

# A Study on Perception of Consumers towards Gold Jewellery in Sivakasi, Tamil Nadu

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**Abstract-** Consumer perception refers to how consumers view a certain product based on their own conclusions. The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services. Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business. Many businesses spend large amounts of resources to influence consumer perceptions. In the present study the researchers analysed the consumer perception towards Branded and Non-branded jewellery in the study area. For that analysis, they used the tools like Chi square test, Garrett Ranking, Percentage Analysis etc. and make out the valid suggestions based on the findings of the study.

**Keywords:** Perception, Branded and Non-branded jewellery, Garrett ranking, Chi square test

## I. INTRODUCTION OF THE STUDY

Consumer perception refers to how consumers view a certain product based on their own conclusions. These conclusions are derived from a number of factors, their own personal experience or how they have heard other people experienced the product. This perception may vary based on the customer or a certain demographic of customer. The Internet has transformed how people experience brands and build their perceptions. Social media and review websites provide access to reviews and details that help customers form their own perceptions about brands and their products.

### *Definition*

<sup>1</sup>A marketing concept that encompasses a consumer's impression, awareness and/or consciousness about a company or its offerings. Consumer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Consumer perceptions can determine the success or failure of a business. For example, if a certain restaurant has a reputation as being the best pizza place in town, the general consumer perception in the town might be that you should go the restaurant if you want a good pizza. This sentiment could strongly influence the pizza shop's ability to make profit. On the other hand, if consumers have negative views about company it could seriously hamper revenue success. For instance, if a hardware store becomes known for cheap,

shoddy products, consumers might avoid purchasing its goods unless they cannot afford higher quality goods.

### *Importance of Consumer Perception*

The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services. Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business. Many businesses spend large amounts of resources to influence consumer perceptions.

### *Meaning of Jewellery*

Jewellery is a type of accessory that includes necklaces, rings, bracelets, watches, and earrings, etc. Jewellery is being designed for men, women, and children and can be made from a variety of different categories. Jewellery started about 1,00,000 years ago Began with materials made from bone, teeth, and shell. The first known jewellery pieces were worn by the Cro-Magnons about 40,000 years ago, These pieces were made of bone and teeth and were worn as necklaces and earrings to show tribal membership. Later on incorporated beads, stone & gems. Egyptians were first to use gold and metals for creating Jewellery, it were considered a symbol of power and wealth. The brands were recognized in nineteenth century, and most antique brands such as i.e. cattie, Tiffany, Boucheron, lalique, etc. are still very famous.

### *Consumer buying behaviour while buying jewellery*

While buying a product, consumer displays different kinds of behaviors towards different kinds of products from a tube of toothpaste to a new car. More complex decisions usually involve more buying participants and more buyer deliberation. While buying an expensive product for jewellery, which satisfies a consumer's self esteem needs (according to the Maslow's hierarchy of needs) a consumer displays complex buying behavior. Consumers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differences among brands.

Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self

expressive. This buyer will pass through a learning process, first developing belief about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information gathering and evaluation behavior of high involvement consumer; they need to help buyers learn about the product-class attributes and their relative importance.

### ***Awareness of Consumer about Branded Jewellery***

Branded jewellery is making greater inroads into the Indian market, with companies such as Titan and Kalyan Jewellers seeing customers shifting towards them and away from traditional retailers. Consumers are more quality conscious than even before. In 2001, India had the highest demand for gold in the world; 855 tons were consumed a year, 95% of which was used for jewellery. The bulk of the jewellery purchased in India was designed in the traditional Indian style. Jewellery was fabricated mainly in 18,22 and 24-carat gold. However, it is projected that the overall jewellery market will grow at a CAGR of around 14% during 2009-2012. Branded jewellery is bought by more than 3/4th of the population in India. Hence it can be said that the population is aware and has also tried the branded items.

### ***Brand appeal***

Branded jewellery has found a niche for itself in the tough Indian market, and its increasing growth rates show that before long it will corner a significant share of the jewellery market. With the retail industry in India burgeoning, several companies have made inroads into the traditional jewellery industry, selling the product that was never really "marketed" in "brand" new ways. So much so that branded jewellery is the new mantra in the market, having rapidly acquired a niche over the past few years. Some of the companies have even cleverly played on Indian customs and tradition to advertise and establish their brands. Jewellery is now marketed for every occasion; even Valentine's Day calls for "a special something [diamond] for a special someone". In spite of pessimism about the marketability of branded jewellery in a country rooted in buying ornaments from the traditional goldsmith, 30 brands were launched in 2004.

## **II. REVIEWS OF LITERATURE**

The following are the past studies that are reviewed for the present study.

Rncos (2006) in his study entitled "*Indian Customers Showing Interest in Branded Jewellery*" found that gems and jewellery market in India possess tremendous potential for future growth. It has an added advantage of low production cost and highly skilled labor that separate it from its competitors. It is projected that the overall gems and jewellery market will grow at a CAGR (Compound Annual Growth Rate) of around 14% during 2009-2012.

Alok Kala (2010) in his study entitled "*Diamond world*" stated that Jaipur offers great potential in the gem and jewellery industry. These gems and jewellery are in great demand in India and worldwide. Jaipur exports a wide collection of gold, platinum and studded jewellery. The author stated that the jewellery market in Sitapur alone accounts for turnover of Rs 450 crore, which includes Rs 300 crore of the exports.

Shah Vipul (2012) in his study entitled "*Change in Leadership of Gem and Jewellery*" stated that as the branded jewellery market came into trend, the number of gold retailers in the country increased sharply. Branded players such as Tanishq, Oysterbay, D'Damas, Gili and Carbon opened outlets in various parts of the country. Traditional jewelers also began to bring out lightweight jewellery, and some of them even launched their in-house brands. However, the share of branded jewellery in the total jewellery market is still small (about Rs. 10 billion of the Rs. 400 billion per annum jewellery market in 2002), though growing at a pace of 20 to 30 percent annually.

Zaveri Samrat (2003) in his study entitled "*Branded & Gold Jewellery Market in India*" found that since the late 1990s, there was a shift in consumer demand and as a result women were increasingly opting for fashionable and lightweight jewellery instead of traditional chunky jewellery. There was a rise in demand for lightweight jewellery, especially for consumers in the 16 to 25 age group, who regarded jewellery as an accessory and not an investment. Jewellers should understand the shifting needs, motivations and aspirations of consumers in the jewellery market, and to identify new trends and opportunities.

Ekanayake, et.al., (2010) in their study entitled "*Entrepreneurial Strategic Innovation Model for Attaining Premium Value for the Sri Lankan Gem and Jewellery Industry*" found that the gems and jewellery industry in Sri Lanka has been capable enough to develop a competitive product base but has been positioned to experience a reduction in market value. This reduction has resulted in the disintegration of the industry value system, forcing the firms to work in isolation. They stated that the industry value system is handled by private sector entrepreneurship without state interference.

## **III. STATEMENT OF THE PROBLEM**

Gold jewellery is the most popular among South Indian women. In southern part of India, gold is considered auspicious and a status symbol. Jewellery has not only been considered for the purpose of adoration, but also as a security in times of contingency. This is because it is often expensive and can be sold whenever there is desire need of money. This way, jewellery also serves the purpose of insurance, which can be depended upon. In the life of women in India, they are gifted jewellery in different phases of life such as, at birth, at coming of age, in marriage, on becoming a mother, etc. The Indian market was witnessing

an accelerated shift from viewing jewellery as an investment to regarding it as aesthetically appealing ornaments. The focus had shifted from content to design.

The younger generation was looking at trendy, contemporary jewellery and clearly avoiding heavy, traditional gold jewellery. The consumer wanted a wider selection at a single convenient location and expected an international shopping experience. The Indian consumer was willing to experiment with new designs. Some of the companies have even cleverly played on Indian customs and tradition to advertise and establish their brands. Thus, there is a need to study the different purchasing behavior of the people and adopt the changes as per the modern trendy people's requirements. Hence, the researcher has undertaken this study to analyse the consumer perception towards gold jewellery in Sivakasi.

#### IV. OBJECTIVES OF THE STUDY

The following are the objectives of the study.

1. To know the history and growth of Gold Jewellery.
2. To analyse the socio-economic profile of the respondents and their perception towards Gold Jewellery.
3. To offer suitable suggestions for the findings of the study.

#### V. RESEARCH DESIGN

##### *Sources of Data*

This study is both descriptive and analytical in nature. It covers both primary and secondary data.

Primary data required for the study were collected from the respondents selected for the study. Pre-tested interview schedule is used for collection of primary data.

Secondary data has collected by the researcher from various sources like Magazines, Journals, Text books and websites.

##### *Sampling method*

Since the consumers of gold jewellery in the study area is unknown, the researcher has decided to follow sampling technique for the present research work. There are 120 respondents are selected for the study using convenient sampling technique. The sample size is decided after considering the financial position of the researcher and time factor.

#### VI. TOOLS USED FOR ANALYSIS

In order to analyze the primary data, the following tools have been applied through SPSS.

1. Chi square test

2. Garrett ranking
3. Percentages

#### VII. ANALYSIS AND INTREPRETATIONS

##### *Demographic factors*

Demographic factors are influencing the behavior of an individual. The consumer perception and actual purchasing ability differ according to the demographic factors of the respondents. The study has examined the gender, age, educational qualification, status (occupation), marital status and monthly income of the family of respondents. Table 1 gives the details about the Demographic factors of the respondents.

##### *Opinion of respondents about Gold jewellery in various aspects*

The following are the different opinions of the respondents to measure their perception of gold jewellery in various aspects namely consideration of advertisement, purpose of buying gold jewellery and so on.

##### *Factors influenced to prefer Gold jewellery*

The following are the various factors which are most considered regards with preferring Branded and Non-Branded jewellery by the respondents are analysed by using Likert 5 point scale.

##### *Sources of knowledge of branded jewellery – Garrett ranking analysis*

The respondents are asked to rank their responses about the sources of knowledge of branded jewellery. To identify the most effective source of knowledge of branded jewellery, the researcher has used Garrett's ranking test. The following table shows the details of scores given by the respondents for their awareness towards branded jewellery.

##### *Garrett Scores*

The Garrett ranks are calculated by using appropriate Garrett ranking formula. First, the percent positions are calculated by using appropriate Garrett ranking formula. Then based on the percent positions, the Garrett values are ascertained. The Garrett value and scores of each source are multiplied to find out the Garrett scores. Finally, by adding each row, the total Garrett scores have been obtained.

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

$R_{ij}$  = Rank given for ith item by the jth sample respondents

$N_j$  = Total rank given by the jth sample respondents

TABLE-1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Particulars		No. of respondents	Percentage
Gender	Male	43	35.80
	Female	77	64.20
<b>Total</b>		<b>120</b>	<b>100.00</b>
Age	Upto 20 years	5	4.20
	21 – 30 years	56	46.70
	31 – 40 years	38	31.70
	41- 50 years	17	14.20
	Above 51 years	4	3.30
<b>Total</b>		<b>120</b>	<b>100.00</b>
Educational qualification	School level	24	20.00
	Under graduation	30	25.00
	Post graduation	44	36.70
	Diploma	13	10.80
	Professional	9	7.50
<b>Total</b>		<b>120</b>	<b>100.00</b>
Status	Businessman	6	5.00
	Professionalist	5	4.20
	Government employees	14	11.20
	Private employees	16	13.30
	Coolie	6	5.00
	Housewife	31	25.80
	Student	42	35.00
<b>Total</b>		<b>120</b>	<b>100.00</b>
Marital status	Married	76	63.30
	Unmarried	44	36.70
<b>Total</b>		<b>120</b>	<b>100.00</b>
Monthly family income	Upto 5000	13	10.80
	5001 – 10000	37	30.80
	10001 – 20000	28	23.30
	20001 – 30000	29	24.20
	Above 30000	13	10.80
<b>Total</b>		<b>120</b>	<b>100.00</b>

The table 5 shows that the Garrett scores of sources of each branded jewellery. The Garrett scores are ranked according to their values.

***Preference of branded jewellery – Garrett ranking analysis***

The respondents are asked to rank their responses about the preference of branded jewellery. To identify the most preferred branded jewellery, the researcher has used Garrett’s ranking test. The following table shows the details of scores given by the respondents for their branded jewellery preference.

TABLE 2 OPINION OF RESPONDENTS REGARDING GOLD JEWELLERY IN DIFFERENT ASPECTS

Particulars		No. of respondents	Percentage
Advertisements and purchase decisions	Not at all important	4	3.30
	Not very important	27	22.50
	Somewhat important	44	36.70
	Very important	38	31.70
	Extremely important	7	5.80
<b>Total</b>		<b>120</b>	<b>100.00</b>
As an investment	Yes	49	40.80
	No	71	59.20
<b>Total</b>		<b>120</b>	<b>100.00</b>
For gift	Yes	84	70.00
	No	36	30.00
<b>Total</b>		<b>120</b>	<b>100.00</b>
Changes of showrooms while purchasing	Yes	26	21.70
	No	94	78.30
<b>Total</b>		<b>120</b>	<b>100.00</b>

TABLE3 FACTORS INFLUENCED TO PREFER GOLD JEWELLERY

Particulars		Level of influence (Likert 5 point scale)			
		Very high	High	Medium	Total
Factors influenced to prefer branded jewellery	Variety	14	21	13	<b>48</b>
	Quality	9	26	13	<b>48</b>
	Accessibility	10	24	14	<b>48</b>
	Exchange offers	10	16	22	<b>48</b>
	Certification of jewellery	9	18	21	<b>48</b>
<b>Total</b>		<b>52</b>	<b>105</b>	<b>83</b>	<b>--</b>
Factors influenced to prefer non- branded jewellery	Credit facility	16	22	34	<b>72</b>
	Easy approachability	7	32	33	<b>72</b>
	Negotiable price	16	35	21	<b>72</b>
	More reliability	29	17	26	<b>72</b>
<b>Total</b>		<b>68</b>	<b>106</b>	<b>114</b>	<b>--</b>

TABLE 4 PERCENT POSITION AND GARRETT VALUE

S.No	$100(R_{ij} - 0.5)/N_j$	Calculated value	Garrett value	$100(R_{ij} - 0.5)/N_j$	Calculated value	Garrett value
1.	$100(1 - 0.5)/5$	10	<b>75</b>	$100(1 - 0.5)/6$	8.33	<b>77</b>
2.	$100(2 - 0.5)/5$	30	<b>60</b>	$100(2 - 0.5)/6$	25.00	<b>63</b>
3.	$100(3 - 0.5)/5$	50	<b>50</b>	$100(3 - 0.5)/6$	41.67	<b>54</b>
4.	$100(4 - 0.5)/5$	70	<b>40</b>	$100(4 - 0.5)/6$	58.33	<b>46</b>
5.	$100(5 - 0.5)/5$	90	<b>25</b>	$100(5 - 0.5)/6$	75.00	<b>37</b>
6.	----	----	----	$100(6 - 0.5)/6$	91.67	<b>23</b>

TABLE 5 CALCULATION OF GARRETT RANKING

Sources of knowledge of gold jewellery	Branded jewellery		Garrett Score	Garrett Rank
	Friends and Relatives		2803	I
	Pamphlets		2406	III
	Newspaper and magazine		2358	IV
	E –mail		2275	V
	Radio		2131	VI
	Website		2427	II
	Non-branded jewellery		Garrett Score	Garrett Rank
	TV local channels		3755	I
	Bit notice		3490	IV
	Flex Board		3310	V
	Radio		3740	II
	Friends and Relatives		3705	III

TABLE 6 PERCENT POSITION AND GARRETT VALUE

S.No	$100(R_{ij} - 0.5)/N_j$	Calculated value	Garrett value
1.	$100(1 - 0.5)/7$	7.14	79
2.	$100(2 - 0.5)/7$	21.43	66
3.	$100(3 - 0.5)/7$	35.71	57
4.	$100(4 - 0.5)/7$	50.00	50
5.	$100(5 - 0.5)/7$	64.29	43
6.	$100(6 - 0.5)/7$	78.57	34
7.	$100(7 - 0.5)/7$	92.86	21

Source : Computed data

TABLE 7 PREFERENCE OF BRANDED JEWELLERY – GARRETT RANKING

S.No	Preference of branded jewellery	Garrett Score	Garrett Rank
1.	Tanishq	2632	I
2.	D’damas	2591	II
3.	Thribhuvandas Bhimji Zaveri (TBZ)	2362	IV
4.	P.C.Chandra Jewellers	2299	V
5.	Jos Alukkas	2522	III
6.	Jewelone	1989	VII
7.	Malabar Gold and Diamonds	2205	VI

Source : Computed data

The above table shows that the scores of preference of branded jewellery. The Garrett scores are ranked according to their values. It is found that the highest branded jewellery preferred by the respondents is *Tanishq*.

**Occasion of using jewellery – Garrett ranking analysis**

The respondents are asked to rank their responses about the occasion of using jewellery. To identify the most frequent use of gold jewellery, the researcher has used Garrett’s ranking test. The following table shows the details of scores given by the respondents for the frequent usage of gold jewellery.

TABLE 8 PERCENT POSITION AND GARRETT VALUE

S.No	$100(R_{ij} - 0.5)/N_j$	Calculated value	Garrett value
1.	$100(1 - 0.5)/7$	7.14	79
2.	$100(2 - 0.5)/7$	21.43	66
3.	$100(3 - 0.5)/7$	35.71	57
4.	$100(4 - 0.5)/7$	50.00	50
5.	$100(5 - 0.5)/7$	64.29	43
6.	$100(6 - 0.5)/7$	78.57	34
7.	$100(7 - 0.5)/7$	92.86	21

Source : Computed data

TABLE 9 OCCASION OF USING JEWELLERY – GARRETT RANKING

S.No	Occasion of using jewellery	Garrett Score	Garrett Rank
1.	Casual Parties	6471	I
2.	Outings	6089	IV
3.	Formal Occasions	6387	II
4.	Family Functions	6174	III
5.	Always	5510	VI
6.	Whenever Required	5993	V
7.	Festival Times	5418	VII

Source : Computed data

TABLE 10 CHI SQUARE TEST

		'P' value		Result	
<b>Factors influenced to prefer branded jewellery</b>	Gender	0.268	>0.05	Accepted	Not Significant
	Age	0.657	>0.05	Accepted	Not Significant
	Marital status	0.700	>0.05	Accepted	Not Significant
	Educational qualification	0.441	>0.05	Accepted	Not Significant
	Monthly income	0.745	>0.05	Accepted	Not Significant
	Status	0.558	>0.05	Accepted	Not Significant
	Purpose of buying jewellery	0.456	>0.05	Accepted	Not Significant
	Kinds of designs of jewellery	0.639	>0.05	Accepted	Not Significant
	Frequency of purchase	0.651	>0.05	Accepted	Not Significant
<b>Factors influenced to prefer local retailers</b>	Gender	0.039	<0.05	Rejected	Significant
	Age	0.621	>0.05	Accepted	Not Significant
	Marital status	0.007	<0.05	Rejected	Significant
	Educational qualification	0.061	>0.05	Accepted	Not Significant
	Monthly income	0.566	>0.05	Accepted	Not Significant
	Status	0.046	<0.05	Rejected	Significant
	Purpose of buying jewellery	0.405	>0.05	Accepted	Not Significant
	Kinds of designs of jewellery	0.385	>0.05	Accepted	Not Significant
Frequency of purchase	0.475	>0.05	Accepted	Not Significant	
<b>Type of preference of jewellery</b>	Educational qualification	0.039	<0.05	Not accepted	Significant
	Monthly income	0.080	>0.05	Accepted	Not significant
	Status	0.153	>0.05	Accepted	Not significant

Source : Computed Data

The table 9 shows that the scores of occasion of using jewellery. The Garrett scores are ranked according to their values. It is clearly stated that the most frequent usage of jewellery is during the casual parties.

The above table shows the various relationship between the socio-economic profile of the respondents and the factors influenced to prefer branded and local jewellery. Besides that it also depicts the relationship between type of preference of jewellery and the demographic variables.

### VIII. SUGGESTIONS OF THE STUDY

The following are the suggestions made by the researcher for the findings of the study.

1. The traditional jewellery shops can improve their service by providing adequate information to their customers relating to their purchase.
2. The offer and discounts can also be provided in the traditional jewellery shops to get more customers towards them.
3. The quality has a direct influence on buying behaviour the jewellery retailers can improve the quality by reducing the other metals which are mixed with gold.
4. The traditional jewellers can also use to sell fashion and light weighted gold jewellery to attract more customers and reduce the competitions.

### IX. CONCLUSION

The benefits of buying gold jewellery are many in number. Gold has resale value and this creates gold of great benefit and of great asset value the buyer. Gold is leading on the list of investments and value. In the maximum parts of the world, gold holds a very imperative value in several cultures since it is a symbol of achievement, power and wealth. In India, gold tends to have religious as well as cultural significance. This is one of the numerous reasons, which makes gold jewellery a gentle of art in India. Based on the above, customers' approach and behaviour on gold jewellery purchase in Sivakasi played a significant role.

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