as gifts.
- ❖ 17 respondents got the offer discounts.
- ❖ 11 respondents said that they offer some concessions in wastage and making charges.
- ❖ 21 respondents got the silver coins as gifts.

- ❖ 12 respondents kitchenware as gifts.

Suggestions of the Study

- ❖ Government may take stringent measures and initiatives to regularize making charges and wastage and thus standardize gold price.
- ❖ The government shall also introduce compulsory quality certification to standardize the quality of gold jewellery in every sales outlet.
- ❖ Associations of goldsmiths should function effectively in order to get their demands fulfilled by the government.
- ❖ To motivate younger generation into the art of jewellery making, associations of goldsmiths should set up training institutes in all the districts and inculcate a pride in them about this ancient art and take it to newer heights.

Conclusion

Jewelers is believed to be one of the most valued metals since pre-historical times. It had remained a symbol of wealth and a guarantee of power since its use first emerged. Because of its rarity, its usefulness and its shimmer, jewelers have caused individual and national obsession and the destruction of cultures, nations and the emergence into power of others. Even though the consumers have favorable attitude towards the credibility of the jeweler, compulsory quality certification of gold jewelry must be introduced to standardize the quality of jewelry. Jewelry marts should from reasonable making charges as per the type and design of the ornament. They should also follow government norms in claiming wastage from consumers. Consumers should not be exploited in the name of wastage and making charges. Jewelers should provide adequate ventilation, space and seating facility inside the showroom to create an enjoyable and comfortable shopping experience to consumers. Most of the jewelry marts are family owned and unorganized. To sustain in this competitive market, large jewelers have invested crores of amount on showroom decoration, display, sales promotions and media advertising. Even small and medium jewelers spend in lakhs for showroom decoration and display. But they don't spend huge amount on media advertising because of their strong belief in the effectiveness of "word of mouth" advertising. Price fluctuation has not affected the sales. Thus, jewelry retailing is a profitable business bringing in more revenue to the jewelers.

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