



A Study on Female Buyers' Behaviour towards Gold Jewellery and Satisfaction on Branded Gold Jewellery – with Reference to City of Mumbai

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Abstract:

The use of gold has been in art, religion, medicine, and currency since back centuries and touches almost every known culture. This metal is coveted as one of the precious metals and has been very key part of human being's life.

India is the largest consumer of gold. Post 1990 there has been change in buyers' perception and preference for jewellery. Now there are number of players in branded jewellery market.

The objective of this research paper is to understand female buyers' behaviour towards gold jewellery. Also, to understand the awareness and preference for branded gold jewellery in the market. This research paper is trying to find out the satisfaction level on buying the branded jewellery on different parameters. Research paper is based on primary and secondary data. Primary data was collected from sample size of eighty female respondents based on city of Mumbai. Mode of collecting data was questionnaire.

Keywords: Gold, Jewellery, Brand, Branded outlets

Introduction:

India is the largest market for gold after China. Annual consumption in India is approximately 800 to 900 tonnes of gold. Indians are great accumulators of it. Indian households may have accumulated up to 25,000 tonnes of gold, thereby retaining the tag of the world's largest holders of the metal, according to the World Gold Council (WGC). The value of this holding is roughly about 40% of India's nominal gross domestic product (GDP) in FY19. Kerala is the top consumer state of gold in the country.

In 2015 India was the world's strong-growing economy; millions have been lifted out of poverty and India's middle class has increased. Econometric analysis indicates income growth drives gold demand. But India's bond with gold goes beyond income growth: gold is tangled with India's way of life.

India has a rich and memorable history linking to gold. It is one of precious metal and is as old as man. Gold is considered to be auspicious, particularly in Hindu and Jain cultures. Apart from historical religious importance, jewellery is considered as one of the important saving and investment mode in India. Even today in modern times, gold is coined as bride's Streedhan. When a girl gets married, she takes gold along with her.

Gold jewellery is one of preferred jewellery among Indian women. It is also famous among farmers. It is most bought after a good agricultural harvest season. Gold has been important in every stage of Indian citizen's life – at birth, marriage, construction of home, festivals, religious ceremonies, setting of a business, death.

Gold has a significant economic impact in various ways. It provides an economic activity in the economy. Gold as a raw material is converted into different jewellery designs and coins resulting in creating business opportunities and employment. Also, the industry value-chain has a potential capacity for refining and mining, which can further generate jobs in the rural areas. It has substantial impact on trade balance and current account in the Balance of Payments (BoP).

Post 1990s, Indian economy was witnessing the major shift with Liberalization, Privatisation and Globalisation policy. The change could be seen in the Indian jewellery market too. There was a shift in consumers' perceptions of jewellery. Now buyer was not looking buying a gold as only investment or security option but for its aesthetic appeal. The shift was seen in from content to design. Branded jewellery was a key wave into jewellery market. Buyers now had options of branded outlets with traditional jewellers.

Branded players such as Tanishq, Kalyan Jewellers, Oysterbay, Gili and Carbon opened outlets in various parts of the country. The branded outlets wooed the customers with purity guarantee, designs, light weighted jewellery and many more. In the beginning branded outlets had a very small market share in jewellery market. The key reason was the mind set of buyers as they treated gold jewellery as an investment and security. Above that they had trust into local and traditional jewellers. Consequently, the branded jewellery players tried to change the mindset of the people and enticed customers with attractive designs at affordable prices.

Tanishq could place its brand conveniently in minds of buyers as it is backed by Tata group. It got acceptance in the jewellery market easily.

Statement of Problem:

India is the second largest market of gold. It is witnessing shift in consumers' perception and preference for gold jewellery. Branded players are attracting Indian buyers with its quality, variety, light weighted jewellery with affordable prices, discounts etc. Being accepted and trusted by buyers, now branded outlets are on now expansion mode.

The research paper has tried to find out buyers with reference to female buying behaviour for gold jewellery, awareness on branded outlets and satisfaction on buying the jewellery from branded outlets.

Scope of Study:

- 1) To understand gold and jewellery market in India.
- 2) To understand the growth of branded outlets of gold jewellery.
- 3) To study female buyers' behaviour on buying gold jewellery.
- 4) To understand frequency of buying, spending amount and objective of buying jewellery.
- 5) To find out female buyers' awareness and preference for branded jewellery.
- 6) To find out and analyse the female buyers' satisfaction level on buying gold jewellery from branded outlets.

Objectives of Paper:

- 1) To study female buyers' buying behaviour of gold jewellery.
- 2) To study on the awareness and preference for branded jewellery.
- 3) To understand satisfaction level on buying branded gold jewellery by female buyers.

Research methodology:

This research paper is descriptive in nature considering the facts from articles, journals, annual reports and survey from buyers. Hence it covers both primary and secondary data.

Primary data is collected from female buyers. Data is collected by preparing the questionnaire covering the scope and objectives of study. Sample size is around 80 and area covered is Mumbai.

While selecting the sample of eighty respondents, stratified sampling method was selected based on the age of female buyers. Within each stratified sample, random sampling was undertaken.

Data Analysis:

Simple percentage method is applied to analyse the different parameters of questionnaire. For presenting the data simple frequency tables are used.

Limitation of Study:

1. The study was limited to around 80 female respondents only.
2. The time limit is one of the main factors to conduct the study effectively.
3. The respondent may not be true in filling up the questionnaire.
4. The area of study is Mumbai only

Data Analysis and Interpretation:

Age of respondents:

Frequency table:

Age	No. of Respondents	Percentage
Below 25 years	20	25.00%
25-35 years	20	25.00%
35-45 years	18	22.50%
Above 45 years	22	27.50%

The number of respondents in all age group are almost the same. As mentioned in sample design, stratified sampling method based on age has been selected. Within each age group of age random respondents has been selected.

Education of respondents:

Frequency table:

Education	No. of Respondents	Percentage
Up to Higher Secondary	20	25.00%
Graduation	21	26.25%
Post-Graduation/Professional	39	48.75%

Above table indicates 75% of total respondents are graduate and above.

Family Monthly Income

Frequency table:

Family monthly income	No. of Respondents	Percentage
Upto Rs. 20,000	14	17.50%
Rs.20,000-Rs. 50,000	18	22.50%
Rs. 50,000 - Rs. 1,00,000	14	17.50%
Rs. 1,00,000 - Rs. 2,00,000	18	22.50%
Above Rs. 2,00,000	16	20.00%

Above table indicates percentage in interval of Rs. 20,000 – 50,000 and Rs. 1,00,000 -Rs. 2,00,000 is the same and higher than two other intervals of incomes.

Occupation:

Frequency table:

Occupation	No. of Respondents	Percentage
Housewife	25	31.25%
Self - employed	16	20.00%
Working in private sector	18	22.50%
Working in government sector	21	26.25%

Above frequency table indicates higher number of respondents are house wives with percentage of 31.25% of total number of respondents. Then next higher number of females are working in government sector with percentage of 26.25%.

Marital status:

Frequency table:

Marital status	No. of Respondents	Percentage
Married	57	71.25%
Un married	23	28.75%

Table indicates a greater number of females in the sample group of 80 are married. The percentage of married female is 71.25% and un married is 28.75 %.

Frequency of buying the jewellery:

Frequency table:

Frequency of Buying the Jewellery	No. of Respondents	Percentage
Once in a month	00	2.50%
Once in every six months	02	2.50%
Once in a year	20	25.00%
Only on special occasions	58	72.50%

When asked from respondents on frequency of buying jewellery, most of respondents has replied on buying the jewellery on special occasions and not on time based. The percentage of females buying on special occasions is 72.5% while 25 % i.e., 20 had replied they buy jewellery once in year.

This indicates as gold is expensive, consumers are preferring to buy on special occasions when need arises. Also, people are becoming aware of other investment options.

Awareness of branded jewellery outlets:

Frequency table:

Awareness of Branded jewellery outlets	No. of Respondents	Percentage
Yes	68	85.00%
No	12	15.00%

Out of 80 respondents 68 i.e., 85% have awareness on branded jewellery outlets while remaining 15% have no knowledge on it. The marketing strategies by branded outlets and majority of respondents being minimum graduate can be the good reasons for having awareness about the branded outlets by majority of respondents.

Preference to buy type of jewellery:

Frequency table:

Preference to buy type of jewellery	No. of Respondents	Percentage
Branded	54	67.50%
Non - Branded	26	32.50%

From above we can see 67.5% of respondents have preference for buying branded jewellery while 32.5% of the respondents have preference to buy jewellery from local sellers.

As majority of respondents are graduate and above, there is good reason that female buyers have awareness and confidence on branded outlets.

Ever bought jewellery from branded outlets:

Frequency table:

Experience of buying branded jewellery	No. of Respondents	Percentage
Yes	57	71.25%
No	23	28.75%

Out of total respondents, 71.25% have actually experienced the buying of jewellery from branded outlets while around 28.75% haven't.

The higher percentage can be well connected with awareness and preference to buy the branded jewellery.

Awareness on the of branded jewellery outlets:

Frequency table:

Awareness on the brands	No. of Respondents	Percentage
Tanishq	69	86.25%
Kalyan Jewellers	56	70.00%
Orra Jewellers	40	50.00%
PC Jewellers	43	53.75%
Malabar Gold & Diamonds	42	52.50%

From the above we can see around 69 respondents out of 80 i.e 86.25% are aware about Tanishq brand. 70% of respondents know about Kalyan jewellers. For other brands too more than 50% of respondents have awareness on it.

It shows that since Tanishq is promoted by Tata group of companies, it is well placed in minds of buyers. Marketing strategies by Kalyan jewellers like earlier Mr. Amitabh Bachchan and now actress Sonam Kapoor the brand ambassador of Kalyan Jewellers have contributed in creating awareness and preference for branded jewellery in the market.

Objective of buying jewellery:

Frequency table:

Objective of buying jewellery	No. of Respondents	Percentage
Festivals	10	12.50%
Birthday /Weddings	52	65.00%
Fashion	13	16.25%
Investment in paper gold	37	46.25%
Any other	10	12.50%

In the above the respondents could tick more than one option. The table clearly indicates major number of respondents 52 numbers (65%) buy the jewellery on occasion of weddings or birthdays. Then objective of buying as investments in the form of paper gold follows. Around 37 respondents (46.25%) buy it from investment point of view too.

As we saw in frequency of buying the jewellery, majority of female consumers are buying on special occasions. In the above frequency table, we can analyse majority number with 65% prefer to buy on occasions of weddings / birthdays.

As in this primary data, almost 75% of female respondents are graduate and post graduate/ professional. We can find here educated women are better aware about of gold investment in paper form and they prefer to invest in it.

Average yearly amount spent on buying the jewellery:

Frequency Table:

Average yearly amount spent	No. of Respondents	Percentage
Below Rs. 50,000	45	56.25%
Rs. 50,000 - Rs. 2,00,000	30	37.50%
Rs. 2,00,000 - Rs. 3,00,000	5	6.25%
Above Rs. 3,00,000	0	0.00%

Table indicates around 56% of respondents are spending less than Rs. 50,000 yearly. 37.5% spend between range of Rs. 50,000 to Rs. 2,00,000. Only 6.25% of sample size of 80 are buying jewellery between Rs. 2,00,000 to Rs. 3,00,000 and nil for above Rs. 3,00,000.

Though number of respondents falling under different level of income are same but most of respondents have inclination to buy less than Rs. 50,000 yearly. This indicates less spending on gold.

Preference to buy type of jewellery:

Frequency Table:

Type of Jewellery	No. of Respondents	Percentage
Rings	33	41.25%
Necklace	15	18.75%
Earrings	48	60.00%
chain	34	42.50%
Bracelet	23	28.75%
Others	23	28.75%

Above table indicates around 60% of the respondents prefer to buy ear rings. 42.50% and 41.25% prefer to buy chain and rings respectively. This shows as majority of respondents spends less than Rs. 50,000 mostly they prefer to buy light weighted jewellery like ear rings, rings and chain.

The above analysis indicates the behaviour of female consumers. We can analyse the major findings like:

1. There is awareness on branded gold jewellery stores among female buyers.
2. Most of female buyers prefers to spend on light weighted jewellery.
3. Spending percentage on jewellery is low and is on special occasions like weddings/birthdays.
4. Spending objectives is extended to investment too. There is awareness on including paper gold in basket of portfolio by female buyers.
5. Brands like Tanishq and Kalyan jewellers are most known brands in the market.

Following table shows the satisfaction factors for buying jewellery from the branded outlets.

	Highly satisfied		Satisfied		Neutral		Dis -satisfied		Highly dis -satisfied	
	No.	%	No.	%	No.	%	No.	%	No.	%
Quality of services at branded outlets	10	12.50%	46	57.50%	7	8.75%	16	20.00%	1	1.25%
varieties of jewellery at branded outlets	11	13.75%	44	55.00%	5	6.25%	19	23.75%	1	1.25%
Quality of jewellery at branded outlets	20	25.00%	35	43.75%	6	7.50%	18	22.50%	1	1.25%
Discounts provided at branded outlets	4	5.00%	29	36.25%	25	31.25%	18	22.50%	4	5.00%
Shopping as pleasurable and pleasant experience	17	21.25%	37	46.25%	19	23.75%	6	7.50%	1	1.25%
Visit to branded outlets only	11	13.75%	41	51.25%	23	28.75%	5	6.25%	0	0.00%
Purity of gold at branded outlets	26	32.50%	30	37.50%	3	3.75%	20	25.00%	1	1.25%
Attractive gifts and vouchers	6	7.50%	21	26.25%	23	28.75%	25	31.25%	5	6.25%

From the above we can analyse the following:

1. Between 68% to 70% of the respondents are satisfied with quality of services and quality of jewellery at branded outlets. Between 21% to 24% are dissatisfaction on it. Balance have neutral view on it.
2. 68.75% of respondents are satisfied with varieties of jewellery which branded stores keep while 25% are dissatisfied on it. Balance percentage of respondents have no view on it.
3. 41.25% of respondents are satisfied on discounts offers given by outlets while 27.5% are dissatisfied on it. Here we can see lower number of respondents who are happy on discounts provided by them.
4. Around 68% find shopping experience at branded outlets as pleasurable and pleasant experience, while 8.75% are dis satisfied on it. Balance percentage of respondents are not sure about it.
5. 70% of respondents have confidence on purity of gold at branded outlets while 26.25% don't have.

6. 33.75% of the respondents are satisfied on attractive gifts and vouchers while 37.50% are dissatisfied on it. Balance are not sure about it.

We can analyse the major findings from above table regarding satisfaction on buying the jewellery from branded outlets:

1. Between 68% to 70 % of respondents are satisfied on quality of services, varieties, quality and purity of gold at branded outlets.
2. Around 71% respondents have experienced the buying of jewellery from the branded outlets. It indicates almost who have bought the jewellery from branded outlets are satisfied with services and quality of gold.
3. On discounts, attractive gifts and vouchers, satisfaction percentage is quite lower than other satisfaction factors.

Conclusions:

The branded outlets have been successful in creating the good market share in the jewellery market. They have gained good confidence from buyers on purity and varieties of gold.

Percentage of spending is on gold jewellery is lower and it is becoming more occasional oriented. The reason can be gold is becoming one of the expensive metals. With these challenges, the branded outlets should come out with more innovative ideas and marketing strategies. To attract more buyers, they should offer more discounts and attractive gifts.

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