



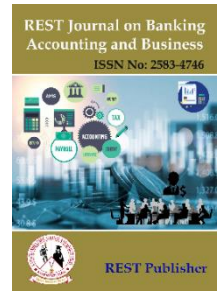
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# A Study On the Perception of the Customers Towards the Gold Jewellery Shop in Rangareddy District

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**Abstract:** Manufactured jewellery is being developed for both men and women as well as children, and it may be found in a range of various categories. Various types of jewellery, such as necklaces, rings, bracelets, watches, and earrings are considered to be an accessory. When it comes to marketing, the perception and difficulties of customers with relation to jewellery stores are quite essential. Perception is impacted by a number of different things. Consumers' requirements and desires are very volatile in today's rapidly changing global environment. The primary purpose of the study was to analyse the nature of the customers of the gold jewellers and to study the perception of the customers towards the jewellers. This is an empirical study conducted to analyse the perception of the customers towards the gold jewellery shop in Rangareddy District. 250 sample respondents were selected using the convenient sampling technique. Well structures questionnaire was used to collect the data. Non-parametric tests are applied to understand the perception of the customers. The findings of the study revealed that perception towards the services and the income level shows that a significant difference in the mean is found in quality of the product. The study concluded that the perception of the customers from the high-income group is high about the quality of the product, rectification of errors, take action on the complaint made on the employees and convenience of working staff.

**Key words:** Branded Jewellery Customers, Consumer Behaviour, Consumer Perception, Marketing, Retailing.

## 1. INTRODUCTION

The jewellery sector is one of the fastest-growing industries in the nation, with a projected annual growth rate of 12%. It plays a significant role in the Indian economy and is the country's most important source of foreign currency earnings. In general, the jewellery sector may be classified into two types of categories. They are gold jewellery and manufactured studded jewellery [diamonds as well as gemstone studded jewellery] in various sizes and shapes. Approximately 80% of the Indian jewellery market is made up of gold jewellery, with the other 20% being mostly of manufactured studded jewellery. India is the world's greatest consumer of gold, followed by China and Japan, according to the World Gold Council. Approximately 800 tonnes of gold are used in India annually, accounting for approximately 20% of global gold consumption. Of which almost 600 tonnes are used in the production of jewellery. Although the price of gold has grown to levels that were unpredictably high, nothing seems to be deterring gold-lust clients from purchasing and investing in gold. According to industry analysts, the high costs of gold have had little effect on the sales of gold jewellery. As an international sourcing location for high-quality jewellery, India's jewellery sector has been rising in popularity in recent years. Government policy reforms adopted over the previous decade and even before that have resulted in an overall improvement of the Indian jewellery sector in recent years. As a result, the Indian jewellery industry has grown from its relatively modest origins as a tiny and unorganised sector in the 1950s and 1960s to become the industrial powerhouse of the country. The Cro-Magnons, who lived around 40,000 years ago, were the earliest known wearers of jewellery. It was customary for tribal people to wear these ornaments, which were constructed of bone and teeth and worn as necklaces and earrings. Later on, beads, stones, and diamonds were included into the design. It is astounding how many different items are used to frame the jewels of an Indian woman, ranging from studs and earrings to pieces for decorating the hair, hips, and feet. Gems such as emeralds, diamonds, pearls, rubies, sapphires, and several other costly and semiprecious stones that have been around for a long time are examples of such items.

The range of adornments available in India ranges from religious to just aesthetic compositions. It is created for individuals, as well as for Divine creatures, majestic elephants, and regal steeds, among other things.

## 2. LITERATURE REVIEW

Dayana Sajjanan and Jacob Joseph (2018), found to be the most significant function of marketing. This was discovered in the minds of both present and potential customers. Only via the use of a medium known as 'message' can this awareness be raised. There are a variety of channels via which a message may be transmitted to the recipient. Electronic media, print media, personal selling, and public relations are some examples of what is available. Jewellery stores in Kerala use a combination of these tactics to promote their products and services.

Chitradevi (2017) examined primarily to adorn the wearer, it also served as a store of money, registered the passage of time, represented social standing, gave respectability, and identified the wearer's identity as well as his or her social background and every stage of life, from conception to death. It also had a tight link with religion, fortune, and health, and served as a source of productivity in the face of disaster and disease, as well as a channel for prayer and convocation with the gods. One of the most essential tasks of jewellery was to serve as a store of wealth, whether it was made of gold, silver, or even base metal, since it was readily transportable and had a high value in relation to its mass.

Dharmaraj and Nirmala (2017) described consumer's behaviour is the actions that individuals do in the process of looking for, acquiring, assessing, and disposing of items, services, and ideas that they believe will meet their requirements. In the study of consumer behaviour, it is not only important to know what consumers purchase, but it is also important to know why they buy it. It is concerned with discovering the special meanings that items have for the people who use them. A variety of elements impact a consumer's choice to purchase a diamond, including purity, cost, pattern, advertisement, store ambiance, promotional offers, and loyalty to a certain brand.

Kumar & Varadaraj (2013) stated that in recent years, there has been a shift in consumer preferences: women are increasingly choosing fashionable and lightweight jewellery instead of traditional chunky jewellery; there has also been an increase in demand for light weight jewellery, particularly among consumers in the 16 to 25 age group, who regard jewellery as an accessory rather than an investment; and there has been an increase in demand for light weight jewellery. Consumer tastes saw a significant shift in the first decade of the new century. Another analysis by World Gold Council on the Indian jewellery market was presented, which found that Indian customers are actively involved in contemplating their next item; 75 percent of women claim to be continually on the lookout for new styles.

## 3. INDIAN JEWELLERY - SIGNIFICANCE

In India, jewellery has a purpose beyond than just enhancing one's appearance with sparkle and attractiveness. It is worn to support a variety of religious beliefs as well as to provide social stability. Earlier, both men and women wore a lot of jewellery, but with the passage of time, males no longer appear to be as enthusiastic about wearing it. They do, however, continue to wear basic jewellery such as chains, rings, and bracelets. The purchase of gold is significant in every step of an Indian citizen's life, including birth, marriage, house construction, festivals, religious rituals, the establishment of a new enterprise, and death. Gold jewellery is the most popular kind of present given by close friends and family members to convey their love, admiration, and appreciation. While jewellery has traditionally served as adornment, it has also served as a kind of protection in the event of an accident or natural disaster. Gold is also regarded as a valuable savings vehicle in India, and it is the second most favoured investment after bank deposits in terms of returns.

**Consumer Perception an Overview:** The capacity of a corporation to attract and keep consumers who are willing to acquire products and services at rates that are profitable to the firm is critical to the success of the business. When it comes to a business, its goods, and services, consumer perception refers to how consumers and future customers perceive the organisation. Consumer perception is crucial to companies because it has the potential to impact consumer behaviour, which in turn has the potential to effect the profitability of a company. Many firms invest significant sums of money and resources in order to influence customer views.

### Research Objectives

1. To analyse the nature of the customers of the Gold jewellers
2. To study the perception of the customers towards the jewellers

#### 4. RESEARCH METHODOLOGY

This is an empirical study conducted to analyse the perception of the customers towards the gold jewellery shop in Rangareddy District. 250 sample respondents were selected using the convenient sampling technique. Well structures questionnaire was used to collect the data. Non- parametric tests are applied to understand the perception of the customers.

##### Findings and Results:

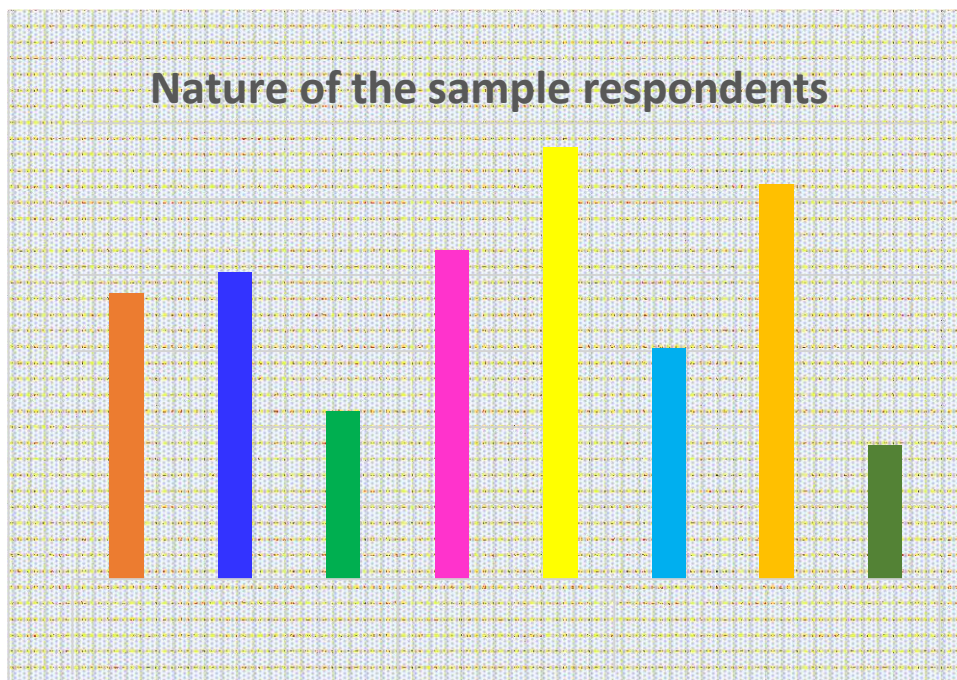
##### Demographic Nature of the Respondents:

The study aims to understand the socio-economic nature of the customers of the gold jewellery in the study area. In this study, the age, gender and income of the respondents are considered as important factors to influence on the perception of the customers. The detail is given below.

**TABLE 1.** Nature of the sample respondents

Demographic nature	Categories	Number of respondents	Percentage
Age group	Young	94	37.6
	Middle	101	40.4
	Old	55	22.0
Gender	Male	108	43.2
	Female	142	56.8
Income group	Low	76	30.4
	Middle	130	52.0
	High	44	17.6
Total		250	100.0

The Table 1 depicts that 94 (37.6%) respondents are from the young age group, 101 (40.4%) respondents are in the middle age group and 55 (22.0%) are old aged. Further, out of 250 sample respondents, it is found that 108 (43.2%) respondents are male and 142 (56.8%) are female. The low-income group respondents are 76 (30.4%), middle income group are 130 (52.0%) respondents and high income group consists of 44 (17.6%) respondents.



**FIGURE 1.**

**Perception Towards the Gold Jewelleries:** The perception of the customers towards the service of jewellery shop is analysed with 9 statements, i.e., Importance for better shopping environment, Quality of the product, Rectification of errors that occur during sales, Complaints of a customer on their employees, Fulfilment of promise at any stage, non-availability of new designs, Issuance of membership card, Nonacceptance of credit or debit card

and Convenience of working staffs of jewellery. Their opinion about this statement is associated with their socio-economic characteristics to know the relationship.

**TABLE 2.** Perception towards the service of jewellery shops according to the age group

Perception	Age group (Mean)			F
	Young	Middle	Old	
Importance for better shopping environment	2.91	2.99	3.15	0.764
Quality of the product	2.86	2.54	3.00	2.205
Rectification of errors that occur during sales	3.48	2.99	3.33	4.620**
Complaints of a customer on their employees	3.22	3.14	3.22	0.174
Fulfillment of promise at any stage	3.24	3.13	2.49	7.339*
Non-availability of new designs	4.11	4.06	4.38	1.714
Issuance of membership card	3.17	2.79	3.18	3.508**
Non-acceptance of credit or debit card	2.35	2.26	2.49	0.695
Convenience of working staffs of jewellery	3.18	2.87	3.27	2.669

\* Significance at 1% level; \*\* Significance at 5% level

The young age group respondent's perception is more towards rectification of errors that occurs during sales (3.48), complaints made against the employees (3.22) and fulfilment of promise at any time (3.24). Old age group respondents' mean is high for Importance for better shopping environment (3.15), Quality of the product (3.00), non-availability of new designs (3.38), Issuance of membership card (3.18), non-acceptance of credit or debit card (2.49) and Convenience of working staffs of jewellery (3.27). But the F value shows that Rectification of errors that occur during sales (4.620), Fulfilment of promise at any stage (7.339) and Issuance of membership card (3.508) are significantly vary.

**TABLE 3.** Perception towards the service of jewellery shops according to their gender

Perception	Gender (Mean)		Z
	Male	Female	
Importance for better shopping environment	3.03	2.97	0.398
Quality of the product	2.64	2.86	-1.215
Rectification of errors that occur during sales	3.07	3.38	-2.083**
Complaints of a customer on their employees	3.11	3.25	-0.975
Fulfillment of promise at any stage	2.82	3.19	-2.342**
Non-availability of new designs	4.22	4.09	0.949
Issuance of membership card	2.96	3.06	-0.694
Non-acceptance of credit or debit card	2.28	2.39	-0.771
Convenience of working staffs of jewellery	3.06	3.08	-0.130

\*\* Significance at 5% level

According to the gender, Rectification of errors that occur during sales (-2.083) and Fulfilment of promise at any stage (-2.342) significantly differ between the male and female respondents. The customer's perception towards other statements does not vary significantly. It is concluded that female customers are expecting more about the rectification of errors when it occurs and fulfilment of promise at any stage are important.

**TABLE 4.** Perception towards the service of jewellery shops according to the income group

Perception	Income group (Mean)			F
	Less	Middle	High	
Importance for better shopping environment	2.87	2.95	3.34	2.813
Quality of the product	2.51	2.72	3.34	5.042*
Rectification of errors that occur during sales	3.05	3.22	3.68	4.324**
Complaints of a customer on their employees	2.93	3.18	3.64	6.052*
Fulfillment of promise at any stage	3.29	2.97	2.77	2.830
Non-availability of new designs	4.20	4.02	4.45	2.884
Issuance of membership card	3.04	2.92	3.27	1.593
Non-acceptance of credit or debit card	2.12	2.41	2.55	2.230
Convenience of working staffs of jewellery	2.74	3.05	3.73	10.533*

\*Significance at 1% level; \*\* Significance at 5% level

The perception towards the services and the income level shows that a significant difference in the mean is found in quality of the product (5.042), rectification of errors that occur during sales (4.324), complaints of a customer on their employees (6.052) and convenience of working staffs of jewellery (10.533). F value for other statements shows an insignificant difference across all the income group of the respondents. It is concluded that the perception

of the customers from the high-income group is high about the quality of the product, rectification of errors, take action on the compliant made on the employees and convenience of working staff.

### Recommendations of The Study

The following are the recommendations given by the researcher in response to the results of the study.

3. Traditional jewellery stores can improve their service by providing their customers with adequate information about the items they are purchasing.
4. The offer and discounts may also be extended to conventional jewellery stores in order to attract more clients to their establishments.
5. Quality has a direct impact on purchasing behaviour, jewellery sellers may increase the quality of their products by minimising the number of other metals that are combined with gold.
6. Jewellers may also employ fashionable and light weighted gold jewellery to bring in more customers and lessen competition by selling fashion and light weighed gold jewellery.

## 5. DISCUSSIONS AND CONCLUSION

It is strongly important for every branded shop to have a website that is up to date and user friendly. When a business and its jewellery are presented online, the impression that is created speaks volumes about the brand, and consumers will judge the store and its jewelleries based on that impression. In the absence of an electronic commerce website for the purpose of selling products online, a business must have an aesthetically beautiful, current, and user-friendly website.

On each page of the website, contact information, location information, and company hours should be readily visible to visitors. Clients are the most powerful brand advocates, and social media is the modern-day equivalent of word-of-mouth marketing.

Having a strong presence on social media sites like Facebook, Instagram, and Twitter encourages customers to get more involved with the company. Customers help promote their jewellery businesses to their peers by uploading and sharing real photographs of their purchases with their social media followings on social media platforms. Rewarding frequent customers with discounts, freebies, limited-time deals, and special offers, for example, may assist to maintain consumer loyalty to the business.

In India, gold is often associated with religious as well as cultural rituals and ceremonies. The fact that gold jewellery is considered a mild form of art in India is only one of the many reasons. The study concluded that the perception of the customers from the high- income group is high about the quality of the product, rectification of errors, take action on the compliant made on the employees and convenience of working staff.

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