



EXTENT OF CUSTOMERS' PURCHASE AND SATISFACTION ABOUT GOLD ORNAMENTS: A STUDY WITH SPECIAL REFERENCE TO TIRUPPUR DISTRICT

Dr.T.Sathiyakala

Assistant Professor, PG and Research Department of Commerce, Vidyasagar College of Arts and Science,
 Udumalpet, Tiruppur.

Abstract

Gold is a precious metal that has long held a special place in Indian culture and is considered a symbol of wealth, prosperity, and security. It is also widely viewed as an important form of investment and savings. Gold ornaments have significant cultural, social, and economic value among Indian consumers. They are purchased not only for personal adornment and beauty but also for traditional occasions, social status, and investment purposes. The study aims to analyse the extent of customers' purchase of gold ornaments and identify their level of satisfaction towards gold ornaments. Data were collected through a structured questionnaire from 824 respondents selected using convenience sampling. The collected data were analysed using descriptive statistical techniques and the Chi-square test to examine customers' purchasing behaviour and satisfaction. The study provides insights into customers' purchasing patterns, preferences, and satisfaction levels regarding gold ornaments.

Keywords: Gold Ornaments, Customer Purchase, Customer Satisfaction.

I. INTRODUCTION

Gold ornaments have an important place in Indian society and are closely associated with culture, tradition, social status, and investment. People purchase gold jewellery for various occasions such as weddings, festivals, religious functions, and as a form of financial security. The purchase decision is influenced by factors such as price, purity, design, quality, income, brand reputation, making charges, and customer service. With increasing customer awareness and changing preferences, consumers are becoming more conscious about the quality, purity, price, and services offered by jewellery retailers. Customer satisfaction plays an important role in the success of jewellery businesses. Satisfied customers are more likely to make repeat purchases and recommend the retailer to others. Therefore, studying customers' purchasing behaviour and satisfaction is essential for understanding their expectations and preferences.

II. LITERATURE REVIEW

Vasudevan and C. Vidhya (2019) explored the factors influencing customers' gold jewellery purchases. Their study found that buyers mainly consider design, quality, weight, purity, price, trust, workmanship, discounts, low wastage, design availability, peer influence, and seasonal offers. Gold jewellery is also associated with wealth, status, power, and success.

M. Amutha Angel, E. Joseph Rubert, and Remila Jann (2019) found that customer satisfaction towards jewellery is influenced by product quality, price, design, and promotional offers. The study revealed that customers are aware of both branded and non-branded jewellers and expect discounts and special offers during festivals and marriage seasons. It suggested that providing quality products and attractive promotions can enhance customer satisfaction and purchasing decisions.

K. Asha and S. Edmund Christopher (2014) found that product variety, design, promotional offers, making charges, gold purity, and customer satisfaction influence consumers' gold jewellery purchasing decisions. The study suggested that traditional jewellers can attract more customers through discounts, lower making charges, and improved gold purity.



III. STATEMENT OF THE PROBLEM

Gold ornaments occupy an important place in Indian culture and are widely purchased for weddings, festivals, personal adornment, and investment purposes. Customers' decisions to purchase gold ornaments are influenced by several factors, including price, purity, design, quality, income level, making charges, and trust in the jeweller. In Tiruppur District, customers have diverse preferences, expectations, and purchasing patterns with regard to gold ornaments. Their satisfaction may depend not only on the quality, purity, price, and design of jewellery but also on the transparency of making charges, variety of products, after-sales service, and the overall shopping experience. Therefore, it is necessary to examine the extent of customers' purchase and their level of satisfaction towards gold ornaments. The present study aims to identify the major factors influencing customers' purchase decisions and to measure their level of satisfaction with gold ornaments in Tiruppur District.

IV. OBJECTIVES

1. To analyse the extent of customer's purchase of gold ornaments.
2. To identify the customer's satisfaction towards gold ornaments.

V. METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to 824 respondents selected using convenience sampling. Secondary data were obtained from journals, magazines, and relevant websites. Descriptive statistics and the Chi-square test were employed for data analysis. The study examines the extent of customers' purchase and satisfaction with gold ornaments in Tiruppur District.

VI. LIMITATIONS

- The study was conducted with 824 respondents; therefore, the findings may not be fully representative of the entire population.
- The validity and accuracy of the findings depend on the honesty, accuracy, and reliability of the information provided by the respondents.

VII. DATA ANALYSIS

1. Socio Economic Profile of the Respondents

Socio economic profile of the selected respondents indicates that, 335 of them reside in semi-urban areas. 348 of respondents are in the age group between 21 - 30 years. 521 identified as female. 465 of the respondents are married. 610 belong to the nuclear family. 543 of the respondents belong to 3 & 4 members. 346 of the respondents are studying under graduation. 303 of the respondents are employed. 277 have a monthly family income of between Rs. 10,001 and Rs. 20,000. 599 have monthly family savings of up to Rs 10000.

2. Level of Extent to Purchase of Gold Ornaments - Descriptive Statistics

S.No	Factors	N	MIN	MAX	MEAN	S.E	S.D
1	Market rate	824	1	3	1.40	0.021	0.603
2	Quality / Karatage	824	1	3	1.46	0.026	0.735



3	Making Charges	824	1	3	1.59	0.023	0.657
4	Wastages	824	1	3	1.63	0.025	0.732
5	Offers	824	1	3	1.74	0.026	0.751
6	Exchange offers	824	1	3	1.67	0.026	0.739
7	Occasions	824	1	3	2.04	0.026	0.740
8	Collections	824	1	3	1.72	0.027	0.784
9	Exhibit comes for sale	824	1	3	2.14	0.027	0.763
10	Gold savings scheme	824	1	3	1.88	0.029	0.830

Source : Primary Data

The above table indicates that, level of extent to purchase of gold ornaments, The factor exhibit come sale with the highest mean score of 2.14, second factor was occasions with the mean score of 2.04, third factor was gold savings scheme with the mean score of 1.88, fourth factor was offers with the mean score of 1.74, fifth factor was collections with the mean score of 1.72 and the last factor was market rate with the score of 1.40.

3. Level of Satisfaction – Chi-Square Test

Demographic Factors		Level of Satisfaction			Table Value	Chi-Square Value	Sig.
		Low	Medium	High			
Residential Status	Rural	55 (21.2%)	159 (61.2%)	46 (17.7%)	9.49	6.044	NS
	Urban	46 (20.1%)	122 (53.3%)	61 (26.6%)			
	Semi-urban	67 (20.0%)	189 (56.4%)	79 (23.6%)			
Age	Below 25	20 (52.6%)	11 (28.9%)	7 (18.4%)	15.5	61.616	**
	26 - 35	65 (18.7%)	186 (53.4%)	97 (27.9%)			
	36 - 45	59 (28.5%)	121 (58.5%)	27 (13.0%)			
	46 - 55	12 (8.3%)	95 (66.0%)	37 (25.7%)			
	Above 55	12 (13.8%)	57 (65.5%)	18 (20.7%)			
Gender	Male	74 (24.4%)	170 (56.1%)	59 (19.5%)	5.99	5.940	NS
	Female	94 (18.0%)	300 (57.6%)	127 (24.4%)			
Marital Status	Unmarried	88 (24.5%)	183 (51.0%)	88 (24.5%)	5.99	10.469	**



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	Married	80 (17.2%)	287 (61.7%)	98 (21.1%)			
Family Structure	Nuclear	132 (21.6%)	335 (54.9%)	143 (23.4%)	5.99	4.442	NS
	Joint	36 (16.8%)	135 (63.1%)	43 (20.1%)			
Family Size (in numbers)	Up to 2 members	20 (22.7%)	55 (62.5%)	13 (14.8%)	12.6	7.528	NS
	3 & 4 members	102 (18.8%)	308 (56.7%)	133 (24.5%)			
	5 & 6 members	22 (20.8%)	61 (57.5%)	23 (21.7%)			
	Above 6 members	24 (27.6%)	46 (52.9%)	17 (19.5%)			
Educational Qualification	No formal education	5 (13.2%)	26 (68.4%)	7 (18.4%)	18.3	99.222	**
	SSLC	41 (32.3%)	75 (59.1%)	11 (8.7%)			
	HSC	13 (20.0%)	24 (36.9%)	28 (43.1%)			
	Under graduation	96 (27.7%)	165 (47.7%)	85 (24.6%)			
	Post graduation	10 (4.9%)	143 (69.8%)	52 (25.4%)			
	Others	3 (7.0%)	37 (86.0%)	3 (7.0%)			
Occupational Status	Student	14 (21.5%)	41 (63.1%)	10 (15.4%)	18.3	35.801	**
	Employed	51 (16.8%)	171 (56.4%)	81 (26.7%)			
	Business	33 (23.6%)	80 (57.1%)	27 (19.3%)			
	Profession	3 (4.8%)	36 (57.1%)	24 (38.1%)			
	Agriculturist	57 (27.3%)	122 (58.4%)	30 (14.4%)			
	Others	10 (22.7%)	20 (45.5%)	14 (31.8%)			
Family Income per month (in Rs)	Up to 10000	4 (16.0%)	19 (76.0%)	2 (8.0%)	15.5	16.112	*
	10001 - 20000	57 (20.6%)	141 (50.9%)	79 (28.5%)			
	20001 - 30000	29 (16.8%)	109 (63.0%)	35 (20.2%)			
	30001 - 40000	29 (19.3%)	89 (59.3%)	32 (21.3%)			
	Above 40000	49	112	38			



		(24.6%)	(56.3%)	(19.1%)			
Family Savings per month	Up to 10000	130 (21.7%)	347 (57.9%)	122 (20.4%)	15.5	11.306	NS
	10001 - 20000	25 (14.9%)	91 (54.2%)	52 (31.0%)			
	20001 - 30000	6 (21.4%)	17 (60.7%)	5 (17.9%)			
	30001 - 40000	5 (29.4%)	8 (47.1%)	4 (23.5%)			
	Above 40000	2 (16.7%)	7 (58.3%)	3 (25%)			

Source: Computed NS – Not Significant * - Significant at 5% ** - Significant at 1%

Chi-Square test reveals that, there is no significant association between Residential Status, Gender, Family Structure, Family Size, and Family Savings per month with Level of Satisfaction about Gold Ornaments and there is significant association between Age, Marital Status, Educational Qualification, Occupational Status, and Family Income per month with Level of Satisfaction.

VIII. SUGGESTIONS

Customers should carefully consider gold purity, price, making charges, and their budget before purchasing gold ornaments. Shop owners should maintain transparency in pricing, provide quality and attractive collections, and offer reasonable schemes and discounts to meet customer needs. Both customers and shop owners should give importance to changing preferences, product quality, and customer satisfaction. Shop owners should also provide good after-sales service and build trust through proper billing and hallmarking, which can encourage customer loyalty and repeat purchases.

IX. CONCLUSION

The study concludes that gold ornaments continue to hold an important place in the lives of Indian consumers due to their cultural, social, and economic value. Customers are mainly influenced by come sale, occasions, and gold savings schemes when purchasing gold ornaments, while market rate has comparatively less influence. Overall, customers show considerable interest in purchasing gold ornaments for personal adornment, traditional occasions, and investment purposes. The findings also highlight the importance of attractive collections, reasonable offers, quality, and customer satisfaction in encouraging gold ornament purchases and building long-term relationships between customers and jewellery shops.

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