



COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOR OF GOLD & GOLD JEWELLERY BETWEEN RURAL & URBAN AREA OF COIMBATORE DISTRICT

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ABSTRACT: Everyone in society knows something about gold, some more than others. People with a strong urge to purchase gold and gold jewellery. We learn a lot more about the gold sector in this study and poll. The gold market in Coimbatore has grown to both urban and rural areas. People in both urban and rural areas have a strong desire to purchase gold and jewellery, but they do not do it in the same quantities, in the same quality, at the same time, at the same outlet, or with the same designs. True, and everyone knows that, but in this study, we examine that factor in an acceptable manner and from various perspectives. This research reveals which elements distinguish rural and urban areas, including economic, cultural, and social issues. These studies also show that this sector will continue to grow in both urban and rural areas. This research compares urban and rural customers, as well as the entire gold urban and rural market. This study is beneficial to both the organised and unorganised sectors. It also benefits customers by educating them on how to improve their businesses by providing the best possible service to their customers.

Keywords: Investment, Marketing and Mortgage

I. INTRODUCTION

In India, the gold market is mostly for buying and selling actual gold and gold in the form of jewellery. It's regarded as a symbol. Because of the high demand for gold in the country, the current economic trend is to restrict consumption by hiking import duties and restricting the import of gold coins and medallions. However, marketing has raised consumer knowledge of metal purity, the value of hallmarking, and quality assurance, among other things. Digital media has transformed the way people interact with brands and form opinions. Customers in India are getting more sensitive of quality. Even today, the India bride "Streedha" is remembered for the wealth she brings with her when she marries and inherits. When purchasing jewellery, look for customer service. It depends on the marketing and how magnesium is displayed. Consumer behaviour refers to what people buy, when they buy it, where they buy it from, and how often they buy it. Taking into account the essential position of gold industry in our nations „economy and culture. Consumer demand for gold jewellery has risen in recent years. Farmers are big fans of jewellers, with gold sales skyrocketing after a successful harvest. Jewelry has been linked to a variety of health and well-being advantages. There were numerous beliefs about the health benefits of specific types of jewellery, and it was employed to protect against diseases like smallpox. It is a popular savings and investment vehicle in India, and it is the second most popular investment option after deposits and mutual funds. India consumes far more than other countries. The number of things available for purchase is enormous, yet consumers tend to blame this on the industrial world's immense manufacturing capability. The marketing profession is in charge of the wide range of products available on the market. In selecting which marketing initiatives will be deployed and when, the ability to evaluate and influence consumer behaviour is crucial. In today's Indian economy, the jewellery business is one of the most rapidly emerging and foreign exchange earning industries. Indians have traditionally worn jewellery for both aesthetic and investment motives. Customers' trust is an important factor in jewellery purchases. As a result, households turn to their "family jewellers" for purchases. According to CRISIL Research, the country has over 300,000 jewellery retail outlets, the majority of which are single-store, family-owned businesses. This gleaming yellow metal, unlike any other, evokes intense emotional responses in people. A rise in the working population, resulting in greater living standards. When a product is pricey, purchased only once in a while, and particularly self-expressive, customers may become easily distracted. It is a learning process for purchasers to build product beliefs, attitudes, and make informed purchasing decisions. Indian marketers should be heavily involved in consumer information collecting and evaluation; they should make it easier for customers to learn about product-class qualities and their significance, particularly in rural areas, resulting in increased growth projections and demand for gold jewellery. As a result, the focus of this research is on the purchasing habits of jewellery customers in Coimbatore.

II. OBJECTIVE OF THE STUDY

- ❖ To investigate how people, buy gold and gold jewellery.
- ❖ The elements that most distinguish urban and rural customers in terms of purchasing behaviour.
- ❖ To investigate public knowledge of gold and gold jewellery in both urban and rural areas.

III. RESEARCH METHODOLOGY

This data was acquired from the gold market, and it included the ultimate consumer as well as the business owner or responsible person.

1) Primary data: a questionnaire survey. The main Coimbatore and rural Coimbatore taluks have been chosen for the survey. Pollachi, Perur, Madukkarai, Annur, Mettupalayam, Sulur, Kinathukadavu, Anaimalai, and Valparai are the nine Taluks.

2) Sample size: 400 customers (100 from each Tahsil) plus 100 jewellers from all tehsil locations, including Nagpur city (total - 500 respondents).

3) Secondary data - books, journals, internet, magazines, and other sources.

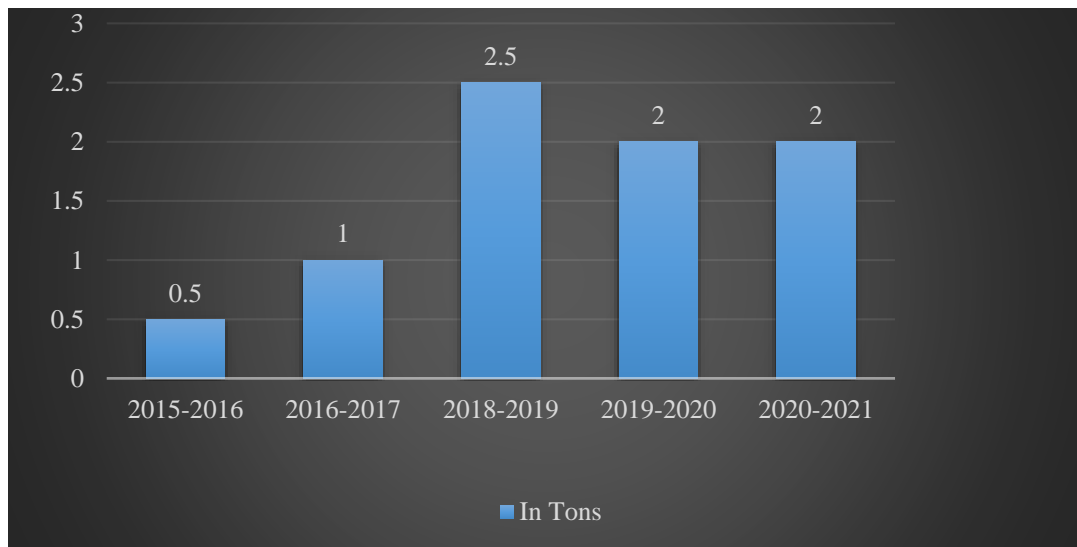
IV. DATA ANALYSIS AND INTERPRETATION

1. Selling of gold Jewellery in last 5 years in Coimbatore district, rural and urban market.

Table 1

S.No.	Years	In Tons
1	2015-2016	0.5
2	2016-2017	1
3	2018-2019	2.5
4	2019-2020	2
5	2020-2021	2

Chart 1



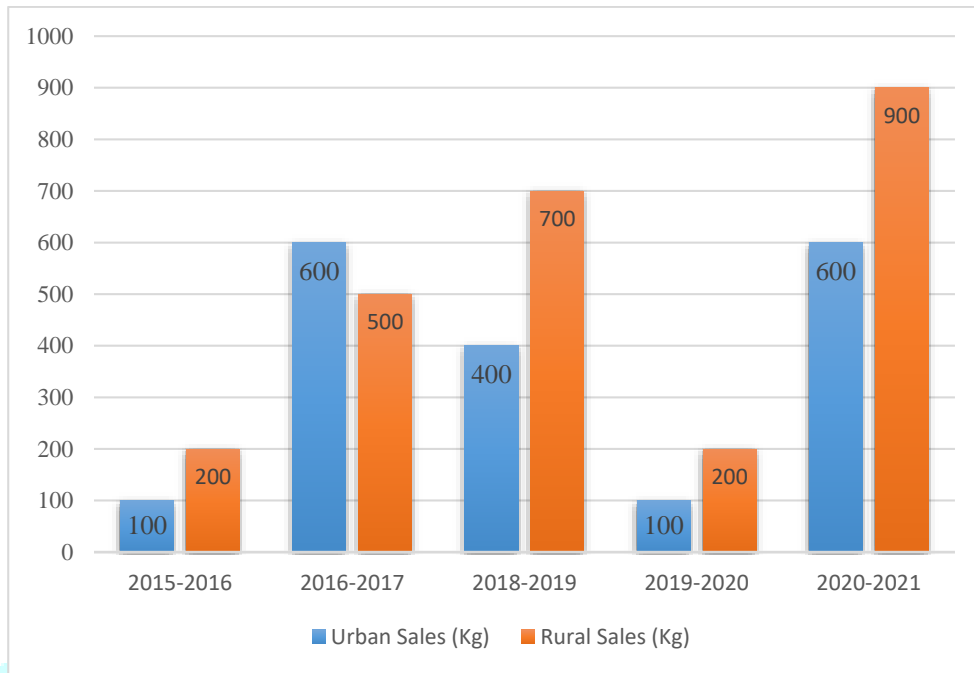
- In the year 2018-2019 gold was sold 0.5 ton, it is the lowest among the five following years
- In the year 2015-2016 gold was sold 2.5, ton it is the highest among the five following years
- In the year 2019-2020 and 2020-2021 gold was sold 2 tons continuously in the five following years

2. Comparison between rural and urban people to buy gold and gold Jewellery.

Table 2

S.No.	Years	Urban Sales (Kg)	Rural Sales (Kg)
1	2015-2016	100	200
2	2016-2017	600	500
3	2018-2019	400	700
4	2019-2020	100	200
5	2020-2021	600	900

Chart 2

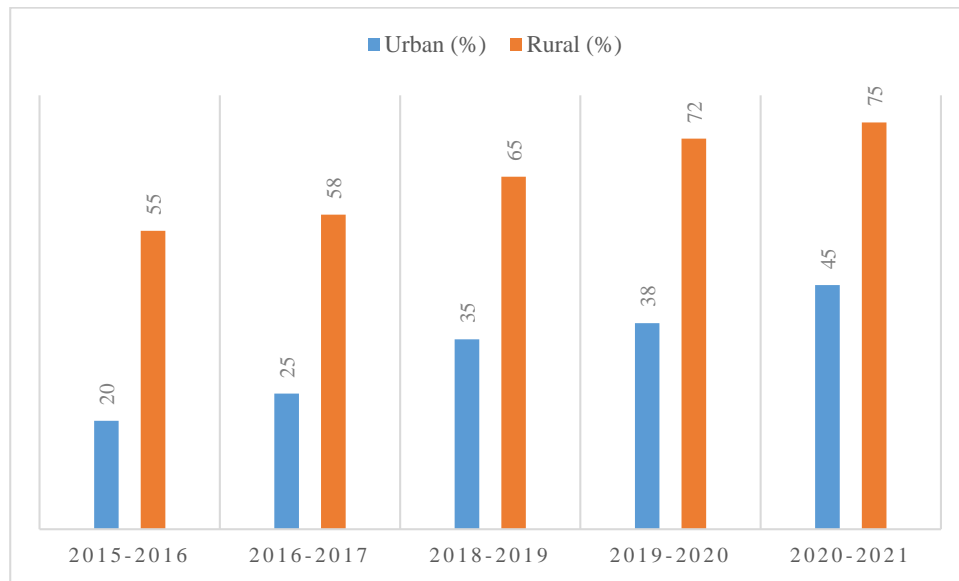


- In the year 2016-2017 gold was purchased by urban people 600 Kg and it is the highest among the five following years
 - In the year 2020-2021 gold was purchased by rural people 900 Kg and it is the highest among the five following years
3. Percentage of gold and gold Jewellery used for loan against mortgage.

Table 3

S.No.	Years	Urban (%)	Rural (%)
1	2015-2016	20	55
2	2016-2017	25	58
3	2018-2019	35	65
4	2019-2020	38	72
5	2020-2021	45	75

Chart 3



- In the year 2020-2021 45% of gold Jewellery used for loan against mortgage in urban and it is the highest among the five following years
- In the year 2020-2021 75% of gold Jewellery used for loan against mortgage in rural and it is the highest among the five following years

4. The main purpose of consumers when buying gold in rural and urban area.

Table 4

S.No.	Purpose	Urban	Rural
1	Investment	50 %	35 %
2	Tradition/Fashion	40 %	25 %
3	For Mortgage	10 %	40 %

Chart 4



- In people lives in urban occurs highest percentage in Investment and Tradition/fashion.
- In people lives in rural occurs lowest percentage in Investment and Tradition/fashion.
- In people lives in rural occurs highest percentage in Mortgage.
- In people lives in urban lowest percentage in Mortgage.

V. FINDINGS

- 1) The sale of gold and gold jewellery climbed steadily from 2016 to 2017, but declined slightly after that. In 2018-2019, 2.5 tons of gold and gold jewellery were sold.
- 2) Buying gold and gold jewellery in the rural and urban areas of Coimbatore district differs significantly. Up until 2020-2021, rural market demand was higher than urban market demand, with 600 kg for urban sales and 900 kg for rural sales, but after that, rural market gold demand has been steadily declining in comparison to urban market demand.

VI. CONCLUSION

The current study focused on the gold jewellery purchasing behaviours of Coimbatore people. Customers are prioritised in today's market, which is consumer-driven. Consumer preferences are always altering as a result of their needs, desires, choices, and fashion. When it comes to buying jewellery, customers have higher expectations. As a result, the jewelry's quality, designs, waste and manufacturing costs, as well as customer service, should all be improved. In order to better serve the respondents, jewellery should take these things into account and preserve its values of trust, authenticity, reliability, and objectivity. In many cultures, gold jewellery is a symbol of success, power, and wealth, thus obtaining it is crucial. Client behaviour and approach to jewellery purchases in Coimbatore City have played a significant influence, based on the following.

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