



# CUSTOMER SATISFACTION TOWARDS JEWELLERY PRODUCT

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## CHAPTER-I

### ABSTRACT

India's have been using jewellery for adornments since centuries. The significance of jewellery in the country is evident from the fact that on many auspicious occasions, jewellery from a part of gift. To understand and predict consumer behaviour in the market place, it also promotes and understanding of the role that consumption plays in the lives of individual. Consumer behaviour is defined as the behaviour that consumer displays in searching for purchasing, using, evaluating and disposing of products, service and ideas that they will except will satisfy their needs. To successful market to consumer with different personal characteristics, the marketer must accordingly modify his/her marketing strategies.

**Keywords:** Customer satisfaction, Jewellery.

### INTRODUCTION

Jewellery is valued as an important savings and investment in India. Even in present times, Jewellery remains the Indian bride's 'streethan', the wealth she takes with her when she marries and which remains hers. Gold jewellery is the preferred jewellery worn by woman in India irrespective of their religious beliefs . In marriages, gold jewellery is the gift preferred by the near relatives of the bride and the groom. Jewellery is very popular among farmers, with an upsurge in gold sales after a good agricultural season. Various benefits to health and well-being were ascribed to jewellery. There were numerous beliefs concerning the efforts of specific types of jewellery on the health, and it was used to guard against cold. While "rudraksha beads" were believed to control blood pressure and precious stones were considered to have an effect on health and temperament. Buying of gold jewellery is an important part of every stage of an Indian citizen's life-at birth, marriage, health, construction of home, festival, religious ceremonies, setting up of new business, and death.

## OBJECTIVES OF THE STUDY

- ❖ To analyze the social economic status of the respondents.
- ❖ To study the customer's awareness and attitude during the purchase of jewellery products.
- ❖ To examine the customer satisfaction and purchase decision of jewellery products.

## STATEMENT OF THE PROBLEM

Marketing success or failure depends on the target customer's reactions expressed in the form of buying patterns. The individual's specific satisfaction in the marketplace is affected by internal factors such as needs, motives, perception and attitudes, as well as by external factors such as family, social groups, culture, economic and influences. Taking into accounts the enviable position of purchase of jewellery products in practice and customers attitude and demand even on price fluctuations.

## SCOPE OF THE STUDY

A study on customer satisfaction helps to identify and satisfy the demands of the customers. As customers is the most critical person for marketers. Therefore, it is essential for them to consider the likes and dislikes of customers. So that they can provide them with a better service. The more careful analysis helps in exact prediction about the satisfaction of customers of jewellery products. The jewellery products become inseparable element in people's life.

## RESEARCH METHODOLOGY

A Research design is an overall plan or program of research. The fact finding investigation with adequate interpretation is known as descriptive study.

## DATA COLLECTION METHOD

The data are collected through primary method. The data are collected through structured questionnaire method from the customers satisfaction of jewellery.

## LIMITATONS OF THE STUDY

- ❖ The study does not cover the technical aspects of the jewellery. The scope of the study is limited to the current trend in jewellery sales and conducted during the current year only.
- ❖ The conclusions drawn from the study are applicable only to the area studied.

## REVIEW OF THE LITERATURE

**Gomathy, c. & Devi, Y. (2015)** in their paper, "A study on customers' awareness and perception about branded jewellery" examined that maximum number of customers are aware of branded jewellery. Tanishq brand is the most preferred brand by the customers.

**Ramachandran, K. K. & Karthick, K. K. (2014)** in their paper, "A study on the perception of customers towards branded jewellery" found that branded jewellery products have formed a sort of revolution in the field of jewellery market.

## TOOLS FOR ANALYSIS

### (i) Simple percentage Analysis

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series.

Percentage = No. Of Respondents  $\times$  100 Total no.

**(ii) Chi-square test**

**(iii) Ranking method**

Ranking method is a method of performance appraisal. Ranking method is the oldest and most conventional for of method all employees are compared on the basis of worth. They are ranked on the basis of best to worst.

**(i) Simple percentage analysis**

**SOURCE OF A AWARENESS ON JEWEL**

S no	Source Awareness	No of respondents	Percentage
1	TV	22	22
2	NEWSPAPER	26	26
3	MAGAZINE	15	15
4	FRIENDS, RELATIVES	37	37
	<b>TOTAL</b>	<b>100</b>	<b>100</b>

**INTERPRETATION**

The about table shows that 22% of the respondents were got awarded by TV, 26% of the respondents were awarded by Newspaper, 15% of the respondents were awarded by Magazines and 37% of the respondents were awarded by friends and relatives.

**INFERENCE**

Here majority 37% of the respondents were awarded on jewellery by friends and relatives.

**(ii) CHI-SQUARE TEST**

**HO:** there is no significant relationship between monthly income and frequently purchase jewellery products.

**HO:** there is no significant relationship between gender and opinion prices and designs of jewellery products.

VERIABLES	CALCULATE VALUE	DEGREE OF FREEDOM	TABLE VALUE	ACCEPTED/REJECTED	LEVEL SIGNIFICANCE
Monthly income and frequently purchase jewellery products.	14.23	12	21.0	rejected	5%
Gender and opinion prices and designs of	4.2	4	9.49	rejected	5%

jewellery products.						
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### INTERPRETATION

The calculated value of chi-square is more than the table value at 5% level of significance. So the null hypothesis is rejected. Hence there is a relationship between monthly income and frequently purchase jewellery products.

### (iii) RANK ANALYSIS

FACTORS	I	II	III	IV	V	TOTAL POINTS	RANK
Branded jewellery shops	45	31	16	2	6	407	1
Other jewellery shops	45	29	14	9	3	404	2
Traditional jewellery markers	4	8	14	42	32	230	4
Online purchase	4	25	42	21	8	298	3

The factor quality was assigned as first rank the Branded jewellery shops.

### SUGGESTIONS

- The jewellery marketers should concentrate on female customers because of their responses to jewellery as high.
- Customers taste and preference are influenced by westernisation.
- The marketer should concentrate on westernized designs.
- The customers who prefer to buy jewellery are yet to be married.
- As a result, marketers should have a strategy of selling wedding jewellery sets to customers.

### CONCLUSION

As the jewellery become part of human life and mainly in marriages the jewellery plays an important role. Knowing the importance of jewellery, the government of Tamil Nadu provides gold to economically backward woman who have completed the degree. Under marriage schemes from 2011 onwards. The government had procured huge volume of gold for this scheme. Therefore , this study aims to gain knowledge of customer behaviour towards jewellery products.