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Consumer Buying Behaviour with Regard to Branded and Traditional Jewels in Trichy District

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Abstract: The gold market in India is considered to be the fastest growing market. The success of the business always depends on its ability to attract the consumer and retain consumers.

The jewels had their importance in India, because of the tradition and aesthetic values. The jewellery is the most valuable and most glamorous symbol of status among people. The jewels have their part in human life from ones birth to death. The jewels are the identity of status and the background of the wearer. It also has a major role in the parts of religion, fortune and health. The total value of jewellery from a woman determines her status and adds riches to her name. The tradition of adorning oneself with jewels has become a vigor fashion in the modern day culture. In this study the research worker seeks to look into which factor determines the behaviour of the consumer, especially in the view of branded and traditional jewels. The objective of the study is to analyze the various factors affecting the purchase behaviour among the consumers, especially the factors like cultural, social, economic factors and brand awareness etc. The study is to know whether the consumers are well aware in the process of buying jewels - either branded or traditional. Hence this study deals with the purchase behaviour of consumers towards branded and traditional (non-branded) jewels in Trichy city. The consumer satisfaction and the purpose of purchase are also considered in this study. The primary sample data is collected through the questionnaire from around 250 customers mainly from the known retail stores Joy Alukkas, Jos Alukkas, Kalyan, GRT and Tanishq, etc. Data was collected and analyzed by the statistical methods. The study helps the retail stores to understand the buying behaviour of the gold consumers in the form of jewel and the study was restricted only to Trichy city. The analysis of this study includes percentage analysis, bar chart, pie chart and testing of hypotheses.

Keywords: Buying behaviour, branded, non-branded (traditional), consumer satisfaction.

I. INTRODUCTION

The study in consumer buying behaviour is the key to evolve the products and make them more reliable, likeable and lovable. This study is to analyze the consumers buying behaviour of the jewellery especially, branded and traditional jewels. The researcher has studied the various factors affecting the purchase behaviour of the customers in gold jewels. The study and analysis on the study of consumer buying behaviour will result in the promotion of lacking factors (if any), such as quality, design, and reliability and so on. Thus the retailers always wish do a study on consumer buying behaviour, to analyze their standard. The study also includes the consumer experience and along with the factors that they feel to have in their known retail stores in the form of their satisfaction. The study in consumer buying behaviour includes the consumer satisfaction which is studied by using the terms of popularity of the brand, reliability on the brand, impact of the seasonal occasions like festival, etc. The study can help the retailers to know what the consumers like and what the former has to do about the lacking.

This study can analyze whether the advertisements, price, quality, product features and the consumers safe zone (peer group) behaviour, can affect the gold jewel market either fall or grow higher. The preference of the stores can be analyzed by this and the retailers can change their demerits into merits for more profit.

II. JEWELLERY

Jewellery is the most enchanting ornament from the Stone Age to Modern Age, which has developed in many ways. Jewels are of many types in which the most preferred jewels are Rings, Bangles, Necklace, Ear-rings, Bracelets and Chains. The priority of consumption among these varies from place to place and culture to culture. India has its own mark in history on the part of being source to many ornamental jewels since a long time ago. The jewel has played a major role in the culture of Indian dance(s) like Bharathanatiyam, Kathakali and Kuchupudi and so on. There are various jewels for both the sexes and starting from toe to hair, we the Indians have various jewels for adorning them. The traditional jewels of India are heavy with large volume of gold where as the modern jewels are mostly weightless. The jewels also have some additional features.

III. REVIEW OF LITERATURE

3.1: There are too many studies on the consumer buying behaviour towards gold jewellery. Some of them have been summarized below:

- According to "A Study on Buying Behaviour of Customers towards Branded and Non-branded Gold Jewellery with reference to Kanyakumari district" done by Asha and Christopher (2014) has studied the gold has the resale value which gives the consumer many benefits and it is a sign of wealth, and a part of tradition and culture. The approach to the customer and the consumer behaviour plays a vital role in Kanyakumari District.
- According to "A Study on Buying Behaviour of Women towards Gold Jewellery in Rewa City" done by Shahana and Deepa (2017) has studied the consumers mostly prefer the branded jewels, the end-users are looking forward for new designs and promotional schemes in corporate showrooms. The retail stores have to make some strategies in sales and advertisements.
- According to " A Study on Perception of Consumers towards Gold Jewellery in Sivakasi", done by Joseph Xavier and Kamalam (2016) has studied the benefits of gold are in a large number and the customer `approach and behaviour of purchase plays an important role in Sivakasi.

3.2: Research Methodology:

The Researcher has used the qualitative analysis by using the questionnaire among the sample of 250 respondents, since the population is large. The aim of the research is to analyze the needs and expectations of the consumers by both qualitative and descriptive analysis. The researcher has used random sampling to draw samples of 250 samples from the population of Trichy District. Simple percentage analysis, Chi Square test and Descriptive study like charts have been used to analyze the primary data collected with the questionnaire.

3.3: Data collection:

The researcher has used the questionnaire method to collect the primary data for analyzing the consumer behaviour in Trichy for the study.

3.4: Sampling:

Sample size of the study is 250.

3.5: Data representation:

The data is represented through graphs by SPSS- version.

3.6: Statistical Tools used:

For the purpose of analyzing the primary data, the data were coded and prepared for analysis by using Statistical Packages of Social Sciences (SPSS).

IV. OBJECTIVES

In the market there are largely fragmented and unbranded jewellery shops. In spite of product quality and services, people are still buying gold jewels form local retailers. The income level of the buyers has important contact on the type of jewellery purchased by them. The choice of jeweller has significant relation with the geographical site of buyer. The knowledge about the branded Jewellers is due to the advertisements floating on air or there are other sources of information also.

1. To identify the buying motivation and concerned factors while consuming gold jewellery in Trichy District.
2. To compare the consumer preference towards the characteristics of branded and non-branded gold jewellery in Trichy District.
3. To analyze the impact of advertisement while purchasing gold jewels in Trichy District.
4. To understand the level of customer satisfaction regarding various factors provided by branded and traditional jewellers in Trichy District.
5. To find the difference between the perception and opinion of buying a branded and traditional jewellery buyers

V. HYPOTHESIS

1. There is no significant difference between the brand awareness towards gold jewellery with respect to branded jewels.
2. There is no significant difference between various factors affecting the buying behaviour of the jewels.
3. There is no significant difference in the role of price, quality and advertisement.

VI. RESULTS AND DISCUSSION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

TABLE-6.1: GENDER – WISE CLASSIFICATION

Gender	No. of the Respondents	Percentage of Respondents
Male	128	51.2
Female	122	48.8
Total	250	100

INTERPRETATION:

The above table reveals that out of 250 respondents, 128 male respondents and 122 female respondents. Majority of the respondents belong to males.

TABLE-6.2: AGE – WISE CLASSIFICATION

Age	No. of the Respondents	Percentage of Respondents
Below 20	2	0.8
20-40	117	46.8
40-60	121	48.4
60-80	10	4.0
Total	250	100

INTERPRETATION:

The above table shows that out of 250 respondents, 121 respondents belonged to 40-60 years age group, 117 respondents belonged to 20-40 years age group, 10 respondents 60-80 years age group and 2 respondents belonged to below 20 years age group. Majority of the respondents belong to the age group of 40-60.

TABLE-6.3: NATIVE PLACE – WISE CLASSIFICATION

Native place	No. of the Respondents	Percentage of Respondents
Rural	141	56.4
Urban	109	43.6
Total	250	100

INTERPRETATION:

The above table exhibits that out of 250 respondents**,** there were 141 rural respondents and 109 urban respondents. Majority of the respondents belong to rural area.

TABLE-6.4: KIND OF FAMILY - WISE CLASSIFICATION

Kind of family	No. of the Respondent	Percentage of Respondent
Nuclear	179	71.6
Joint	71	28.4
Total	250	100

INTERPRETATION:

The above table reveals that out of 250 respondents, there were 179 respondents' belonged Nuclear family and 71 respondent's belonged Joint family. Majority of the respondents belongs to Nuclear family.

TABLE-6.5: SELF QUALIFICATION – WISE CLASSIIFICATION

Qualification	No. of the Respondents	Percentage of Respondents
No education	2	0.8
Below 12th	101	40.4
UG	80	32.0
PG	52	20.8
M.Phil	6	2.4
Ph. D	9	3.6
Total	250	100

INTERPRETATION:

The above table exhibits that out of 250 respondents, there were 101respondents 12th Passed or Failed and 80 Graduate respondents and 52 Post graduate respondents and 9 Doctorate respondents and 6 M.Phil respondents and 2 Uneducated respondents buy the jewellery. Majority of the respondents belong to 12th Passed or Failed.

TABLE-6.6.1: MONTHLY FAMILY INCOME-WISE CLASSIFICATION

Family Income(Rs.)	No. Of Respondents	Percentage of Respondents
Below Rs.20000	140	56.0
Rs.20000 to Rs.40000	61	24.4
Rs.40000 to Rs.60000	38	15.2
Rs.60000 to Rs.80000	10	4.0
Above Rs.100000	1	0.4
Total	250	100

INTERPRETATION:

In the above table reveals that monthly family income-wise classification in out of 250 respondents, 56% respondents were in the monthly family income of below Rs.20000, 24.4% of respondents were up to Rs.20000 to Rs.40000, 15.2% respondents were up to Rs.40000 to Rs.60000, 4.0% respondents were up to Rs.60000 to Rs.80000, 0.4% respondents were up to the income above Rs.100000. Majority of the respondents belongs to the monthly family income of below Rs.20000.

TABLE-6.6.2: ANNUAL FAMILY INCOME-WISE CLASSIFICATION

Family income (Rs.)	No .of Respondents	Percentage of Respondents
Below Rs.200000	124	49.6
Rs.200000 to Rs.400000	66	26.4
Rs.400000 to Rs.600000	42	16.8
Rs.600000 to Rs.800000	15	6.0
Rs.800000 to Rs.10000000	3	1.2
Total	250	100

INTERPRETATION:

In above table shows that annual family income-wise classification in out of 250 respondents, 49.6% respondents were in the annual family income of below Rs.200000, 26.4% of respondents were up to Rs.200000 to Rs.400000, 16.8% of respondents were up to Rs. 400000 to Rs.600000, 6.0% respondents were up to Rs.600000 to Rs.800000, 1.2% respondents were up to the income Rs.800000 to Rs.1000000. Majority of the respondents belongs to the annual family income of below Rs.200000.

TABLE-6.7.1: SELF OCCUPATION- WISE CLASSIFICATION

Occupation	No. of Respondents	Percentage of Respondents
Nothing	4	1.6
Private Sector	50	20.0
Government Sector	33	13.2
Agriculture	29	11.6
Home maker	53	21.2
Others	81	32.4
Total	250	100

INTERPRETATION:

In the above table exhibits that Self Occupation wise classification in out of 250 respondents, 81 respondents related to Other sectors, 53 respondents related to Home maker, 50 respondents related to Private sector, 33 respondents related to Government sector, 29 respondents related to Agriculture and rest of 4 respondents nothing to no mention their occupation. Majority of the respondents belongs to working in any other sectors.

TABLE-6.7.2: SPOUSE OCCUPATION –WISE CLASSIFICATION

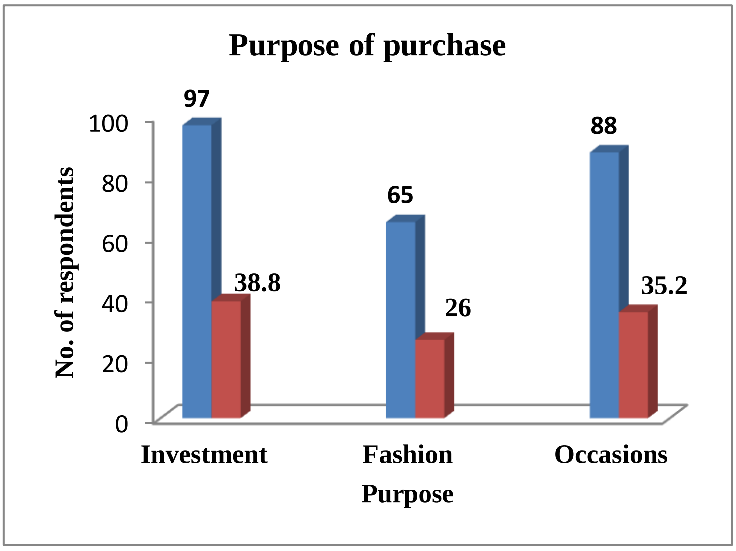
Occupation	No. of Respondents	Percentage of Respondents
Nothing	41	16.4
Private Sector	21	8.4
Government Sector	23	9.2
Agriculture	21	8.4
Home maker	75	30.0
Others	69	27.6
Total	250	100

INTERPRATATION:

In the above table reveals that out of 250 respondents, 75 respondents related to home maker, 69 respondents related to other sectors, 41 respondents related to not mansion by the spouse occupation, 23 respondents related to Government sector, 21respondents related Private sector and Agriculture. Majority of the respondents belongs to Home maker.

TABLE-6.8: PURPOSE OF PURCHASE

Purpose	No. of Respondents	Percentage of Respondents
Investment	97	38.8
Fashion	65	26.0
Occasions	88	35.2
Total	250	100



INTERPRETATION:

In the above table and diagram, exhibits out of 250 respondents, 38.8% respondents purchase in purpose of investment, 35.2% respondents purchase in purpose of occasions and rest of 26% respondents purchase in purpose of fashion. Majority of the respondents buy jewellery for the purpose of purchase in investment.

TABLE-6.9: BOUGHT ANY BRANDED JEWELLERY

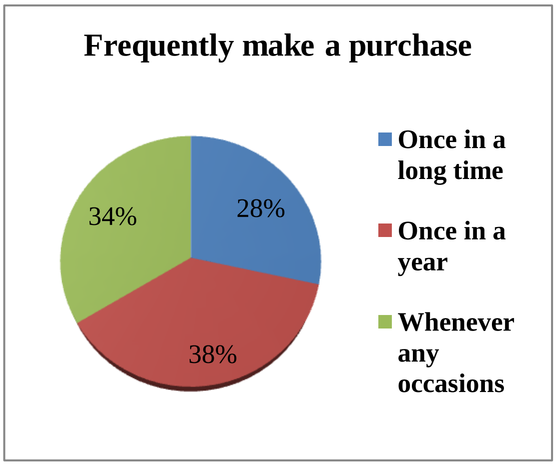
Bought any branded jewellery	No. of the Respondents	Percentage of Respondents
Yes	190	76.0
No	60	24.0
Total	250	100

INTERPRETATION:

The above table reveals that out of 250 respondents, there were 190 respondents belong to buying branded jewellery and 60 respondents does not buying any branded jewellery. Majority of the respondents belong to buy branded jeweller.

TABLE-6.10: PREFERENCE OF BUYING JEWELLERY

Preference of buying jewellery	No. of the Respondents	Percentage of Respondents
Branded store	153	61.2
Traditional family jeweller	97	38.8
Total	250	100

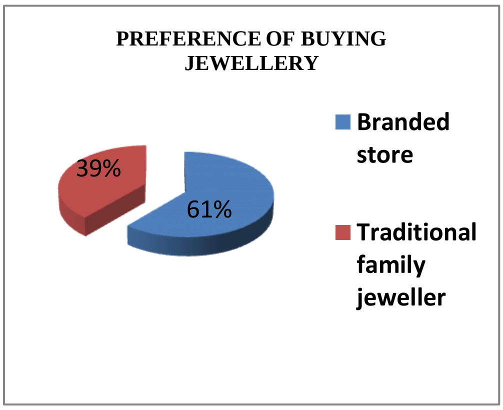


INTERPRETATION:

The above table and diagram shows that out of 250 respondents, 61.2% respondents belong to branded store and 38.8% respondents belong to traditional family jeweller. Majority of the respondents belong to preference of buying jewellery in branded store.

TABLE-6.11: FREQUENTLY MAKE A PURCHASE

Frequent	No. of Respondents	Percentage of Respondents
Once in a long time	71	28.4
Once in a year	95	38.0
Whenever any occasions	84	33.6
Total	250	100



INTERPRETATION:

In the above table and diagram, it reveals that frequently make a jewellery purchase in out of 250 respondents, 95 respondents make a purchase once in a year and 84 respondents make a purchase whenever any occasion came up and rest of 71 respondents make a purchase Once in a long time. Majority of the respondents frequently make a purchase on Once in a year.

TABLE-6.12: LAST PURCHASE MADE

Last Purchase	No. of Respondents	Percentage of Respondents
In the past month	60	24
Between 1 month and 3 months ago	37	14.8
Between 3 month and 6 months ago	36	14.4
Between 6 month and 12 ago	49	19.6
One year ago and Older	68	27.2
Total	250	100

INTERPRETATION:

From the above table 27.2% respondents made in last purchase one year ago and older, 24% respondents made in last purchase in the past month, 19.6% respondents made in last purchase between 6 month and 12 month ago, 14.8 % respondents made in last purchase between 1 month and 3 months ago and 14.4% respondents made in last purchase between 3 month and 6 months ago, so from the available data it can be interpreted that mostly people buy jewels for the one year ago and older.

TABLE-6.13: COMPARE THE DESIGN AND PRICES

Compare	No. of respondents	Percentage of respondents
Always	61	24.4
Often	36	14.4
Sometimes	77	30.8
Rarely	40	16.0
Never	36	14.4
Total	250	100

INTERPRETATION:

In the above table exhibits that out of 250 respondents, 30.8% respondents sometimes compare , 24.4% respondents always to compare,16.0 respondents rarely to compare and 14.4% respondents often and never to compare. Majority of respondents sometimes compare the design and prices of the same the branded showrooms& the local dealers.

TABLE-6.14: PURPOSE OF GIFITING

Purpose	No. of the respondent	Percentage of the respondent
Yes	165	66.0
No	85	40.0
Total	250	100.0

IF YES, PREFER THE JEWELLERY TYPE

Prefer the jewellery type	No. of the respondent	Percentage of the respondent
Branded jewellery	105	63.6
Traditional jewellery	60	36.4
Total	165	100

INTERPRETATION:

In the above table shows that out of 250 respondents, buy jewellery for gifting purpose say yes 165 respondents and say no 85 respondents. Then if yes prefer type of jewellery in out of 165 respondents, 105 respondents prefer branded jewellery and 60 respondents prefer traditional jewellery. Majority of the respondents prefer the branded jewellery.

TABLE-6.15: LIKE THE JEWELLERY TYPE

Like the jewellery type	No. of the respondents	Percentage of the respondent
Branded	140	56.0
Traditional	110	44.0
Total	250	100.0

INTERPRETATION:

In the above table reveals that out of 250 respondents, 140 respondents like branded jewellery and 110 respondents like traditional jewellery. Majority of the respondents like branded jewellery.

TABLE-6.16: LIKE TO PUCHASE JEWELLERY SHOP

Jewellery shop	No. of Respondents	Percentage of Respondents
Joy Alukkas	41	16.4
Jos Alukkas	44	17.6
GRT	43	17.2
Tanishq	33	13.2
Kalyan	35	14.0
Others	54	21.6
Total	250	100

INTERPRETATION:

The above table exhibits that out of 250 respondents, 21.6% of the respondents like to purchase in other jewellery shop, 17.6% of the respondents like to purchase in Jos Alukkas, 17.2% of the respondents like to purchase in GRT, 16.4% of the respondents like to purchase in Joy Alukkas, 14.0% of the respondents like to purchase in kalyan and rest of 13.2% of the respondents like to purchase in Tanishq, majority of the respondent like to purchase in other jewellery shops in trichy. [Mangal&Mangal, Harini, jewellery, etc].

TABLE-6.17: TIME PERIOD ON PUCHASE IN THE JEWELLERY SHOP

Time period	No. of the Respondent	Percentage of Respondent
Up to 1 year	108	43.2
Up to 2 year	65	26.1
Up to 3 year	24	9.6
Since a very long time	53	21.2
Total	250	100

INTERPRETATION:

In the above table reveals that time period on purchase in the jewellery shop out of 250 respondents, 108 respondents up to 1 year purchase, 65 respondents up to 2 year purchase , 65 respondents up to 2 year purchase, 53 respondents since a very long time purchase and rest of 24 respondents up to 3 year purchase. Majority of the respondents purchase in up to 1 year.

TABLE-6.18: MORE DESIGNS AVAILABLE IN JEWELLERY SHOP

Jewellery Shop	No. of the respondents	Percentage of respondents
Joy Alukkas	48	19.2
Jos Alukkas	45	18.0
GRT	51	20.4
Tanishq	28	11.2
Kalyan	33	13.2
Others	45	18.0
Total	250	100

INTERPRETATION:

The above table reveals that out of 250 respondents, 51 respondents choose GRT, 48 respondents choose joy alukkas, 45 respondents choose jos alukkas and other jewellery shops, 33 respondents choose Kalyan and 28 respondents choose Tanishq. Majority of the respondents choose more designs available in jewellery GRT.

TABLE-6.19: THE REASONS FOR THE DELAY PURCHASE

Delay the purchase	No. of the respondent	Percentage of the respondent
Financial constraints	110	44.0
Waiting for more innovative products	90	36.0
Waiting for market response	50	20.0
Total	250	100.0

INTERPRETATION:

From the above table shows that out of 250 respondents, 44% respondents delay for financial constraints, 36% respondents waiting for more innovative products and 20% respondents waiting for market response. Majority of the respondents make delay between the purchase decision and the actual purchase in financial constraints.

TABLE-6.20: LIKE PROMOTIONAL SCHEME WITH ANOTHER BRAND

Promotional scheme	No. of respondents	Percentage of respondent
Yes	133	53.2
No	117	46.8
Total	250	100.0

INTERPRETATION:

In the above table exhibits that out of 250 respondents, say yes 133 respondents and say no 117 respondents. Majority of the respondents mostly like to switch brand preference get some promotional scheme with another brand.

TABLE-6.21: THE VALUE FOR THE CONSUMER PREFERENCE BRANDED PRODUCTS MORE RELIABLE THAN NON-BRANDED PRODUCTS

More reliable	No. of respondent	Percentage of respondent
Yes	174	69.6
No	76	30.4
Total	250	100.0

INTERPRETATION:

In the above table reveals that out of 250 respondents, say yes 69.6% and say no 30.4%. Majority of the respondents say that branded products more reliable than non-branded products.

TABLE-6.22: ANY SAVING SCHEME IN JEWELLERY SHOP

Saving scheme	No. of respondents	Percentage of respondents
Yes	119	47.6
No	131	52.4
Total	250	100.0

INTERPRETATION:

The above table shows that out of 250 respondents, 131 respondents say no and 119 respondents say yes. Majority of the respondents there is no saving in jewellery shops.

TABLE-6.23: SHOP OWNER PROVIDE DISCOUNT FOR MAKING CHARGES AND WASTAGES

Discount	No. of respondents	Percentage of respondents
Yes	171	68.4
No	79	31.6
Total	250	100.0

IF YES, THEY PROVIDE A PERCENTAGE OF

Percentage	No. of respondents	Percentage of respondents
1%	70	40.9
2%	55	32.2
3%	27	10.8
More than 3%	19	7.6
Total	171	91.5

INTERPRETATION:

From the above table reveals that out of 250 respondents, 171 respondents say shop owner provide discount and 79 respondents say shop owner provide no discount. Then if yes out of 171 respondents, 70 respondents provide 1%, 55 respondents provide 2%, 27 respondents provide 3% and rest of 19 respondents provides more than 3%. Majority of the respondents say shop owner provide 1%discount for making charges and wastages.

TABLE-6.24: THE FRIEDMAN MEAN RANK FOR THE IMPORTANCE TO PURCHASE BRANDED PRODUCTS

Importance to purchase	Mean rank	Rank	$\chi 2$ - Value	P – Value
Brand name	3.15	4	156.409	.000
Price	2.77	6		
Easy availability	3.53	3		
Transparent	4.66	1		
Cleanliness	3.75	2		
Design	3.14	5		

INTERPRETATION:

The result of Friedman test in chi square $\chi 2$ (df=5, N=250) =156.409,P<0.05 shows that significant difference exist in consumption times across all six importance to purchase branded products conditions. The results also show that in transparent gets more importance and least or minimum importance gets price.

TABLE-6.25: THE KENDALL'S (V TEST) MEAN RANK FOR THE JEWELS ON PREFERENCE OF PURCHASE

Preference to purchase	Mean Rank	Rank	Kendall's V test	$\chi 2$ -Value	P - Value
Rings	3.31	4	0.30	41.920	.000
Earrings	3.53	3			
Bangles	3.76	1			
Chains	2.90	5			
Bracelets	3.76	1			
Necklace	3.75	2			

INTERPRETATION:

The result of Kendall's V test that the chi square, $\chi 2$ (df =5, N=250) =41.920, P<0.05 indicates that preference differ significantly across six jewels. The bangles and bracelets deliver maximum good results and chains delivers least favourable results.

TABLE-6.26: THE FRIEDMAN MEAN RANK FOR THE PREFERENCE OF JEWELLERY SHOP

Preference to jewellery shop	Mean rank	Rank	$\chi 2$ -Value	P – Value
Joy Alukkas	3.00	6		
Jos Alukkas	3.32	4		
GRT	3.04	5		.000
Tanishq	3.59	2	110.157	
Kalyan	3.54	3		
Other	4.52	1		

INTERPRETATION:

The results of Friedman test that the chi square, $\chi 2$ (df =5, N=250) =110.157, P<0.05 shows that significant differences exist in consumption times across all the six jewellery shops. The results also show that in other jewellery shops gets first preference.

TABLE-6.27: INFLUENCED ABOVE STATED BRANDS

Influence	No. of the Respondents	Percentage of Respondents
Advertising	54	21.6
Shop display	40	16.0
Attractive packaging	35	14.0
Family/Friends/Relatives	80	32.0
Word of mouth	11	4.4
Any other	30	12.0
Total	250	100

INTERPRETATION:

The above table exhibits that out of 250 respondents, 80 respondents buy a jewellery in family/friends/relatives, 54 respondents advertising, 40 respondents shop display, 35 respondents attractive packaging , 30 respondents buy a jewellery other influence and rest of 11 respondents word of mouth. Majority of the respondents influence stated brands buy jewellery belong to family/friends/relatives.

TABLE-6.28: INFLUENCE ON BUYING BEHAVIOUR TOWARDS BRANDED JEWELLERY

Influence	Mean Rank	Rank	$\chi 2$ - Value	P - Value
Influence of brand name on purchase decision	2.94	4		
Influence of quality on purchase decision	2.81	6		
Influence of price on purchase decision	2.92	5		
Influence of product features on purchase decision	3.84	3	209.098	.000
Influence of peer group on purchase decision				
Influence of advertisement on purchase decision	4.23	2		
	4.26	1		

INTERPRETATION:

The result of Friedman test that the chi square value $\chi 2$ (df =5, N=250) =209.098, P<0.05 indicates that purchase decision differ significantly across six influence. The influence of advertisement on purchase decision delivers maximum good results and influence of quality on purchase decision delivers least favourable results.

VII. FINDINGS

1. The respondents were mostly males between 40-60 age group, the respondents were mostly from the rural area.
2. The majority of respondents were nuclear family and 40.4% of respondents of 250 respondents are among the study group of either 12^{th} passed or failed.
3. Majority of the respondents were in the middle class group with about Rs. 20,000 income, and the respondents were mostly working in other sectors whereas the spouses of the respondents were homemaker.
4. The respondents mostly buy jewels for investment rather than for occasions and fashion.
5. The respondents mostly prefer to buy the jewels from the branded stores rather than the traditional stores.
6. Only 24% of the respondents have not bought any branded jewellery.
7. The respondents mostly buy jewels once in a year and their last purchase were mostly made one year or before.
8. Most of the respondents compare the price and design sometimes only, with the local dealers and branded stores.
9. Majority of the respondents purchase jewellery for gifting purpose and they mostly prefer branded jewellery.
10. The respondents mostly like the branded jewels and their preference of store for purchase is others like Mangal & Mangal, Kongu, HariniJewellery, etc.
11. The respondents mostly plan and purchase within the time period of 1 year and the reason for the delay is the financial constraints.
12. The respondents prefer that GRT is available with more designs than any other branded stores.
13. The respondents were ready to switch over to other brands if they get some promotional schemes from other brands.
14. The respondents have more reliability in the branded stores and branded jewels.
15. Most of the respondents don't have any savings plan in the stores, which indicates that they are not interested in the monthly investment on gold.
16. Most of the respondents received only one percent (1%) of discount in making charge and wastages.
17. The ranking of the importance in buying jewellery gives us the result that the respondents mostly prefer the price in first place and the design gets the second rank.
18. The ranking of preference for buying jewels leads us to the declaration, the bangles and bracelets are first in preference of purchase.
19. The influence of the family or friends or relatives is the best influencing factor, which makes one to choose the store.
20. The best thing to attract the consumer is the advertisement, which is obtained from the ranking.

VIII. SUGGESTIONS

1. Offers and discounts

The retailers have to give more valuable offers to the customers on special occasions, which will increase the attraction on customers and lead to profit. The discounts should be made on each purchase at particular rate to attract more customers.

2. Wastage and making charge reduction

The retailer has to make a reasonable wastage and making charges to the jewels. This will get the attraction of the customers and make them happy to choose the particular store.

3. Purity and quality of gold

Even though we give the discounts on the wastages and making charges, the purity and quality should not be spoiled, this will create a bad impression on the store.

4. New and trendy designs

The customers are always fond of new and trendy designs which are more attractive. If more designs are available, then more consumers will emerge and increase the profit for the retailer.

5. New marketing techniques

Marketing is the best thing to sell any product, thus new and unique marketing techniques will attract the customers in a huge variation, when comparing with past time.

IX. Conclusion

This study is about the customer buying behaviour with regard to branded and traditional jewels in Trichy District, in which the respondents gave an overall idea for the preference of jewels and customer satisfaction. The preference always changes in accordance with time of need and desires. Hence the jewellers need to improve their quality, purity, price and marketing styles from time to time.

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