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Buying Behaviour of Women towards Gold Ornaments

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Abstract: Gems and jewellery has been used by the Indian civilization since ages for both its aesthetic as well as investment purposes. Precious metals and stones have been an integral part of the Indian civilization since its recorded history. The India demand for gold jewellery is 22 per cent of the global market according to research conducted by the World Gold Council. Additionally, India represents 35 per cent of the net retail investment, including gold coins and gold bars. India is the world's largest consumer of gold in tonnage terms. Gold is a formidable part of showcasing the Indian customs and traditions. The culture celebrates many religious festivals and occasions such as weddings when gold is worn as part of the colourful and lavish outfits. Giving gold as gifts is also very common. This study is an attempt to know the buying behaviour of women towards gold ornaments.

Keywords: Behaviour, Buyer, Consumer, Gold Ornaments, Jewellery.

I. INTRODUCTION

The field of consumer behaviour study gained prominent only from the 1960's and has borrowed concepts from relating scientific disciplines such as Psychology, Sociology, Socio-psychology, Cultural Anthropology and Economics. Consumer behaviour essentially refers to how and why people make the purchase decisions they do. Marketers strive to understand this behaviour so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty. There are a vast number of goods available for purchase, but consumers tend to attribute this volume to the industrial world's massive production capacity. Rather, the giant known as the marketing profession is responsible for the variety of goods on the markets. The science of evaluating and influencing consumer behaviour is foremost in determining which marketing efforts will be used and when.

While all of this information might be helpful to marketers, it is equally important to understand what compels the consumer to actually make a purchase, as opposed to just generating interest. For example, some consumers respond based on how they are feeling, or more emotionally, while some are focused on making the wisest economic decision. Knowing the different elements that stimulate consumer purchase activity can help marketers design appropriate sales techniques and responses.

II. IMPORTANCE AND NEED OF THE STUDY

From ancient times people all over the world have shown special interest in gold ornaments either for possession or prestige or status. The same trend is continued, rather it is high. It is understood that gold is inseparable from India's culture and art. It is a fact that gold in any form or other is used in all temples, places of worship and sacred areas.

Passion for jewellery is legendary. It is reflected in numerous customary occasions where it is not only considered auspicious but mandatory to gift ornaments crafted in gold. The bride's trousseau is incomplete without the gold ornaments. Due to growing value in the possession of jewels, people preferred to have a considerable investment in gold. The available investment criterion other than gold is not a favourable option as there is more risk factor involved from time to time. But

investment in gold gives a standard assurance in value and also serves the consumers as an ornamental beauty. This resulted in emergence of gold business in the form of variety of jewels. It is evident that people demand for gold even though the prices are high, expecting for the future increase. This is due to the expectation of more returns at the time of resale.

When there are alternative investments available to consumers why they prefer buying jewels, will be of more useful information to anybody. In this way it becomes important for the merchants to know the changing preferences of customers. As gold is preferred for all occasions, it is viewed that there is still more scope for this business. Jewellery is a very vast field to study upon because for every culture and religion have different style of jewellery. This gave the idea to the researcher to study the buying behaviour of women towards gold ornaments. In particular, this research study helps to understand the preferences of women towards gold ornaments and awareness about branded jewellery.

III. PREVIOUS LITERATURE

Asha, K. and Edmund Christopher, S. (2014) in their research article stated that gold is considered as a glamorous metal and as a symbol of status among people. This study seeks which factors that determinant the behaviour of consumers towards branded and non-branded jewellery products. 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. Deepa, S. and Natarajan, M. (2013) pointed out that people use gold for coins, jewellery, ornaments and many industrial purposes. Women's are passionate about jewellery as it represented a symbol of femininity and even social status. This research paper analyzes about the customer's attitude and behaviour on jewellery purchase. The results were compared and analyzed by using descriptive analysis, average score analysis, chi-square analysis, analysis of variance and multiple regression. Jain (2012) in a study analyzed the performance and growth rate of Gems and Jewellery Industry in India for the period from 2006 to 2011. Alok Kala (2010) pointed out that gems and jewellery are in great demand in India and worldwide. Jaipur exports a wide collection of gold, platinum and studded jewellery. It also has an Export Promotion Industrial Park (EPIP) at Sitapura. Johari Bazar, M.I. Road are the famous Jewellery Markets of Jaipur, for buying Jewellery. He opines that various new ventures like Gold Souk, 200 expected jewellery factories in Special Economic Zone and 50 jewellery plants coming up at Export Promotion Industrial Park have consolidated trade in a more organized form. He said that the jewellery market in Sitapur alone accounts for turnover of Rs 450 crore, which includes Rs 300 crore of the exports. Gyanendra Kumar Kashyap (2010) in an article titled "Popular Trends in 2009" analyzed the most popular consumer purchasing trends among Americans along with sector wise analysis based on ad spending and likability factor of the TV commercials during 2009. Steiger and A. Muller (2010) focussed on the characteristics of compulsive buying by the senseless and uncontrollable acquisition of items. The main focus is on the act of buying and the purchased items are afterwards hardly used or not even at all. The repeated excessive behavior leads to psychological, social and financial problems. In addition to their buying behavior most individuals with compulsive buying also suffer from other mental disorders, especially depression, anxiety disorders, personality disorders and impulse control disorders. Sanjeev Sanyal (2005), Director of Global Markets Research, Deutsche Bank, in an article "Consumer Behaviour – Changing Profile" has highlighted that the Indian household consumption basket is changing with rising incomes. However, the changes do not necessarily follow the patterns seen in other Asian countries.

IV. OBJECTIVES OF THE STUDY

The important objective of the study is to analyse the buying behaviour of women towards gold jewellery and the reasons for buying gold ornaments.

V. METHODOLOGY

Data collection methods are an integral part of research design. Both the primary and the secondary data are used in this research. The primary data have been collected through an interview schedule constructed for the purpose of the study. The

interview schedule has been designed keeping in view the objective of the study. It was duly pretested and pilot study was also carried out. The data was collected through convenience sampling in Madurai District through personal interviews covering a total sample of 392 women buyers. The secondary data needed for the study was collected from the World Gold Council Report, books, leading national and international journals, magazines, research projects, and web portals.

VI. ANALYSIS ON BUYING BEHAVIOUR TOWARDS GOLD ORNAMENTS

This section gives an analysis about the buying behaviour of gold ornaments by sample women buyers. In this section, how the individuals make decisions on what, why, how, when, where and how they buy gold ornaments in Madurai District have been attempted. The analysis reveals that all the sample women buyers in the study (i.e. 392 samples) have the habit of buying gold ornaments in the study area. In general, consumption of products can be done on the basis of the income of consumers. So, in this study the variable 'monthly income of family' has been considered as the best suitable variable for classification of women buyers and analyzes have been made based on this variable. The variable 'monthly income of family' has been grouped into three categories; viz. Upper Class, Middle Class, and Lower Class. For identifying the upper, middle, and lower classes, the Mean and Standard Deviation have been computed with the help of Microsoft Excel.

a) Type of Gold Jewellery Bought:

Normally, the gold ornaments can be worn by the human beings from head to leg. So, the different types of gold jewellery worn on different parts of human body such as hair, neck, arm, hand, body, leg and feet, are taken into account. In order to achieve the said objective, an attempt is made by the researcher regarding what type of gold jewellery the sample respondents usually buy are gathered. The result of the study is depicted in Table 1.

TABLE – 1
Type of Gold Jewellery Bought

Jewellery Type	Upper Class		Middle Class		Lower Class		Overall	
	No.	%	No.	%	No.	%	No.	%
Hair Ornaments	54	47.79	87	47.80	58	59.79	199	50.77
Neck	91	80.53	176	96.70	93	95.88	360	91.84
Arms	32	28.32	15	8.24	8	8.25	55	14.03
Hands	96	84.96	134	73.63	72	74.23	302	77.04
Body	16	14.16	21	11.54	9	9.28	46	11.73
Legs and Feet	8	7.08	9	4.95	2	2.06	19	4.85

(Percentages for a total of 113, 182, 97 and 392 respondents for Upper, Middle, Lower classes and Overall category respectively)

It is found from Table 4.1 that most of the upper class respondents bought the 'hands' and 'neck' ornaments. It works out to 84.96 per cent and 80.53 per cent respectively. Following this, the respondents bought the hair ornaments and it accounts for 47.79 per cent. Arms, body, leg and feet ornaments are come in order.

In the case of middle class category, 96.70 per cent of respondents bought the neck ornaments. Next to this, they preferred to buy the hands ornaments and it works out to 73.63 per cent. Around 47.8 per cent of respondents bought the hair ornaments. A minimum per cent of respondents (i.e. less than 12%) bought the body, arms, leg and feet ornaments in the sample study. It is observed from Table 4.1 that the lower class respondents bought neck ornaments to the extent of 95.88 per cent in the study. Following this, 74.23 per cent bought the hands ornaments. About 59.79 per cent of respondents bought the hair ornaments. All other type of gold jewellery purchase accounts for less than 10 per cent. Overall, 91.84 per cent of respondents in the study unit bought the neck ornaments, following that hands ornaments and hair ornaments accounted for a major portion, i.e. 77.4 per cent and 50.77 per cent respectively.

It is understood from the above analysis that a vast majority of respondents bought the neck ornaments gold jewellery type. Following this, majority of respondents bought hands ornaments and hair ornaments in the sample study unit.

b) Preference of Type of Jewellery:

Jewellery has been classified into branded and non-branded. The details of preference of type of gold jewellery have been collected from the sample respondents. The responses received from them are exhibited in Table 2.

TABLE – 2
 Types of Jewellery Preferred

Preference	Number of Respondents			Total
	Upper Class	Middle Class	Lower Class	
Branded	63 (55.75)	46 (25.27)	9 (9.28)	118 (30.10)
Non-Branded	29 (25.66)	98 (53.85)	84 (86.60)	211 (53.83)
Both	21 (18.58)	38 (20.88)	4 (4.12)	63 (16.07)
Total	113 (100.00)	182 (100.00)	97 (100.00)	392 (100.00)

(Figure in bracket indicate percentages to respective column total)

Table 4.2 shows that out of the total 392 sample respondents, a majority of 53.83 respondents preferred the non-branded jewellery, 30.10 per cent preferred branded jewellery, and the rest 16.07 preferred both type, i.e. branded as well as non-branded. In the case of upper class category, majority of 55.75 per cent preferred to buy the branded jewellery. But it is different in the case of the middle class and lower class category. About 53.85 per cent of middle class respondents and 86.6 per cent of lower class respondents preferred the non-branded jewellery in the sample study unit.

It is inferred from the above analysis that the lower class respondents prefer non-branded jewellery more than the middle class and upper class respondents. But the upper class respondents prefer branded jewellery more than other category of respondents.

c) **Reasons for Buying Gold Ornaments:**

There are so many reasons to buy gold ornaments by the sample women respondents. The reason may vary from one woman to another. The researcher has made an attempt to find out the same. In order to identify the reasons pointed out by the upper, middle, and lower class category respondents, Garrett’s ranking technique has been applied. For this, the sample respondents were asked to rank the reasons in the order of their importance. The order thus given by them was converted into per cent position by using the following formula:

$$\text{Per cent position} = \frac{100 (R_{ij} - 0.5)}{N_j}$$

where,

R_{ij} – Rank given by the ith respondent for the jth reason

N_j – Number of reasons ranked by the jth respondent

The per cent position of each rank thus obtained was converted into scores by referring the table given by Garrett. The scores of all the respondents for each reason was then added together and divided by the number of sample respondents who assigned ranks for that particular reason for obtaining the mean score. The mean scores of each reason were arranged in descending order and the corresponding ranks were allotted. A total of 113, 182, 97 and 392 respondents for upper, middle, lower classes and overall category respectively were analyzed separately. The results are shown in the following paragraphs in Tables 4.3 to 4.5.

TABLE – 3
 Reasons for Buying Gold Ornaments by Upper Class Category Respondents – Results of Garrett’s Ranking Technique

Reasons	Total Score	Mean Score	Rank	Percentage of Buyers Responded
Religious Purpose	5985	52.96	III	100.0

Status Symbol	6591	58.33	I	100.0
Traditional Value	5269	49.24	IV	94.7
Investment Purpose	5985	55.42	II	95.6
Own Use	5095	47.62	V	94.7
Gift Purpose	4702	44.78	VI	92.9
Other Purpose	4499	43.26	VII	92.0

The results exhibited in Table 4.3 reveal that the most important reason for buying gold ornaments by the upper class respondents is 'status symbol' (Score value = 6591; Mean score = 58.33). Hence first rank is assigned to this reason. It is followed by the reasons 'investment purpose' (Score value = 5985; Mean score = 55.42) and 'religious purpose' (Score value = 5985; Mean score = 52.96). These two reasons ranked as the second and the third respectively. The implication is that the upper class category respondents bought the gold ornaments mainly because of the reasons viz. status symbol, investment purpose, and religious purpose. The other reasons for buying gold ornaments, such as, traditional value, own use, gift purpose, and other purpose, were placed in fourth, fifth, sixth, and seventh ranks respectively on the basis of the result of computed mean score.

TABLE – 4
Reasons for Buying Gold Ornaments by Middle Class Category Respondents – Results of Garrett's Ranking Technique

Reasons	Total Score	Mean Score	Rank	Percentage of Buyers Responded
Religious Purpose	9536	52.69	III	99.5
Status Symbol	9096	51.98	IV	96.2
Traditional Value	8783	50.77	V	95.1
Investment Purpose	9598	53.32	II	98.9
Own Use	8954	54.27	I	90.7
Gift Purpose	8301	50.01	VI	91.2
Other Purpose	5289	48.52	VII	59.9

Table 4 reveals the important reasons for buying gold ornaments by the middle class respondents. The main reasons are – a) own use, b) investment purpose, and c) religious purpose. The computed mean scores for these reasons are 54.27, 53.32 and 52.69 respectively. Hence first, second and third ranks were assigned to these reasons. The other reasons come in the descending order of mean score. The general observation made from the above analysis is that the middle class category respondents buy gold ornaments mainly because of their own use and investment purpose.

TABLE – 5
Reasons for Buying Gold Ornaments by Lower Class Category Respondents – Results of Garrett's Ranking Technique

Reasons	Total Score	Mean Score	Rank	Percentage of Buyers Responded
Religious Purpose	4559	49.55	IV	94.8
Status Symbol	5102	53.71	I	97.9
Traditional Value	4424	48.62	VII	93.8
Investment Purpose	4627	53.18	II	89.7
Own Use	4971	50.72	III	101.0
Gift Purpose	4406	49.51	V	91.8
Other Purpose	3709	49.45	VI	77.3

The results exhibited in Table 5 reveal that the most important reason for buying gold ornaments by the lower class respondents is 'status symbol' (Score value = 5102; Mean score = 53.71). Hence first rank is assigned to this reason. It is followed by the reasons 'investment purpose' (Score value = 4627; Mean score = 53.18) and 'own use' (Score value = 4971; Mean score = 50.72). These two reasons ranked as the second and the third respectively. The implication is that the upper class category respondents bought the gold ornaments mainly because of the reasons viz. status symbol, investment purpose, and for own use. The other reasons for buying gold ornaments, such as, religious purpose, gift purpose, other purpose and traditional value, were placed in fourth, fifth, sixth, and seventh ranks respectively on the basis of the result of computed mean score.

The researcher has made an attempt to compare the result of analysis of upper, middle and lower class respondents for buying gold ornaments. It indicates that the buying behaviour was differed from one class to another class. As per the results of Garrett's ranking score, the 'status symbol' is placed in first position for buying gold ornaments by the upper class category respondents whereas it is 'own use' in the case of middle class category respondents. The lower class category respondents positioned the 'status symbol' as their first choice. From the above analysis, it is concluded the respondents' feelings differ

from one another and it is not at all uniform for all time. A human being by nature is very complex and it is very difficult to understand the human behaviour. The analysis mentioned above really proves this fact.

d) Amount Spent per Year:

How much amount has been spent by the sample respondents per year towards the purchase of gold ornaments has been analyzed. The gathered information is presented in Table 6.

TABLE – 6
Amount Spent per Year for Buying Gold Ornaments

Amount Spent Per Year	Number of Respondents			Total
	Upper Class	Middle Class	Lower Class	
Below Rs.20,000	13 (11.50)	30 (16.48)	66 (68.04)	109 (27.81)
Rs,20,000 – 40,000	16 (14.16)	98 (53.85)	22 (22.68)	136 (34.69)
Rs.40,000 – 60,000	63 (55.75)	41 (22.53)	8 (8.25)	112 (28.57)
Rs.,60,000 and Above	21 (18.58)	13 (7.14)	1 (1.03)	35 (8.93)
Total	113 (100.00)	182 (100.00)	97 (100.00)	392 (100.00)

(Figure in bracket indicate percentages to respective column total)

The amount spent by the 392 sample respondents per year towards the purchase of gold ornaments has been attempted in Table 6. It shows that a major portion of 34.69 per cent of respondents spent towards buying of gold ornaments between Rs.20,000 and Rs.40,000 per year, 28.57 per cent between Rs.40,000 and Rs.60,000 and 27.81 per cent 'below Rs.20,000'. Only a minimum per cent of respondents, say 8.93 per cent, spent Rs.60,000 and above per year for the purchase of gold ornaments.

Regarding income-wise classification, majority of upper class category respondents (i.e. 55/75%) spent between Rs.40,000 and Rs.60,000 per year and middle class category respondents, say 53.85 per cent, spent between Rs.20,000 and Rs.40,000 per year. But, the majority of 68 per cent of the lower class category respondents spent below Rs.20,000 per year towards the purchase of gold ornaments.

From the above analysis, it is concluded and proved that spending pattern differs from one respondent to another based on the income of the respondents.

The researcher has made an attempt to ascertain whether there is any relationship exists between the amount spent on buying gold ornaments and the income-wise classification of respondents. For analysis purpose, the amount spent has been grouped into two category viz. Below Rs.40,000 and Above Rs.40,000. Chi-square test has been applied to test the hypothesis. The framed null hypothesis and alternative hypothesis is given below:

Null Hypothesis: "There is no significant relationship between the amount spent on buying gold ornaments and the income-wise classification of respondents".

Alternative Hypothesis: "There is significant relationship between the amount spent on buying gold ornaments and the income-wise classification of respondents".

The calculated chi-square test reveals the following results:

Computed Chi-square Value	: 103.14
Table Value at 5% Level of Significance	: 5.991
Degree of Freedom	: 2
Hypothesis Result	: Rejected

The computed value of chi-square (103.14) is greater than the table value (5.991) at 5 per cent level of significance. Hence, the null hypothesis is rejected. It means that there is significant relationship between the amount spent on buying gold ornaments and the income-wise classification of respondents.

e) Habit of Buying from Goldsmith:

In olden days, buyers were preferred to make jewellery through the goldsmith and they also want to buy gold ornaments from the goldsmith only. Today, the trend has been changed. The use of technology in jewellery industry provides designed jewels and less weighted gold ornaments. So, a survey was conducted for determining the preference of buyers regarding buying of gold ornaments from goldsmith. The result is depicted in the following Table 7.

TABLE – 7
Buying of Gold Ornaments from Goldsmith

Response	Number of Respondents			Total
	Upper Class	Middle Class	Lower Class	
Yes	11 (9.73)	14 (7.69)	3 (3.09)	28 (7.14)
No	102 (90.27)	168 (92.31)	94 (96.91)	364 (92.86)
Total	113 (100.00)	182 (100.00)	97 (100.00)	392 (100.00)

(Figure in bracket indicate percentages to respective column total)

Table 7 clearly reveals that out of 392 sample women respondents a vast majority of 92.86 per cent was not preferred to buy gold ornaments from goldsmith. Only 28 respondents constituting 7.14 per cent preferred to buy gold ornaments from goldsmith. Regarding income-wise classification, almost more than 90 per cent of respondents not preferred to buy gold ornaments from goldsmith. It is observed from the above Table 4.20 that 9.73 per cent of upper class category respondents preferred to buy gold ornaments from goldsmith whereas it is 3.09 per cent in the case of lower class category;

The general observation from the study is a vast majority of sample respondents has changed their traditional style in buying of gold ornaments from goldsmith irrespective of their income.

In order to see whether there is any relationship between buying of gold ornaments from goldsmith and the income-wise classification of respondents, chi-square test has been applied. The null hypothesis framed for this purpose is given below:

Null Hypothesis: “There is no significant relationship between buying of gold ornaments from goldsmith and the income-wise classification of respondents”.

Alternative Hypothesis: “There is significant relationship between buying of gold ornaments from goldsmith and the income-wise classification of respondents”.

The calculated chi-square test reveals the following results:

Computed Chi-square Value	: 3.626
Table Value at 5% Level of Significance	: 5.991
Degree of Freedom	: 2
Hypothesis Result	: Accepted

The calculated chi-square value is 3.626 which is less than the table value of 5.991 at 5 per cent level of significance. Hence, the null hypothesis is accepted. So, it is concluded that there is no significant relationship between buying of gold ornaments from goldsmith and the income-wise classification of respondents.

f) Preference of different Types of Gold Ornaments:

The most valuable asset for a business is the customers. Building and fostering customer relationship assumes greater significance in a competitive world. Firms vie with one another in maintaining and enlarging their clientele. Consumer or

buyer preference is central to many marketing situations; preference is an important aspect of consumer attitude. Since buyer preference and behaviour link have certain empirical support for several marketing situations, marketers attempt to measure the extent of buyer preference by using scaling technique which may be either a single item scale or multiple item scale.

For analysis, Semantic Differential (SD) scale with seven points has been used to gauge the women buyers' preference towards buying of different types of gold ornaments in Madurai district. In the Semantic Differential scale, polar opposites namely, least preferred at the one pole / end with the score of 1, and at the other end of the pole most preferred with the score of 7 points and in between these two extremes, namely, for the intermediate points, 2 to 6 scores were incorporated. This Semantic Differential scale is an adaptation of Osgood Scale with 7 positions.

The researcher made use of this SD scale in order to find out the respondents ranking of their most preferred gold ornaments (among seven types of gold ornaments). The specimen of the SD scale used on this point is shown in Table 8.

TABLE – 8
Semantic Differential Scale for Women Buyers' Preference for Buying Different Types of Gold Ornaments

Types of Gold Ornaments	Ranks by Sample Buyers						
	Least Preferred						Most Preferred
	1	2	3	4	5	6	7
Hairpin	79	219	44	29	9	7	5
Necklace	13	9	41	73	198	34	24
Bracelet	32	51	183	66	41	12	7
Bangle	11	4	8	7	38	262	62
Ring	5	11	91	202	69	5	9
Chain	9	6	4	11	29	47	286
Anklet	226	67	32	29	17	14	7

The above Table 8 shows the ranking of preferred types of gold ornaments by the sample women buyers in Madurai district. It gives an overall view of all the seven types of gold ornaments. Each of the 392 respondents was requested to mark the position (1 to 7) for the seven types of gold ornaments in the order of their preference.

Each of the 392 respondents was requested to mark the position (1 to 7) for the seven types of gold ornaments, in order of the preference. To illustrate, the respondents' marking of their position from 1 to 7 for the gold ornament type 'Hairpin' are shown in the Table 9.

TABLE – 9
Women Buyers' Rating for the Gold Ornament 'Hairpin'

Preference Level Score	No. of Respondents	Percentage to Total	Total Score	Weighted Average
1 (Least Preferred)	79	20.15	79	0.20
2	219	55.87	438	1.12
3	44	11.22	132	0.34
4	29	7.40	116	0.30
5	9	2.30	45	0.11
6	7	1.79	42	0.11
7 (Most Preferred)	5	1.28	35	0.09
Total	392	100.00	887	2.26

Similarly, the mean score for the other six types of gold ornaments was worked out, and the respondents' ranking for all the seven types of gold ornaments is presented in Table 10.

TABLE – 10
Women Buyers' Ranking for Different Types of Gold Ornaments

S. No.	Types of Gold Ornaments	Total Score	Mean Score	Rank
1	Hairpin	887	2.26	VI

2	Necklace	1808	4.61	III
3	Bracelet	1273	3.25	V
4	Bangle	2267	5.78	II
5	Ring	1546	3.94	IV
6	Chain	2506	6.39	I
7	Anklet	790	2.02	VII

It is inferred from Table 10 that the gold ornament 'Chain' has secured a high mean score of 6.39 among the seven types of gold ornaments. Hence, first rank is given to this gold ornament. Following this, the gold ornament 'Bangle' secured the second position. The third rank goes to 'Necklace' type gold ornament. The remaining ranks fourth, fifth, sixth and seventh is assigned to ring, bracelet, hairpin, and anklet type gold ornaments respectively.

VII. FINDINGS

The major findings of the study are listed below:

1. Majority of the sample women respondents bought neck type of gold ornaments.
2. Branded jewellery was preferred only by the upper class sample respondents.
3. Status symbol has dominated more for purchase of gold ornaments.
4. It is found that there is significant relationship between the amount spent on buying gold ornaments and the income pattern.
5. It is inferred from the study that more than 90 per cent of respondents not preferred to buy gold ornaments from goldsmith.
6. The gold ornament 'chain' has preferred by most of the women respondents in the study area.

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