

A STUDY OF CUSTOMER BUYING BEHAVIOUR TOWARDS JEWELLERY WITH REFERENCE OF KG DESIGNS

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of HARISH KUMAR.S (40740108) who carried out the Project at "KG DESIGN" under our supervision for a period of 3 months from January 2023 to March 2023.

DR.RANI J
Internal guide

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Submitted for Viva Voce Examination held on 08.05.2023

Internal Examine

External Examiner 1



KG DESIGNS

Date: 20.03.2023

TO WHOMSOEVER IT MAY CONCERN

Sub: Completion of Academic Project


We wish to confirm that Ms. HARISH KUMAR S (Reg.Num: 40740108), who is pursuing final year B.Com in Sathyabama Institute Of Science And Technology, Chennai, has successfully completed the final year Marketing project in our concern titled "**CUSTOMERS BEHAVIOUR TOWARDS JEWELLERY WITH REFERENCE OF KG DESIGNS**" from 02-01-2023 to 20-03-2023.

During the tenure with us, his conduct & behavior was observed to be good.

We wish success in all the future endeavors.

Thank you and all the best for bright future

Your Faithfully

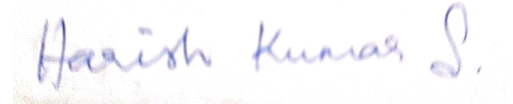

(K. Ganesh)
Business Head

DECLARATION

I **HARISH KUMAR S (40740108)** hereby declare that the Professional Trained done by me under the guidance of **DR. RANI J** (Internal) and **K. GANESH** (External) at KG DESIGNS, Vellore, is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

PLACE: CHENNAI

A handwritten signature in blue ink that reads "Harish Kumar S." The signature is written in a cursive style and is placed on a light-colored rectangular background.

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I would like to express my sincere and deep sense of gratitude to my Professional Training Guide **DR. RANI J** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the Department of Business Administration who were helpful in many ways for the completion of the training.

HARISH KUMAR S

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE TOPIC

Customer buying behaviour refers to the actions and decision-making process that customers go through when purchasing a product or service. When it comes to jewellery, customers tend to exhibit unique buying behaviour due to the emotional and personal significance associated with such purchases.

In the case of KG Design, a jewellery brand, the buying behaviour of customers can be influenced by a variety of factors. These factors may include the design, quality, and craftsmanship of the jewellery, as well as the brand's reputation, customer service, and marketing efforts.

For example, customers may be drawn to KG Design's jewellery because of its unique and intricate designs that are not readily available elsewhere. Additionally, customers may be willing to pay a premium price for KG Design's jewellery due to the brand's reputation for using high-quality materials and skilled craftsmanship.

Furthermore, the buying behaviour of customers may be influenced by the brand's marketing efforts, such as advertising campaigns, social media presence, and influencer partnerships. KG Design's marketing efforts may also play a role in shaping customers' perceptions of the brand, such as its values and personality, which can affect their buying decisions.

Overall, understanding the buying behaviour of customers towards jewellery is essential for KG Design to effectively market and sell its products. By considering factors such as design, quality, customer service, and marketing, KG Design can create a positive customer experience that resonates with its target audience and encourages repeat business.

1.2 INDUSTRY PROFILE

Jewellery manufacturing is a specialised sector of the broader manufacturing industry that focuses on the design, production, and distribution of jewellery products. Jewellery manufacturers use a variety of materials, including precious metals, gemstones, and other materials, to create a range of products, from simple earrings and necklaces to complex and intricate pieces.

The industry is characterised by a high degree of fragmentation, with many small and medium-sized enterprises operating in local and regional markets. The industry is also highly competitive, with manufacturers competing on factors such as price, quality, design, and customer service.

Key factors that drive demand for jewellery products include consumer disposable income, fashion trends, and cultural and religious traditions. The industry is also influenced by changes in the price of precious metals and gemstones, which can impact both production costs and consumer demand.

The jewellery manufacturing industry is global in scope, with major manufacturing centres located in countries such as India, China, Thailand, Italy, and the United States. In recent years, there has been a trend towards greater specialisation in the industry, with manufacturers focusing on specific segments of the market, such as high-end luxury products or lower-priced fashion jewellery.

In terms of distribution, the industry is dominated by a small number of large retailers, including specialty jewellery chains, department stores, and online retailers. However, there is also a significant market for independent jewellery retailers and artisans who sell their products through local markets and craft fairs.

Overall, the jewellery manufacturing industry is a complex and dynamic sector that requires a combination of design skills, technical expertise, and business acumen to succeed. Despite the challenges facing the industry, there are many opportunities for manufacturers who can stay abreast of the latest trends and technologies and develop innovative products that meet the needs of consumers.

1.3 COMPANY PROFILE

Kg Design is a gold and silver Jewel Manufacturing Industry Which Is Located In Gudiyatham, Vellore. There Are About 70 Employees Working In That Industry.

It is one of the Largest gold and Silver jewellery Manufacturing Industry In Gudiyatham, Vellore.Tamil Nadu 632602.

They Are Also Suppliers And Exporters Of Gold and silver Necklace, Gold and silver Dollars, and all gold and silver products.

1.4 PRODUCT PROFILE

1. GOLD PRODUCTS



Gold necklace

Fig 1.1



Gold kada

fig 1.2

2. SILVER PRODUCTS



Fig 1.3

SILVER PRODUCTS



Fig 1.4

1.5 STATEMENT OF THE PROBLEM

The problem statement is to analyse customer behaviours towards jewellery with reference to KG Design. This involves understanding the factors that influence customers' purchasing decisions when it comes to jewellery, their preferences in terms of designs and materials, and the level of brand loyalty towards KG Design. Additionally, it may also involve identifying potential challenges or opportunities for KG Design in the jewellery market and developing strategies to address them.

1.6 NEED OF THE STUDY

1. It studies the satisfaction among the customers in buying jewellery.
2. The study of customer behaviour also provides an insight into how customer arrives at the purchase decision and variables which influences this decision.
3. To analyse the consumer buying behaviour towards gold jewellery.

1.7 OBJECTIVES OF THE STUDY

Primary objective:

By understanding customers' motivations, preferences, and buying patterns, businesses can develop effective marketing strategies, product designs, and pricing structures that appeal to their target customers.

Secondary objective:

1. By providing excellent customer service, offering high-quality products.
2. And creating a positive shopping experience, businesses can earn repeat business and positive word-of-mouth recommendations, which can lead to long-term success. It is to build strong customer relationships and loyalty.
3. They also seek out unique and innovative designs that stand out from traditional jewellery pieces.

1.8 SCOPE OF THE STUDY

The study can start by identifying the demographic characteristics of KG Design's target customers, such as age, gender, and their taste.

Customer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society.

It attempts to understand the decision-making processes of buyers, both individually and in groups such as how trends affect buying behaviour. Customer behaviour is helpful in understanding the needs of his different customer segments and developing appropriate marketing strategies for each.

Overall, the scope of study of customer behaviour towards jewellery with reference to KG Design would aim to provide insights into how customers perceive and interact with the brand, and how KG Design can better meet their needs and preferences.

1.9 LIMITATION OF THE STUDY

1. Price: One major limitation for customers when it comes to jewellery is the price. Fine jewellery, in particular, can be very expensive, and many customers may be limited by their budget when it comes to purchasing high-end pieces.
2. Fashion trends: Customers' behaviour towards jewellery can also be influenced by current fashion trends. Certain styles and types of jewellery may be popular at one time and fall out of favour at another time, which can impact customer demand.
3. Personal preferences: Customers' personal tastes and preferences can also be a limitation. For example, some customers may prefer certain types of metals, gemstones, or styles, which may limit their choices when shopping for jewellery.
4. Brand loyalty: Customers may also be loyal to certain brands and may be less likely to try new brands or designs, which can limit their exposure to new products and ideas.
5. Cultural and social factors: Cultural and social factors may also influence customers' behaviour towards jewellery. For example, certain cultures may have specific customs or beliefs regarding the wearing of jewellery, which can impact customer behaviour.
6. It is worth noting that these limitations are not specific to KG Design, but rather are general factors that can impact customers' behaviour towards jewellery as a whole.

CHAPTER 2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

S. Praveenkumar, (2019) in their research “In India, gold is promoted largely for purchasing and selling physically or in the type of ornaments. It is appreciated as a savings and investment which is a proffered investment in India. Consumer awareness refers to how consumer's analysis a certain product on their own conclusion. Business depends on how it attracts and retain the customers who willing to procure goods at the cost that are profitable to the business. The objectives of the study is to understand the buying behaviour of customers towards gold jewellery in Madurai district. Therefore, it is important to study they unusual purchasing behaviour of the people and accept the changes as per the current fashionable people's requirements. Hence, the researcher has undertaken this study to understand the buying behaviour of consumers towards gold jewellery in Madurai district, Tamil Nadu.

Dr.C.Palanichamy, (2019) in their paper the gold market in India is predominantly a market for buying and selling physical gold and gold in the form of ornaments. The Gold in India serves many functions and wearing it, has several implications. It is considered as a status symbol. India is considered to be the fastest growing market in the world for gold jewellery. It is valued in India as savings and investment vehicle and is the second preferred investment option after deposit and mutual funds. Hence, this study deals with the purchase behaviour of jewellery buyers in Erode city. The results of the study reveal that, consumers have purchased gold jewellery for the purpose of investment. Design has been considered as an important factor influencing the consumers purchase decision followed by purity.

Neeru Jain (2019) studied Consumer Buying Behaviour With Regard to Branded and Traditional Jewellery with Special Reference to Jaipur Jewellery Market. The study will help to understand, the consumer preferences over branded and traditional jewellery and also it will help to explore the various required strategies to uplift economy of jewellery market. To know the Consumer's buying decision whether it is based on convenience or brand preference. This research will accomplish chiefly through qualitative approach that is

based on the secondary information as well as quantitative studies like surveys etc. are also considered and taken into account. Primary data will be basically collected by conducting survey through a questionnaire (Sample size=150) and area of conducting survey will be Jaipur. The research design will be exploratory and descriptive. The statistical tools like arithmetic mean, standard deviation, coefficient of variation, etc. will be used to analysis the data. Moreover, data will be presented in a diagrammatic form using histogram, etc. From the consumer's perspective fashion designs and trends are always changeable in search of new innovation that can be reflected in the changed demand and buying preference.

S. Kumar and Dr S. Varadaraja (2019) studied A Study on Buying Behaviour of Women Customer's towards Jewellery Products with Special Reference to Bangalore City. The purpose of this research is to find out buying behaviour of women customer's towards jewellery products with special reference to Bangalore city. The objective of the study is to get the feedback about various factors affecting Buying behaviour of Jewellery products, Evaluate the brand awareness and buying attitude of the women customer's in purchasing of gold at the various jewellery retail stores. The research design used in this study is descriptive research design. Data was collected from around 200 customers from the Sri Kumaran, Joyalukkas , Tanishk gold, RBS, thangamayili jewellery retail stores by survey method. The primary data is collected through questionnaire and personal contact with customer. The secondary data is collected from journals, text books and through the internet. The data collected and analysed using simple percentage method. Chi Square and Ranking method is the statistical tool for analysing the collected data.

The collected data includes personal details, customer opinion in the Jewellery retail stores, services and current benefits provided in the jewellery retail stores, rewards, autonomy. recognition and competitiveness. This paper analyses the Buying behaviour of women customer's towards jewellery products. The study was restricted only to Bangalore city. So the results cannot be generalised. Some of the customers are not serious in their responses to the survey and as a result there are some difficulties in reaching to the right conclusion. The results may help the management of Jewellery retail stores to understand about the factors that influence the satisfaction of customers towards retail stores.

K. Asha (2019) conducted A Study on Buying Behaviour of Customers towards Branded and Non-Branded Gold jewellery Gold is considered as a glamorous metal and as a symbol of status among people. In this study the research worker seeks to look into which factors that determinant the behaviour of consumers towards branded and non-branded jewellery products.

The objective of the study is to get response about various factors affecting buying behaviour of jewellery products. Nowadays there seen larger brands witnessing an upward activity mainly due to factors such as increasing consumer false belief, decreasing investment compulsive purchases, fascinating retail channels and competition from other expensiveness products. The analyses showed that consumers are reasonably aware of the branded players who have forayed into the jewellery market and would like to purchase branded jewellery in the near future. As the population is large, the researcher has selected a total sample of 350 respondents from the population. For selecting the sample, the researcher has adopted Stratified Random Sampling method by considering the Kanyakumari District as universe and the Thaluks such as Vilavancode, Kalkulam, Agasteeswaram, and Thovalai as Sampling Units. 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 to buy. Gold is leading on the list of investments and value.

Dr. Jojo K Joseph (2019) studied Consumer Behaviour in the Gold Jewellery Market of Kerala To understand the consumer behaviour towards branded jewellers and small dealers in the gold jewellery market of Kerala. Gold industry has a significant position in the economic as well as cultural scenario of almost all the states of India. This study undertakes an analysis of the specialties of consumer behaviour in the gold jewellery market of Kerala. The focus of the study is to identify the various factors which influence the consumer behaviour in gold market of the state. The analysis specially focuses on factors like customer behaviour towards branded jewellers and small dealers of gold, the influence of aspects like name, reputation and shop ambiance of the sellers, purity of gold. Ekanayake, Shynmalie and Dhamika Abeysinghe (2010) observed that at 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.

Kala, Alok (2019) reported that gems and jewellery industry has registered a 16 per cent increase in the total gems and jewellery exports in 2009-10. The industry contributes 13 per cent to India's total merchandise exports. The figure stated that India's diamond share in world market witnessed an increase from 60 to 70 per cent in value terms. The USA remained India's largest consumer of jewellery. He stated that Indian diamond industry has now come out of recession

Raju, K. V. & Kumar, D. P. (2020) in their work entitled, "A study on consumer preference on branded jewellery in Hyderabad" opined that the guiding factor behind buying jewellery is price, purity, design, variety, the brand image; influence of family and friends.

Ramachandran, K. K. & Karthick, K. K. (2020) in their paper, "A study on the perception of customers towards branded jewellery" viewed that branded jewellery products have formed a sort of revolution in the field of jewellery market. The main attraction of branded jewellery is that it has a unique style of their own that differentiates them from unbranded jewellery.

Vadra, R. & Malhotra, G. G. (2020) in their study, "Customer perception towards branded jewellery in India" investigated that the consumers buying behaviour also shows a shift from content to design in jewellery i.e. fashionable jewellery.

Berad, N. R. et al. (2020) in their study "A comparative study on the consumer's preference towards branded jewellery over non branded jewellery in Nasik city" identified the factors that influence a customer while purchasing jewellery are design, price, purity, image, variety, display, service, promotion & offers, family & friends..

Devi, Y. (2020) in their paper, "A study on consumers' awareness and perception about branded jewellery" examined that maximum number of customers are aware of branded jewellery. Tanishq brand is the preferred brand by the customers.

Anderson Katherine and Sharp Byron (2021) in their study explored that people of different age groups have different perception about the choice of brand. Even males and females have different views about the choice of a brand.

Priya Lakshmi and Suganya.S (2021) In their study “a study on customer preference and satisfaction toward gold Jewellery “, explores that Indian jewellery sector should focus on developing brands that stand for quality and transparency.

Dr. Ketan R rawal (2021) has completed research on” A study of consumer buying behaviour for purchasing of diamond jewellery from branded retailers”. The purpose of this research is to identify the buying motives of consumer while selecting branded jewellery products. Sample size of this research is 100 members. The sample research area for the study is Mumbai city. In these statistical tools such as Tabulation, Charts and Chi-square test of Independence of Attributes were used for analysing the data. This author done this research from 2 magazines: Solitaire International, Diamond Digest.

Shahana Parveen& Dr. Deepa Saxena (2021) have been done research on “ A study on buying behaviour woman towards gold jewellery in Rewacity”. This research purpose is to study the various factor affecting buying behaviour of women towards jewellery. In this sample size is total 50 respondents. Its conclusion is Gold has resale value and this creates gold of great profit and of great asset value to buy and In the maximum parts of the world, gold holds a very essential value in several cultures since it is a symbol of achievement, power and wealth. In India this research work is basically descriptive as well as analytical in nature.

T Chitradevi (2022) has done research on “A study on consumer behaviour towards diamond jewellery products in Tiruchirappalli district”. The purpose of this research is that why consumer wants to make investment in diamond jewellery. He selected 500 consumers living in Tiruchirappalli district using the random sampling method and self-prepared Structured Questionnaire to use for data collection. Primary data was collected from the customers around Tiruchirappalli District. The secondary data was collected through journals, text books and through internet.

Sindy Yurezka Amelia and Herry Hudrasyah (2022) have done research on “CONSUMERS PURCHASE BUYING BEHAVIOUR TOWARDS DIAMOND JEWELLERY IN INDONESIA”. The methodology was in-depth interview taken from 7 respondents. The major common reply of respondents for diamond jewellery wanted to buy for showing status in society and for investment. The price was found to be the most frequent barrier when they make decisions to purchase or not. According to researcher this data was

collected and analysis, consumer motivations towards purchase and price, quality and design was most important motivators when intending to purchase diamond jewellery.

Manish Panyala (2023) has done a research on “ Consumer buying behaviour of diamond jewellery- A study for Surat”. The purpose of this research is to identify consumer preference while purchasing diamond jewellery online. Sample size of this research is 100. The response is analysed using Microsoft excel software. A study concludes that effective online purchasing will increase jewellery buying.

Rutam Vora (2023) has pointed out that jewellery companies have now recognised the true buying power of precious jewellery in rural and semi-urban areas and have started targeting them with caution of trust and mutual relationship. However, it would probably take generations for rural community to change their priority from the local, traditional jeweller to the national organised corporate.

Rncos (2023) in his study entitled "Indian Customers Showing Interest in Branded Jewellery" found that the gems and jewellery market in India possess tremendous potential for future growth. It has an added advantage of low production cost and highly skilled labour 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 2019-2022.in his study entitled "Indian Customers Showing Interest in Branded Jewellery" found that the gems and jewellery market in India possess tremendous potential for future growth. It has an added advantage of low production cost and highly skilled labour 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.

Zaveri Samrat (2023) 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.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is concerned with research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. The main objective such studies is to acquire knowledge.

3.2 SOURCE OF DATA

1. Market research reports: These reports often include consumer surveys, sales data, and trend analysis related to the jewellery industry.
2. Online reviews and ratings: Online review platforms such as Yelp, Google Reviews, and Trust pilot provide customer feedback on jewellery products and shopping experiences.
3. Customer feedback surveys: Jewellery retailers may conduct surveys to gather feedback from customers on their shopping experience, product preferences, and overall satisfaction.
4. Customer service interactions: Customer service interactions, including phone calls, emails, and chat messages, can provide insight into customer preferences, concerns, and feedback related to jewellery products and services.

3.3 SAMPLE SIZE

SAMPLE SIZE

The study is restricted to 108 respondents

3.4 SAMPLE TECHNIQUE

Convenience sampling

A convenience sample simply includes the individuals who happen to be most accessible to the researcher .This is an easy and inexpensive way to gather initial data, but there is no way to tell if the sample is representative of the population, so it can't produce generalisable results

3.5 ANALYTICAL TOOLS

1. Simple percentage analysis
2. Likert scale analysis
3. Bar graph, pie chart, tables

3.6 PERIOD OF STUDY

The period of study is January to march 2023

CHAPTER 4

4.1 DATA REQUIREMENT

PRIMARY DATA

In primary source the data is collected from method of questionnaires.

SECONDARY DATA

The secondary data is collected from books, journals and previous Research papers, various websites.

4.2 PERCENTAGE ANALYSIS

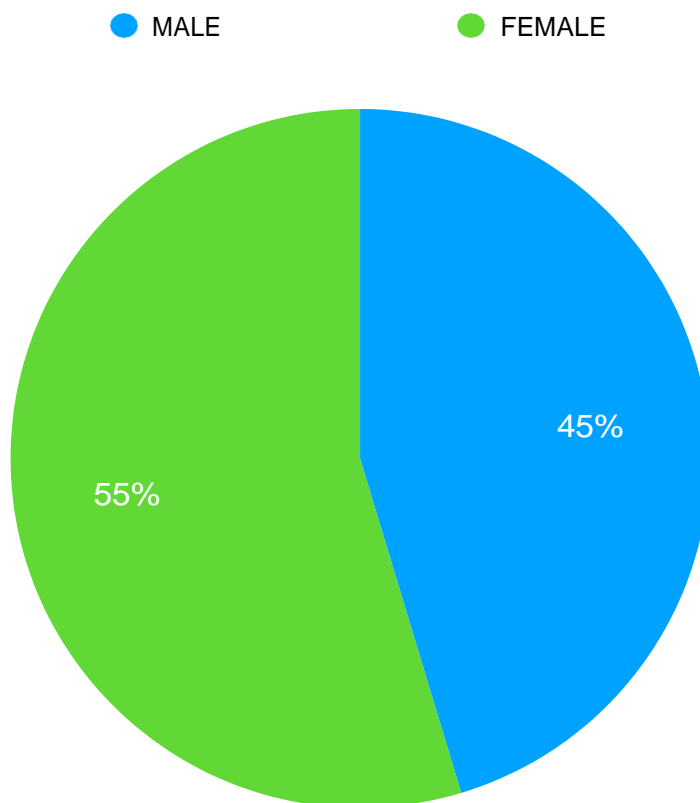
Percentage refers to the special kind of ratio. Percentage are used in making comparison between two or more series of data. It is used to describe relative terms with the series of two or more series of data.

$$\text{Percentage of Respondents} = \frac{\text{No of respondent}}{\text{Total respondent}} \times 100$$

4.3 DATA ANALAYIES

4.1. TABLE SHOWING GENDER OF RESPONDENTS ?

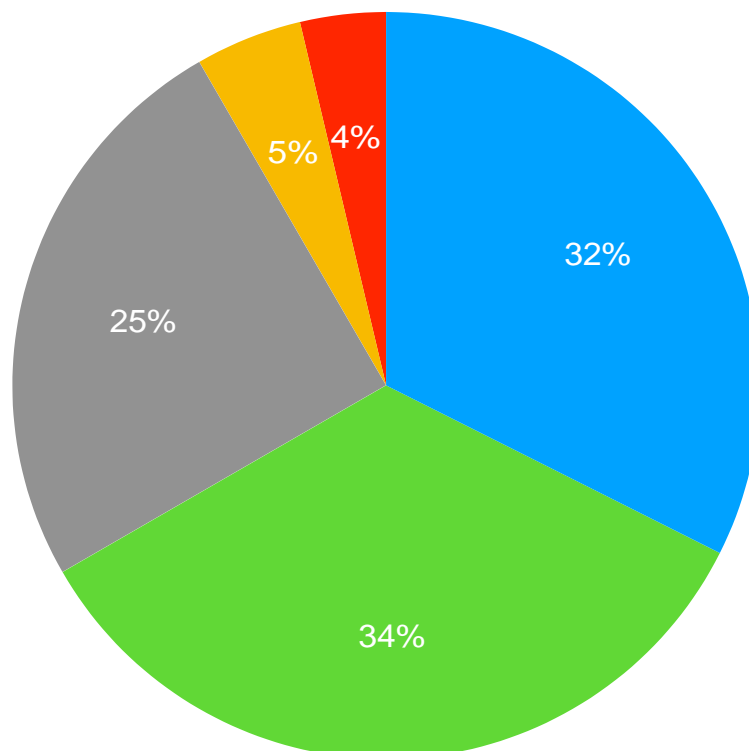
PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
MALE	63	55%
FEMALE	45	45%
TOTAL	108	100%



4.2. TABLE SHOWING AGE RESPONDENTS ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
20-30	35	32%
30-40	37	34%
40-50	27	25%
50-60	5	5%
ABOVE 60	4	4%
TOTAL	108	100%

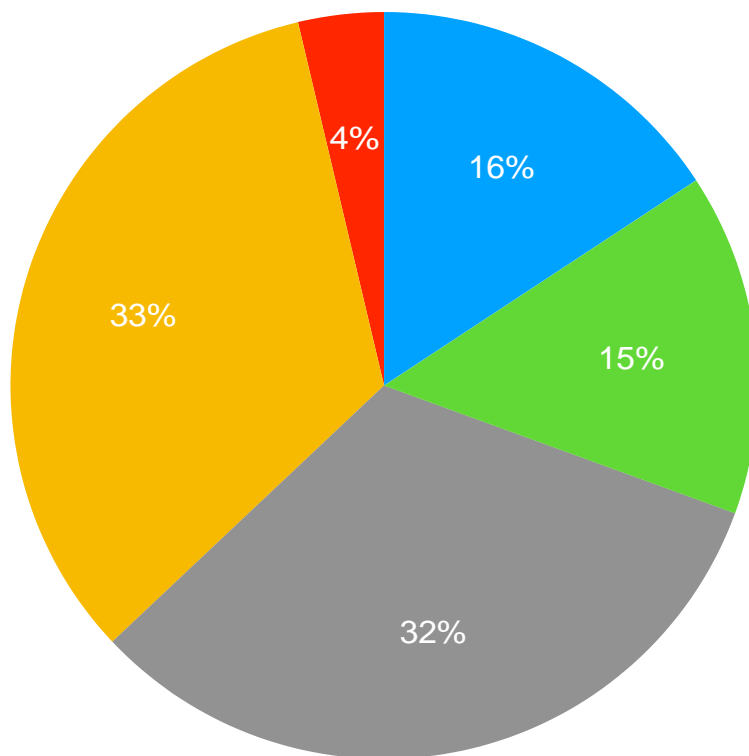
● 20-30 ● 30-40 ● 40-50 ● 50-60 ● ABOVE 60



4.3. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS COLLECTIONS PLAYS A VITAL ROLE IN BUYING BEHAVIOUR ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	17	16%
DISAGREE	16	15%
NETURAL	35	32%
STRONGLY AGREE	36	33%
STRONLY DIS AGREE	4	4%
TOTAL	108	100%

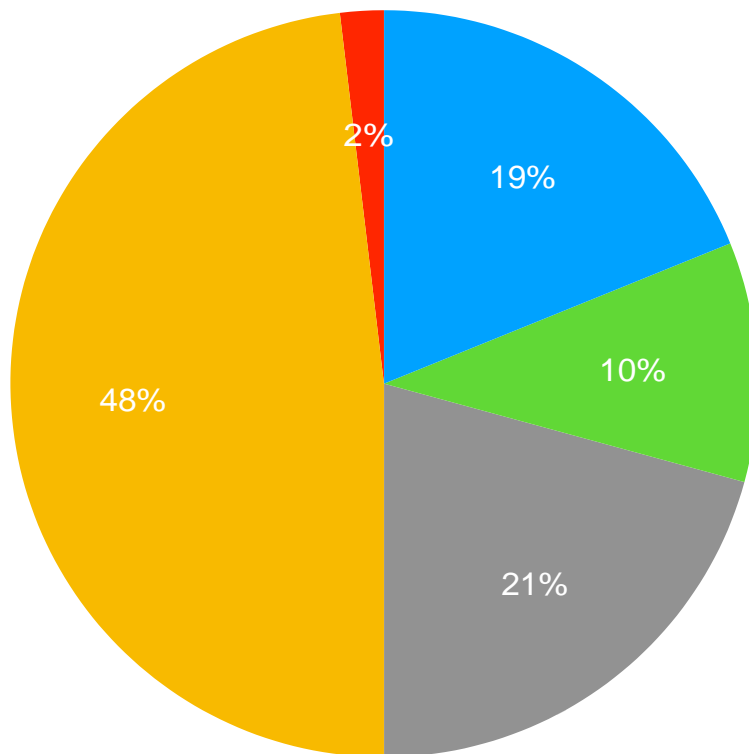
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONLY AGREE
● STRONLY DIS AGREE



4.4. TABLE SHOWING RESPONDENTS PERCEPTION TOWARDS JEWELS BROUGHT AS INVESTMENT ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	20	19%
DISAGREE	11	10%
NETURAL	22	21%
STRONGLY AGREE	51	48%
STRONLY DIS AGREE	2	2%
TOTAL	108	100%

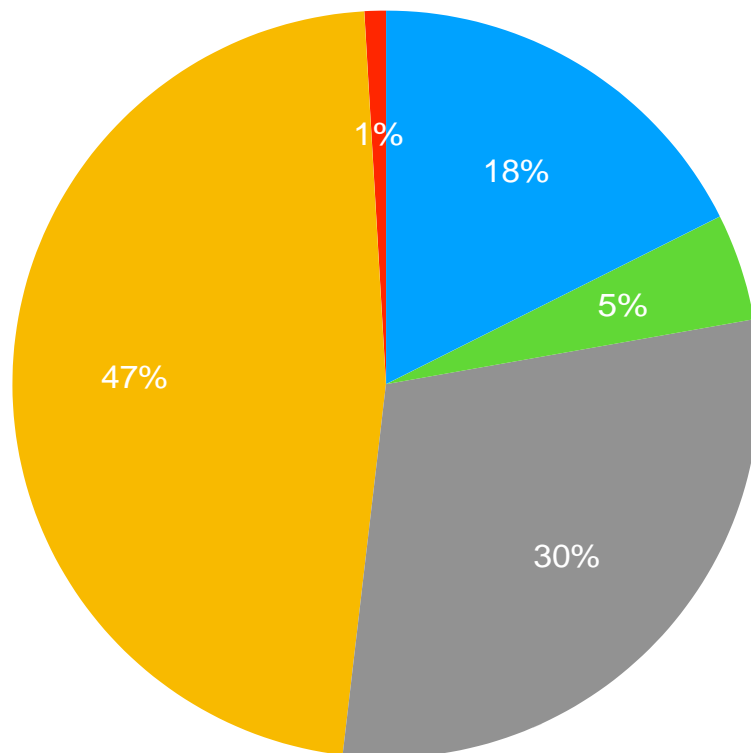
● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



4.5. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS SPENDING BEHAVIOUR DEPENDS ON INCOME LEVEL ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	19	18%
DISAGREE	5	5%
NETURAL	32	30%
STRONGLY AGREE	51	47%
STRONGLY DIS AGREE	1	1%
TOTAL	108	100%

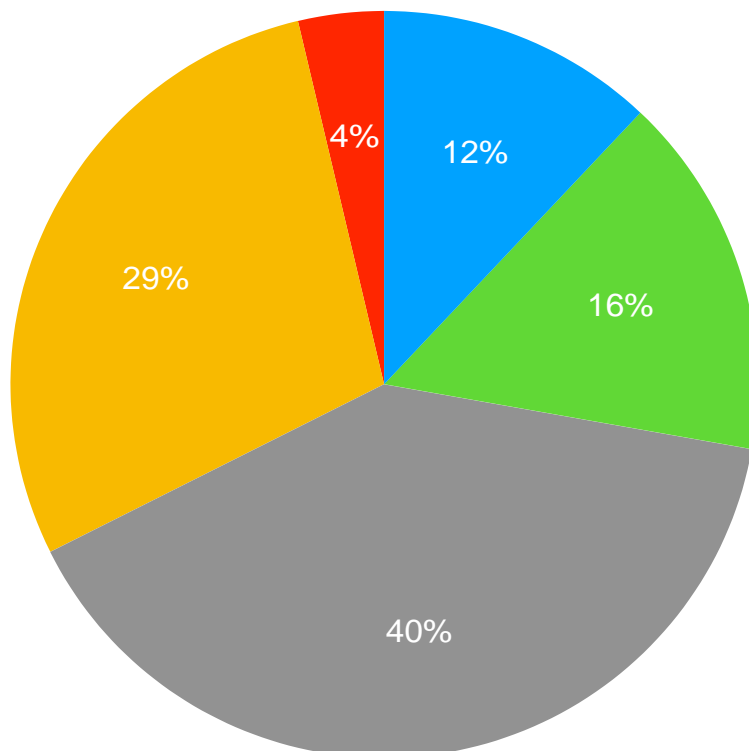
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONGLY AGREE
● STRONGLY DIS AGREE



4.6. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS HUGE SHOWROOMS IS PREFERRED WHILE BUYING JEWELS ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	13	12%
DISAGREE	17	16%
NETURAL	43	40%
STRONGLY AGREE	31	29%
STRONLY DIS AGREE	4	4%
TOTAL	108	100%

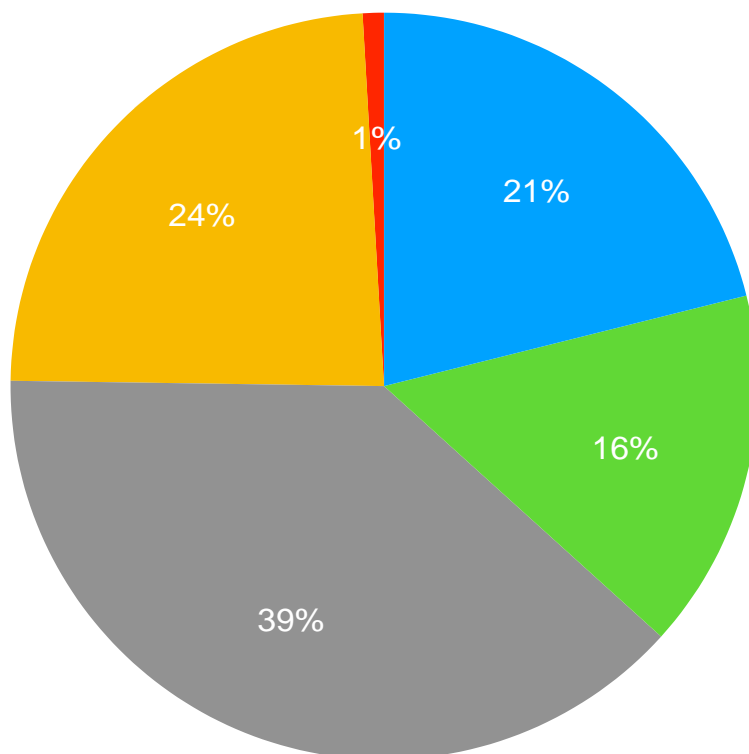
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONLY AGREE
● STRONLY DIS AGREE



4.7. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS MAKING CHARGES SHOULD BE CHECKED BEFORE BUYING ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	23	21%
DISAGREE	17	16%
NETURAL	42	39%
STRONGLY AGREE	26	24%
STRONLY DIS AGREE	1	1%
TOTAL	108	100%

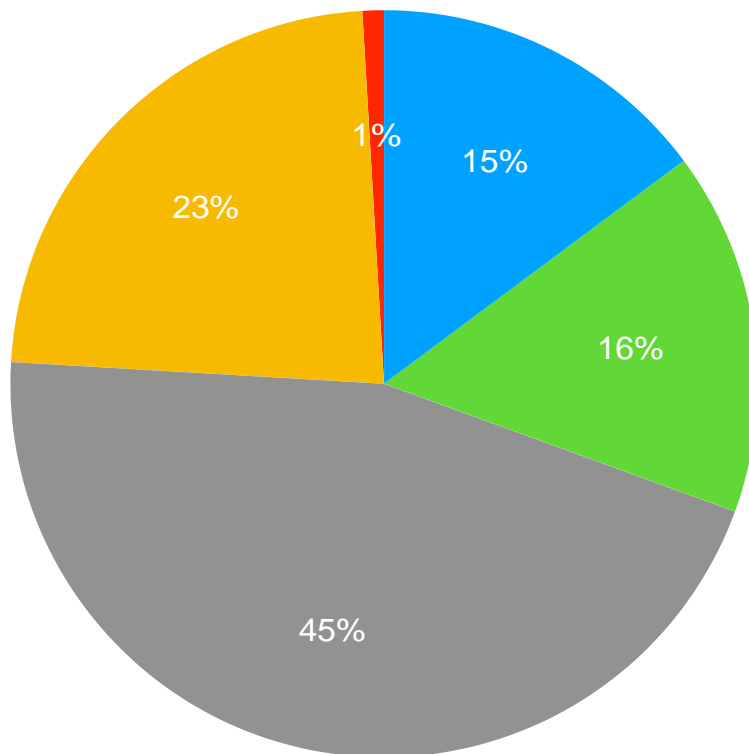
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONLY AGREE
● STRONLY DIS AGREE



4.8. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS MAKING CHARGES AFFECTS THE PURCHASE OF JEWELS ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	16	15%
DISAGREE	17	16%
NETURAL	49	45%
STRONGLY AGREE	25	23%
STRONLY DIS AGREE	1	1%
TOTAL	108	100%

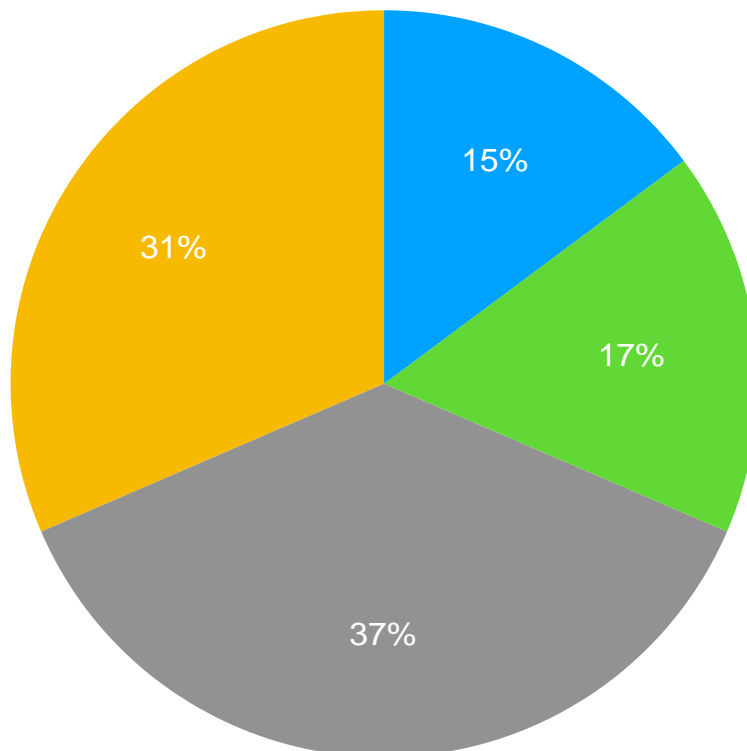
● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



4.9. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS RATE PER GRAM OF JEWEL MUST BE CHECKED BEFORE BUYING ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	16	15%
DISAGREE	18	17%
NETURAL	40	37%
STRONGLY AGREE	34	31%
STRONLY DIS AGREE	0	0
TOTAL	108	100%

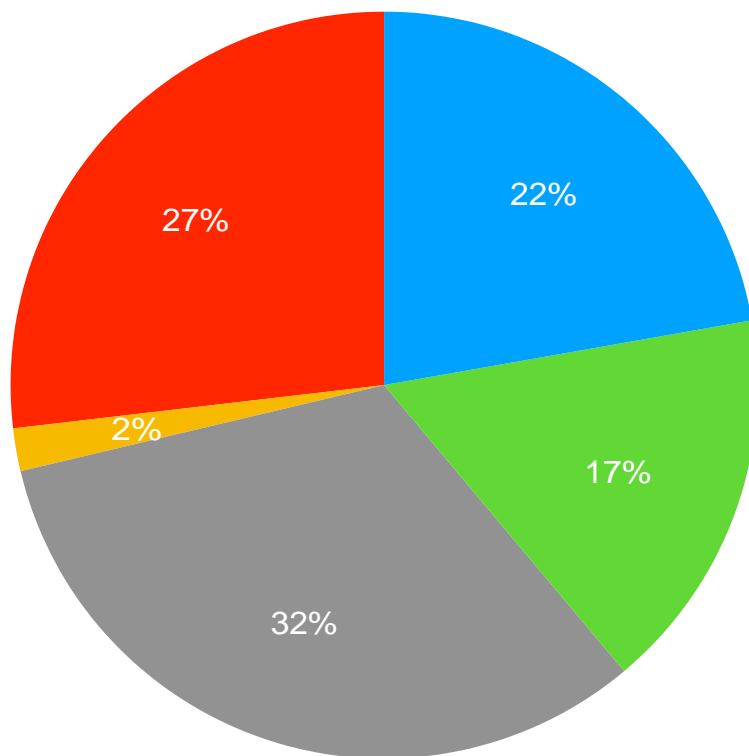
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONLY AGREE
● STRONLY DIS AGREE



4.10. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS JEWELS SHOULD NOT BE PURCHASED WITHOUT BILLS ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	24	22%
DISAGREE	18	17%
NETURAL	35	32%
STRONGLY AGREE	2	2%
STRONLY DIS AGREE	29	27%
TOTAL	108	100%

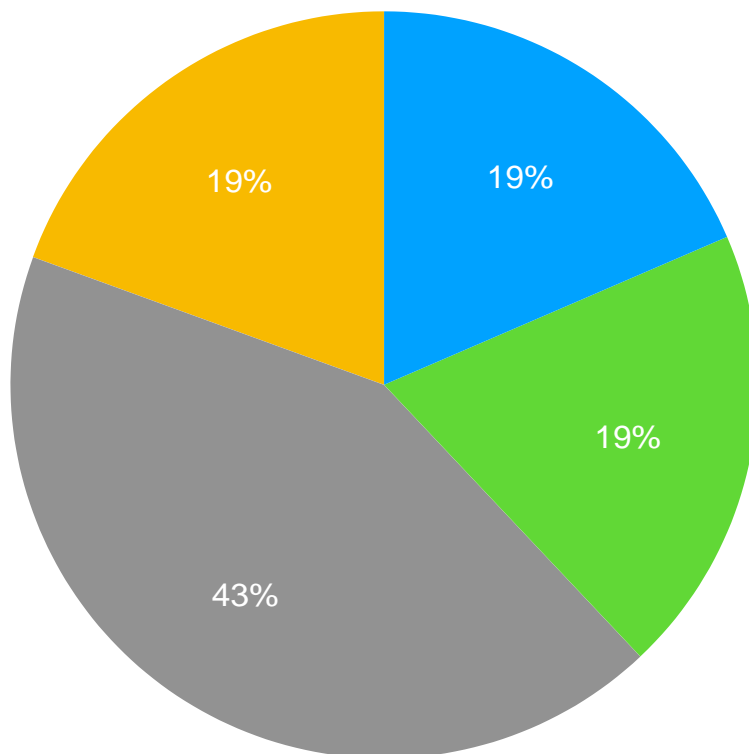
● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



4.11. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS CHANGES IN PRICE AFFECTS BUYING BEHAVIOUR ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	20	19%
DISAGREE	21	19%
NETURAL	46	43%
STRONGLY AGREE	21	19%
STRONLY DIS AGREE	0	0
TOTAL	108	100%

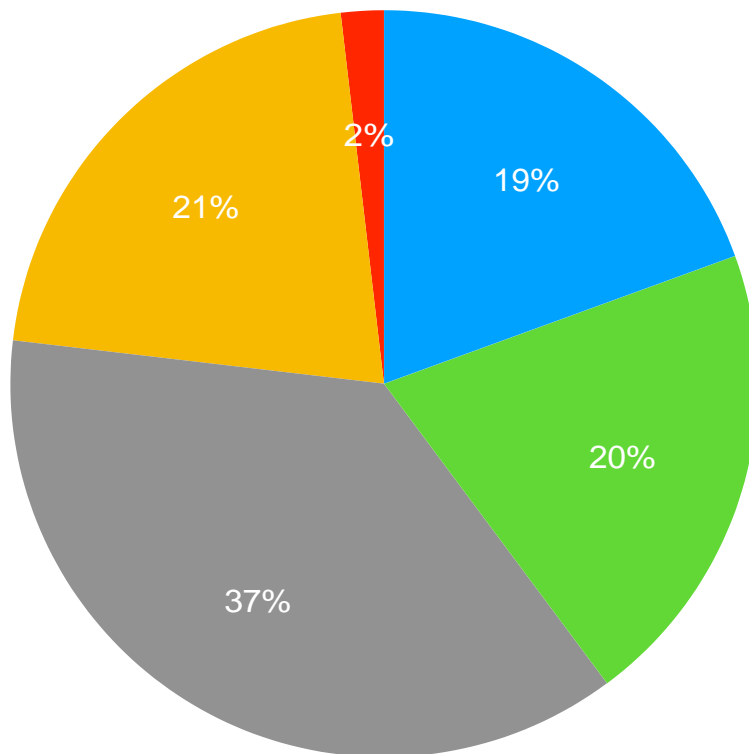
● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



4.12. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS MUST HAVE IDEA ABOUT THE TAX RATE CHARGED ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	21	19%
DISAGREE	22	20%
NETURAL	40	37%
STRONGLY AGREE	23	21%
STRONLY DIS AGREE	2	2%
TOTAL	108	100%

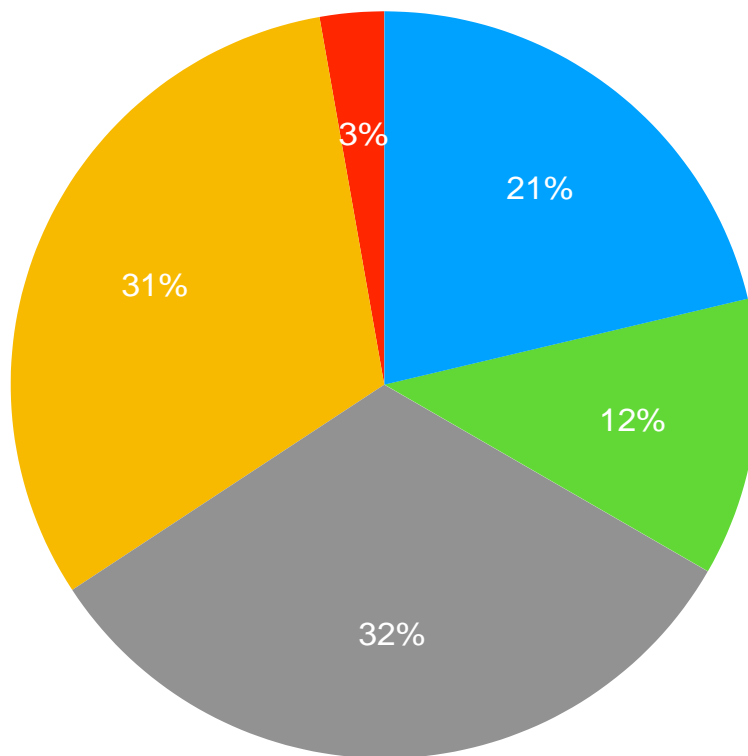
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONLY AGREE
● STRONLY DIS AGREE



4.13. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS DESIGNS AND PRICE OF JEWELS SHOULD BE COMPARED BETWEEN 3DIFFERENT SHOW ROOMS ?

PARTICULAR	NO OF REPOSENSE	PERCENTAGE
AGREE	23	21%
DISAGREE	13	12%
NETURAL	35	32%
STRONGLY AGREE	34	31%
STRONLY DIS AGREE	3	3%
TOTAL	108	100%

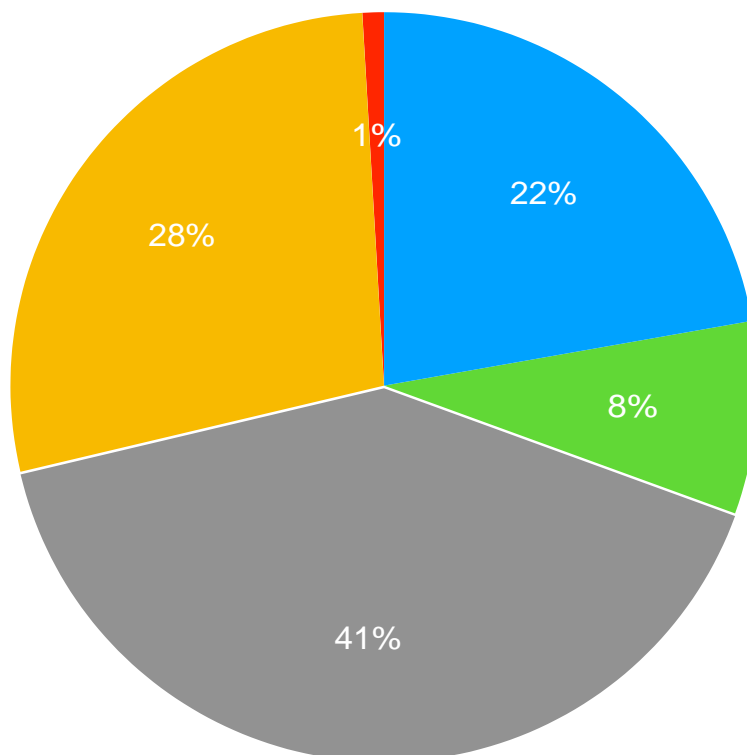
● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



4.14. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS AMBIENCE AND SERVICE PROVIDED IN THE SHOWROOMS AFFECTS THE BUYING BEHAVIOUR ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	24	22%
DISAGREE	9	8%
NETURAL	44	41%
STRONGLY AGREE	30	28%
STRONGLY DIS AGREE	1	1%
TOTAL	108	100%

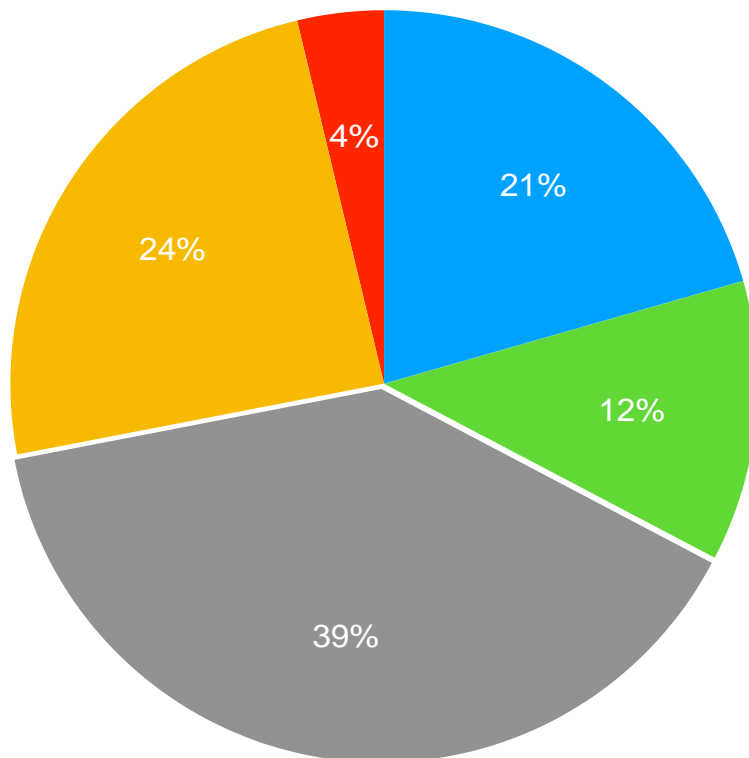
● AGREE
 ● DISAGREE
 ● NETURAL
 ● STRONGLY AGREE
● STRONGLY DIS AGREE



4.15. TABLE SHOWING RESPONDENT PERCEPTION TOWARDS DISCOUNTS AND OFFERS ATTRACTS CUSTOMERS ?

PARTICULAR	NO OF REPOSE	PERCENTAGE
AGREE	22	21%
DISAGREE	13	12%
NETURAL	42	39%
STRONGLY AGREE	26	24%
STRONLY DIS AGREE	4	4%
TOTAL	108	100%

● AGREE ● DISAGREE ● NETURAL ● STRONLY AGREE
● STRONLY DIS AGREE



CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDING OF THE STUDY

According to the survey about 41% are male and 58% are female.

In reference to the question related to jewels brought as investment about 18% agreed, 10% disagreed, 20 % neutral, 48% strongly agree, 2% strongly dis agreed.

In reference to the question related to spending behaviour depends on income level about 29% agreed, 4% disagreed, 29% neutral, 47% strongly agree, 1% strongly disagreed.

In reference to the question related to collections plays a vital role about 15% agreed, 14% disagreed, 32% neutral, 33% strongly agree, 4% strongly disagreed.

In reference to the question related to huge showrooms preferred while buying about 12% agreed, 15% disagreed, 39% neutral, 28% strongly agree, 4% strongly disagreed.

In reference to the question related to making charges should be checked before buying about 16 % agreed, 17% disagreed, 49% neutral, 25% strongly agree, 1% strongly disagreed.

In reference to the question related to making charges affects the purchase of jewel about 14% agreed, 15% disagreed, 45% neutral, 23% strongly agree, 1% strongly disagreed.

In reference to the question related to rate per gram should be checked before buying about 14% agreed, 16% disagreed, 37% neutral, 31% strongly agree.

In reference to the question related to jewel must not be purchased without bill about 22% agreed, 16% disagreed, 32% neutral, 2% strongly agree, 27% strongly disagreed.

In reference to the question related to change in price affects buying behaviour about 20% agreed, 18% disagreed, 42% neutral, 20% strongly agree, 20% strongly disagreed.

In reference to the question related to must have knowledge about tax about 20% agreed, 21% disagreed, 37% neutral, 20% strongly agree, 20% strongly disagreed.

In reference to the question related to designs and price must be compared before buying about 21% agreed, 10% disagreed 18% neutral, 49% strongly agree, 2% strongly disagreed.

In reference to the question related to ambiance and service provided in shop affects buying behaviour about 22% agreed, 8% disagreed, 40% neutral, 29% strongly agree, 1% strongly disagreed.

In reference to the question related to discounts and offers attracts customer about 19% agreed, 13% disagreed, 40% neutral, 24% strongly agree, 4% strongly disagreed 37.

5.2 SUGGESTIONS

1. The customers should be more aware of the making charges and other deductions that maybe because of stone weight.
2. Tax rate should be also noticed in the bill, Never buy jewel without a bill, Offers and other discounts can be introduced.
3. The spending power of the consumer may vary from one to one based on demographic and psychological factors in order to create buying behaviour the shoppers have to provide schemes as per the spending power of the consumers.
4. Always buy from reputed Luella and always look for hallmark stamp indicating its purity level.
5. Have knowledge on prevailing gold rate and compare between stores for having best purchase. Ambiance and service provided in the showroom must be improvised to

attract customers. Designs and collection must be updated as per the changing preferences and taste of the customers by the stores.

5.3 CONCLUSION

As per the study conducted on the customer satisfaction in buying gold jewellery with reference to **KG DESIGNS Gudiyatham**. The study was conducted for 100 respondents of the customers to analyse their interest buying gold and their different aspects they go through before buying the jewellery. As gold is a jewellery that everyone likes to own and wear as it has its value as it is an investment. The study was effective since all the respondents' cooperate well.

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Ramachandran,K.K & Karthick,K.K "A study on the perception of customers towards branded jewellery. International Journal of Science Technology and Management,vol.No.5

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Berad,N.R ,Acomparative study on the consumer preference towards branded jewellery over non branded jewellery in Nasik city.

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<https://www.scribd.com/document/94654008/Customer-Satisfaction-of-Jewellery>

ANNEXURE (QUESTIONAIRE)

1.GENDER

MALE FEMALE

2.OCCUPATION

3.AGE

- 20-30
- 30-40
- 40-50
- 50-60
- ABOVE 60

4. IS JEWELS ARE MOST LIKELY TO BE BROUGHT AS AN INVESTMENT ?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

5.IS SPENDING BEHAVIOUR DEPENDS ON INCOME LEVEL?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

6.IS HUGE SHOWROOMS IS PREFERRED WHILE BUYING JEWELS?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

7. IS COLLECTIONS PLAYS A VITAL ROLE IN BUYING BEHAVIOUR?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DISAGREE

8. IS MAKING CHARGES SHOULD BE CHECKED BEFORE BUYING ?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

9. IS MAKING CHARGES AFFECTS THE PURCHASE OF JEWELS?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE

- STRONGLY DIS AGREE

10. ARE JEWELS SHOULD NOT BE PURCHASED WITHOUT BILLS?

- AGREE
- STRONGLY
- AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

11. IS BILLS MUST BE CHECKED AFTER PURCHASE ?

- AGREE
- STRONGLY
- AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

12. IS RATE PER GRAM OF JEWEL MUST BE CHECKED BEFORE BUYING?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

13. IS CHANGES IN PRICE AFFECTS BUYING BEHAVIOUR?

- AGREE
- STRONGLY
- AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

14. IS MUST HAVE IDEA ABOUT THE TAX RATE CHARGED?

- AGREE
- STRONGLY
- AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

15. IS DESIGNS AND PRICE OF JEWELS SHOULD BE COMPARED BETWEEN DIFFERENT SHOW ROOMS?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

16. IS AMBIENCE AND SERVICE PROVIDED IN THE SHOWROOMS AFFECTS THE BUYING BEHAVIOUR?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE

17. ARE DISCOUNTS AND OFFERS ATTRACTS CUSTOMERS ?

- AGREE
- STRONGLY AGREE
- NEUTRAL
- DIS AGREE
- STRONGLY DIS AGREE