



A Study of Gold Ornaments Purchasing Behaviour – “Influence of Customer Perception on Design”

Dr.G.Jayashree Hareesh^{1*}, Ms.C.Umarani², Mr. Mic Johnson W³

^{1*}Assistant Professor, Department of Management, Marketing and Entrepreneurship, Fahad Bin Sultan University, Tabuk, Kingdom of Saudi Arabia

²Assistant Professor, Department of Management Studies, Sona College of Technology, Salem-05

³MBA Student, Department : MBA, Sona College of Technology

Citation: Dr.G.Jayashree Hareesh, et al (2024) A Study of Gold Ornaments Purchasing Behaviour – “Influence of Customer Perception on Design”, *Educational Administration: Theory and Practice*, 30(4), 9237-9251

Doi: 10.53555/kuey.v30i5.3434

ARTICLE INFO

ABSTRACT

This research aims to uncover the comprehensive spectrum of consumer perceptions regarding gold ornaments in Kerala, analysing the determinants of purchase behaviour and the diverse preferences for ornament designs among different demographic segments. Through a detailed examination of how consumers perceive, understand, and evaluate gold ornaments at various stages of interaction with sellers—ranging from advertisement exposure to post-purchase experiences—this study identifies the pivotal factors influencing customer decisions. It highlights the impact of personal choices, cultural background, and social influences on consumer perceptions. By consistently monitoring and influencing these perceptions, businesses can enhance their service quality, product offerings, and overall customer experience. The objectives of this study are to explore consumer perceptions, identify the factors driving purchase behaviours, analyse the influences on design preferences, provide actionable recommendations for jewellery dealers to improve their designs and service offerings, and suggest strategies to align seller and buyer perceptions more closely. This research contributes to a deeper understanding of the gold ornament market in Kerala, offering valuable insights for businesses aiming to cater more effectively to their customers' evolving needs and preferences.

Keywords : jewellery , consumer, behaviour, motivates, cultural and economic

1. INTRODUCTION:

Gold ornaments hold a special place in the cultural and economic landscape of India, with a particularly pronounced significance in Kerala. These ornaments are not only cherished for their aesthetic appeal but also for their cultural, religious, and economic value. They symbolize wealth, status, and beauty and are integral to various ceremonies and rituals. This study delves into the multifaceted customer perceptions of gold ornaments in Kerala, examining how factors like design, quality, purity, price, availability, and seller services shape consumer preferences and expectations.

2. LITERATURE REVIEW

In the literature review provides insights into the evolution of consumer behaviour and market dynamics within the gold and jewellery industry:

Zaveri Samrat's (2003) study highlights a shift in consumer demand towards stylish and lightweight jewellery in the late 1990s, particularly among younger age groups, signalling early changes in jewellery preferences. RNCOS (2006) identifies significant growth potential in India's gems and jewellery industry, citing competitive advantages such as low production costs and a skilled workforce. Shah Vipul's (2012) study observes a surge in the number of gold retailers in India as the branded jewellery sector gains popularity, marking a milestone in the market's expansion. Alok Kala's (2010) research on the jewellery industry in Jaipur underscores the high demand for platinum, gold, and studded jewellery, indicating a thriving market for luxury jewellery. Shivani

Mishra's (2007) survey reveals a preference for traditional jewellery over branded options, reflecting consumer sentiments towards heritage and cultural significance in purchase decisions. Dr. M. Vasan's (2018) study emphasizes the importance of factors such as brand image and competitive pricing in selecting a branded jewellery store, indicating a shift towards brand-oriented preferences.

Dr. C.Palanichamy's (2019) research highlights India's gold market as a hub for buying and selling gold ornaments, emphasizing its multifaceted role as a status symbol and investment vehicle. S.Praveen Kumar's (2019) study focuses on the purchasing behavior of gold jewellery in Indian culture, emphasizing its resale value and status as an asset to buyers. Ajay Kirshana.G & M.Nandhini (2017) survey the brand choice and purchase intentions of gold jewellery among teachers in Kottayam district, highlighting factors such as social status and brand reputation in purchase decisions. Shahana Parveen and Deepa Saxena's (2016) study examines the purchasing behavior of women in Rewa town, emphasizing the benefits of purchasing gold jewellery from a wide range of products available. Dr. P. Sunil et al.'s (2020) research acknowledges India's prominence in the diamond cutting and refining industry, underscoring the potential impact of global changes on the market. Dr. Ketan R. Rawal's (2015) study investigates consumer buying behavior for diamond jewellery from branded retailers in Mumbai, offering insights into consumer motivations and preferences.

T Chitradevi's (2017) research explores consumer behavior towards diamond jewellery in the Tiruchirappalli district, providing insights into the motivations behind diamond jewellery purchases. Sindy Yurezka Amelia and Herry Hudrasyah's (2016) study on consumer purchasing behavior towards diamond jewellery in Indonesia highlights factors such as investment and social status in purchase decisions. Panwala's (2017) literature review examines consumer preferences for online diamond jewellery purchases, emphasizing the importance of effective marketing and building customer trust in online platforms. Devi's (2020) study on consumers' perceptions and awareness of branded jewellery reveals a preference for the Tanishq brand over others, indicating brand loyalty among consumers. Dr. Deepa Saxena and Shahana Parveen's (2016) study on women's buying behavior towards gold jewellery in Rewa city underscores gold's high resale value and cultural significance. Berad, N. R. et al.'s (2015) comparative study on customer preferences regarding branded jewellery over non-branded jewellery in Nasik city highlights factors such as design and price in purchase decisions. Dr. Mehul Pandya's (2016) research identifies a correlation between a consumer's residential location and the effectiveness of marketing methods in promoting gold jewellery. Raju, K. V. & Kumar, D. P.'s (2013) study on customer preferences for marketed jewellery in Hyderabad explores factors such as price and brand image in purchase decisions. Ramachandran, K. K. & Karthick, K. K.'s (2014) study on the perception of customers towards branded jewellery emphasizes the distinct style and appeal of branded jewellery items. Vadra, R. & Malhotra, G. G.'s (2015) study on customer perception towards branded jewellery in India highlights a shift towards design-oriented and fashionable jewellery preferences. Priya Lakshmi and Suganya.S's (2009) study suggests a focus on creating brands synonymous with excellence and openness in the Indian jewellery industry, indicating a trend towards brand-conscious consumer behavior.

Ekanayake et al.'s (2010) study on the gem and jewellery industry in Sri Lanka explores entrepreneurial strategies to enhance the industry's competitiveness, indicating efforts to adapt to changing market dynamics. Dr. M. Vasan's (2018) study on consumer preferences for branded jewellery underscores the importance of factors such as brand image and quality in purchase decisions. Rana, Chauhan, and Bhatia's (2023) research on the buying behavior of women towards gold ornaments highlights India's significant role in the global gold jewellery market and the cultural significance of gold in Indian society. Hossain, Nomi, & Sabbir's (2017) study on the preference for imitation jewellery among Bangladeshi women reveals motivations such as status display and improvements in economic standing, indicating changing consumer preferences and purchasing patterns. Patel and Vekariya's (2020) study on the diamond market in Surat explores the factors influencing consumer purchasing habits and demographics, providing insights into the local diamond industry dynamics. Ayre, Vive, and Dhru Meruliya's (2022) study on consumer buying behavior in Surat investigates the factors influencing diamond purchases, contributing to a deeper understanding of consumer preferences and market trends. G.A.K and Nandhini's (2012) study on the factors influencing gold jewellery purchases among working women in India indicates a preference for purity, quality, and brand reputation, reflecting evolving consumer preferences in the Indian jewellery market. Abirami and Krishnaraj (2016) highlight the evolving consumer attitudes towards mobile marketing in India, identifying the crucial elements that shape consumer behavior and the need for tailored marketing strategies to meet these preferences. Ganesan and Shruthee (2021) delve into the impact of infomercials on consumer purchase intentions, particularly in the wellness product sector, underscoring the persuasive power of infomercials in influencing buying decisions.

Chandrasekar et al. (2015) examine the role of social media in enhancing interpersonal communication and its subsequent effect on consumer purchasing behavior, emphasizing the strategic importance of social media in marketing. Kamalaveni et al. (2021) focus on the significance of social media monitoring for effective product advertising, highlighting the necessity of analyzing social media conversations to align marketing strategies with consumer sentiments. Puroshothaman et al. (2014) present insights into internet users' perceptions of social media advertisements, offering a deep dive into consumer engagement with online advertising formats. P.praba Devi and 9238riya Dharshini (2021) provide a comprehensive review of social media marketing, covering diverse strategies and platforms. Their work underlines the challenges and opportunities within social media marketing, advocating for a well-integrated approach to leverage this medium.

In summary, these studies collectively trace the evolution of consumer behavior and market dynamics in the gold and jewellery industry, providing valuable insights into the factors influencing purchasing decisions and the changing preferences of consumers over time.

3. RESEARCH METHODOLOGY

3.1 Research Objectives

- To Explore the Entire Spectrum of Consumer Perceptions regarding gold ornaments.
- To Identify Factors Determining the Purchase Behaviour of customers buying gold ornaments.
- To Analyse Various Dimensions Influencing Customer Preferences in selecting designs of gold ornaments.
- To Provide Recommendations for Gold Jewellery Dealers to enhance their business through design improvements.
- To Offer Solutions to Bridge the Gap between seller and buyer perceptions in choosing designs for gold ornaments.

3.2 Types of Research Design

This study employs a descriptive research design to systematically describe consumer perceptions and buying behaviors regarding gold ornaments without manipulating variables, focusing on "what, where, when, and how" questions. It targets individuals influenced by gold ornament purchasing decisions, using a sample size of 300 respondents. Convenience sampling, a non-probability technique, was chosen for its practicality, drawing from a readily accessible segment of the larger population. Data collection incorporates both primary and secondary methods. Primary data was gathered through a structured questionnaire aimed at understanding the factors affecting consumer perceptions and buying behaviors. Secondary data was collected from various digital and print sources to complement the primary data, ensuring a comprehensive analysis.

4. DATA ANALYSIS AND INTERPRETATION

Table No. 4.1 The reason for buying gold ornaments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Respect/Reputation	13	4.2	4.2	4.2
	Style / Design	19	6.2	6.2	10.4
	Fashion	21	6.8	6.8	17.3
	Occasions	17	5.5	5.5	22.8
	Easy to mortgage	10	3.3	3.3	26.1
	Style / Design; Savings for future	20	6.5	6.5	32.6
	Style / Design; Fashion; Occasions	12	3.9	3.9	36.5
	Respect / Reputation; Fashion; Savings for future	51	16.6	16.6	53.1
	Style / Design; Occasions; Savings for future	33	10.7	10.7	63.8
	Respect / Reputation; Style / Design; Occasions; Savings for future	21	6.8	6.8	70.7
	Respect / Reputation; Fashion; Easy to mortgage; Savings for future	31	10.1	10.1	80.8
	Respect / Reputation; Fashion; Savings for future; Investment	37	12.1	12.1	92.8
	Style / Design; Occasions; Savings for future; Investment	11	3.6	3.6	96.4
	Respect / Reputation; Fashion; Occasions; Easy to mortgage; Investment	11	3.6	3.6	100.0
	Total	307	100.0	100.0	

Table No. 4.2 Do you prefer traditional or modern designs when buying gold ornaments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traditional	120	39.1	39.1	39.1
	Modern	82	26.7	26.7	65.8
	No preference	105	34.2	34.2	100.0
	Total	307	100.0	100.0	

Chart. No.1 Do you prefer traditional or modern designs when buying gold ornaments**Interpretation**

The above table conforms that 39.09% of the respondents are in the category of Traditional, 26.71% of the respondents are in the category of Modern, and 38.44 % of the respondents are in the category of No preference.

4.3 Correlations analysis**Correlations between age and preference of traditional or modern designs when buying gold ornaments**

Null Hypothesis H_o : The correlation coefficient is not significantly different from zero. There is not a significant linear relationship (correlation) between age and traditional or modern designs when buying gold ornaments in the population.

Alternate Hypothesis H_a : The correlation coefficient is significantly different from zero. There is a significant linear relationship (correlation) between age and traditional or modern designs when buying gold ornaments in the population.

Table No. 4.3 : Correlations between age and preference of traditional or modern designs when buying gold ornaments

Correlations			
		Age	Do you prefer traditional or modern designs when buying gold ornaments?
Age	Pearson Correlation	1	-.156**
	Sig. (1-tailed)		.003
	N	306	305
Do you prefer traditional or modern designs when buying gold ornaments?	Pearson Correlation	-.156**	1
	Sig. (1-tailed)	.003	
	N	305	306

** . Correlation is significant at the 0.01 level (1-tailed).

Interpretation:

This is a Negatively correlated. There is no relationship between age and preference of traditional or modern designs when buying gold ornaments.

4.4 Correlation between gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price

Null Hypothesis H_o : The correlation coefficient is not significantly different from zero. There is not a significant linear relationship (correlation) between gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price in the population.

Alternate Hypothesis H_a : The correlation coefficient is significantly different from zero. There is a significant linear relationship (correlation) gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price in the population.

Table 4.4 Correlation between gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price

Correlations			
		Gender	How likely are you to purchase a gold ornament solely based on its design, without considering factors like brand or price?
Gender	Pearson Correlation	1	-.126*
	Sig. (1-tailed)		.014
	N	306	306
How likely are you to purchase a gold ornament solely based on its design, without considering factors like brand or price?	Pearson Correlation	-.126*	1
	Sig. (1-tailed)	.014	
	N	306	306
*. Correlation is significant at the 0.05 level (1-tailed).			

Interpretation:

This is a negatively correlated. There is no relationship between gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price.

4.5 Correlations between region and attributes that attracted to buy gold jewellery

Null Hypothesis H_o : The correlation coefficient is not significantly different from zero. There is not a significant linear relationship (correlation) between region and attributes that attracted to buy gold jewellery in the population.

Alternate Hypothesis H_a : The correlation coefficient is significantly different from zero. There is a significant linear relationship (correlation) between region and attributes that attracted to buy gold jewellery in the population.

Table 4.5 Correlations between region and attributes that attracted to buy gold jewellery

Correlations			
		Region	Attributes that attracted to buy gold jewellery
Region	Pearson Correlation	1	.073
	Sig. (1-tailed)		.100
	N	306	306
Attributes that attracted to buy gold jewellery	Pearson Correlation	.073	1
	Sig. (1-tailed)	.100	
	N	306	306

Interpretation:

This is a positively correlated. There is a relationship between region and attributes that attracted to buy gold jewellery.

4.6 Correlations between what motivates you to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand

Null Hypothesis H_o : The correlation coefficient is not significantly different from zero. There is not a significant linear relationship (correlation) between what motivates you to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand in the population.

Alternate Hypothesis H_a : The correlation coefficient is significantly different from zero. There is a significant linear relationship (correlation) between what motivates you to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand in the population.

Table 4.6 : Correlations between what motivates you to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand

Correlations			
		What motivates you to buy gold ornaments?	Have you ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand?
What motivates you to buy gold ornaments?	Pearson Correlation	1	-.227**
	Sig. (1-tailed)		.000
	N	306	306
Have you ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand?	Pearson Correlation	-.227**	1
	Sig. (1-tailed)	.000	
	N	306	306

** . Correlation is significant at the 0.01 level (1-tailed).

Interpretation:

This is a negatively correlated. There is no relationship between factor that motivates to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand.

4.7 Multiple Regression analysis**Table 4.7 : Regression of How likely are you to purchase a gold ornament solely based on its design, without considering factors like brand or price**

Descriptive Statistics			
	Mean	Std. Deviation	N
How likely are you to purchase a gold ornament solely based on its design, without considering factors like brand or price?	3.25	1.272	303
Attributes that attracted to buy gold jewellery	2.32	1.451	303
What motivates you to buy gold ornaments?	2.57	1.036	303
Do you prefer traditional or modern designs when buying gold ornaments?	1.26	.442	303
What is your preference for buying gold jewellery based on price?	3.26	1.134	303

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.337 ^a	37.804	4	298	.000

a. Predictors: (Constant), What is your preference for buying gold jewellery based on price?, What motivates you to buy gold ornaments?, Attributes that attracted to buy gold jewellery , Do you prefer traditional or modern designs when buying gold ornaments?

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.401	.355		12.411	.000
	Attributes that attracted to buy gold jewellery	.235	.043	.268	5.493	.000
	What motivates you to buy gold ornaments?	-.685	.061	-.558	-11.201	.000
	Do you prefer traditional or modern designs when buying gold ornaments?	-.317	.143	-.110	-2.215	.028
	What is your preference for buying gold jewellery based on price?	.142	.055	.127	2.594	.010

Coefficients ^a			
Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	3.703	5.099
	Attributes that attracted to buy gold jewellery	.151	.319
	What motivates you to buy gold ornaments?	-.805	-.565
	Do you prefer traditional or modern designs when buying gold ornaments?	-.598	-.035
	What is your preference for buying gold jewellery based on price?	.034	.250

a. Dependent Variable: How likely are you to purchase a gold ornament solely based on its design, without considering factors like brand or price?

Result:

From the above analysis, calculated value of the F-value is a positive 37.804 value, so H₁ accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between likelihood to purchase based on design and importance of design, purchase motivator, traditional vs modern preference, Price satisfaction

4.8 Regression of Have you ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand

Table 4.8

Descriptive Statistics			
	Mean	Std. Deviation	N
Have you ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand?	2.33	.750	305
Age	1.96	.731	305
Region	1.84	.820	305
What motivates you to buy gold ornaments?	2.56	1.038	305
Is it easy for you to purchase gold ornaments any time?	1.96	.899	305

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.110 ^a	9.276	4	300	.000

- a. Predictors: (Constant), Is it easy for you to purchase gold ornaments any time?, What motivates you to buy gold ornaments?, Age, Region

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.539	.216		16.368	.000
	Age	-.157	.059	-.153	-2.649	.009
	Region	-.057	.057	-.062	-1.010	.313
	What motivates you to buy gold ornaments?	-.179	.041	-.247	-4.370	.000
	Is it easy for you to purchase gold ornaments any time?	-.174	.054	-.208	-3.187	.002

Coefficients ^a			
Model		95.0% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	3.113	3.964
	Age	-.274	-.040
	Region	-.169	.054
	What motivates you to buy gold ornaments?	-.259	-.098
	Is it easy for you to purchase gold ornaments any time?	-.281	-.066

- a. Dependent Variable: Have you ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand?

Result:

From the above analysis, calculated value of the F-value is a positive 9.276 value, so H₁ accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between purchase based on design and Age, Region, Purchase motivator, Ease of purchase.

4.9 Anova is Analysis One-way ANOVA the reason for buying gold ornaments and age
Null hypothesis (H₀) : The null hypothesis (H₀) of ANOVA is that there is no difference among the reason for buying gold ornaments and age group means.

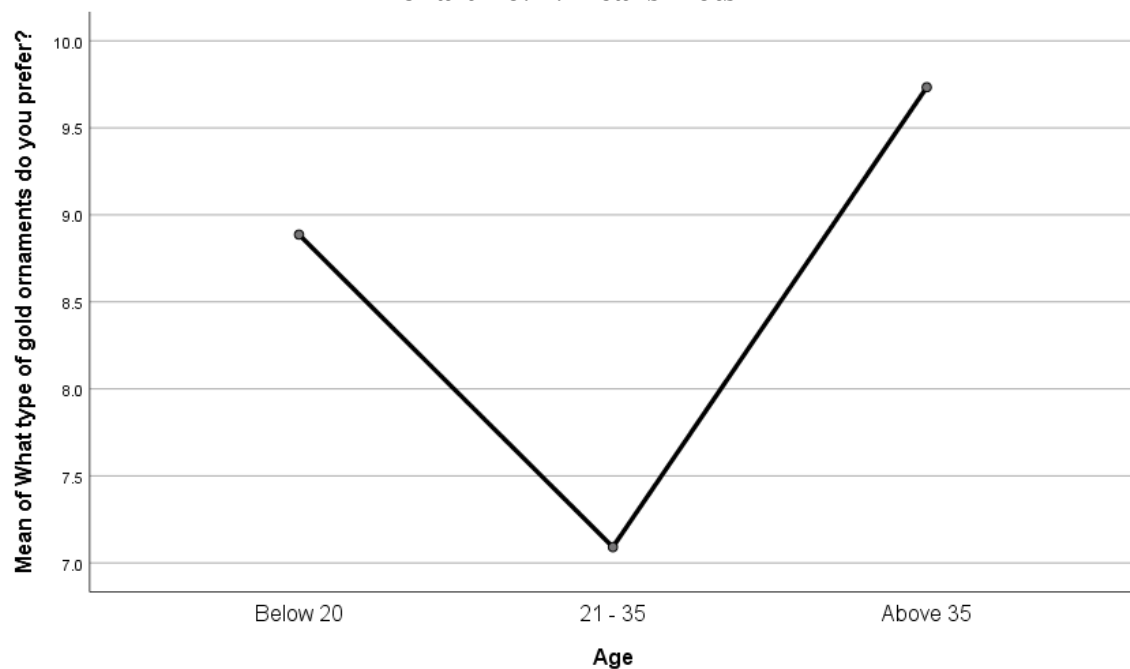
Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the reason for buying gold ornaments and age differs significantly from the overall mean of the dependent variable.

ANOVA					
What type of gold ornaments do you prefer?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	392.769	2	196.385	9.066	.000
Within Groups	6563.348	303	21.661		
Total	6956.118	305			

Table 4.9

Descriptives								
What type of gold ornaments do you prefer?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 20	88	8.89	5.851	.624	7.65	10.13	1	18
21 - 35	143	7.09	2.737	.229	6.64	7.54	1	11
Above 35	75	9.73	5.836	.674	8.39	11.08	1	21
Total	306	8.25	4.776	.273	7.72	8.79	1	21

Chart No.2 : Means Plots

**Interpretation:**

From the above analysis, calculated value of the F-value is a positive 9.066 value, so H_1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between buying gold ornaments and age.

One-way ANOVA the reason for buying gold ornaments and gender

Null hypothesis (H_0) : The null hypothesis (H_0) of ANOVA is that there is no difference among the reason for buying gold ornaments and gender group means.

Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the reason for buying gold ornaments and gender differs significantly from the overall mean of the dependent variable.

Descriptives								
The reason for buying gold ornaments								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	156	9.67	5.836	.467	8.74	10.59	1	24

Female	150	10.98	5.324	.435	10.12	11.84	0	20
Total	306	10.31	5.620	.321	9.68	10.94	0	24

ANOVA					
The reason for buying gold ornaments					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	131.900	1	131.900	4.220	.041
Within Groups	9501.607	304	31.255		
Total	9633.507	305			

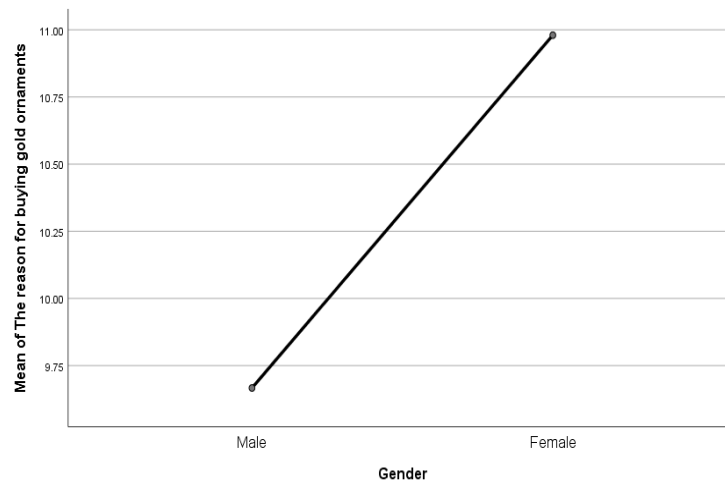


Chart No. 3: Means Plots

Interpretation

From the above analysis, calculated value of the F-value is a positive 4.220 value, so H_1 accept. Since the P value 0.041 is less than < 0.05 regarding there is a significant relationship between buying gold ornaments and gender.

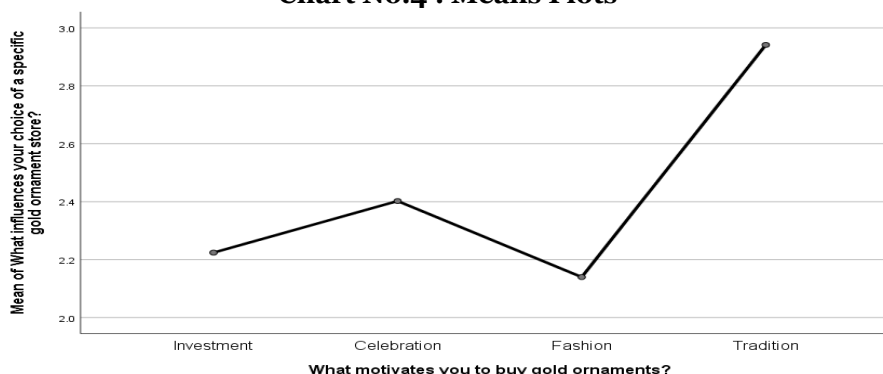
One-way ANOVA of what influences your choice of a specific gold ornament store? and motivates to buy gold ornaments

Null hypothesis (H_0) : The null hypothesis (H_0) of ANOVA is that there is no difference among what influences your choice of a specific gold ornament store? and motivates to buy gold ornaments group means.

Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the what influences your choice of a specific gold ornament store? and motivates to buy gold ornaments differs significantly from the overall mean of the dependent variable.

Descriptives								
What influences your choice of a specific gold ornament store?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Investment	58	2.22	1.093	.144	1.94	2.51	1	4
Celebration	87	2.40	.690	.074	2.26	2.55	1	4
Fashion	93	2.14	.544	.056	2.03	2.25	1	4
Tradition	68	2.94	1.196	.145	2.65	3.23	1	4
Total	306	2.41	.923	.053	2.30	2.51	1	4

ANOVA					
What influences your choice of a specific gold ornament store?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.985	3	9.328	12.145	.000
Within Groups	231.953	302	.768		
Total	259.938	305			

Chart No.4 : Means Plots

Interpretation

From the above analysis, calculated value of the F-value is a positive 12.145 value, so H_1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between influences your choice of a specific gold ornament store and motivates to buy gold ornaments.

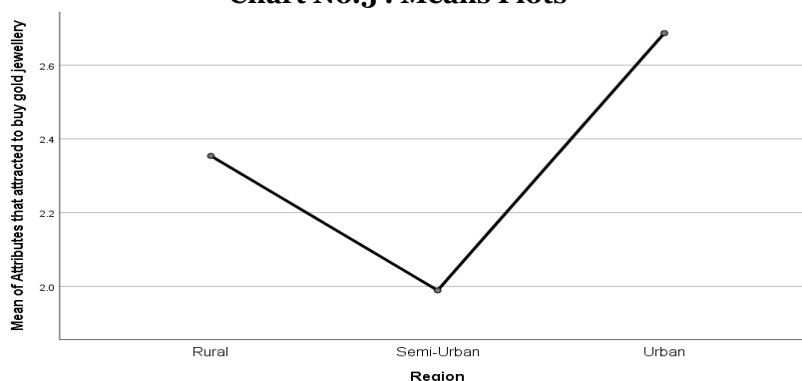
One-way ANOVA of attributes that attracted to buy gold jewellery and region

Null hypothesis (H_0) : The null hypothesis (H_0) of ANOVA is that there is no difference among attributes that attracted to buy gold jewellery and region group means.

Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the attributes that attracted to buy gold jewellery and region differs significantly from the overall mean of the dependent variable.

Descriptives								
Attributes that attracted to buy gold jewellery								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Rural	130	2.35	1.451	.127	2.10	2.61	1	5
Semi-Urban	93	1.99	1.441	.149	1.69	2.29	1	5
Urban	83	2.69	1.387	.152	2.38	2.99	1	5
Total	306	2.33	1.451	.083	2.17	2.50	1	5

ANOVA					
Attributes that attracted to buy gold jewellery					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.432	2	10.716	5.232	.006
Within Groups	620.568	303	2.048		
Total	642.000	305			

Chart No.5 : Means Plots

RESULT

From the above analysis, calculated value of the F-value is a positive 5.232 value, so H_0 accept. Since the P value 0.006 is greater than > 0.05 regarding there is a significant relationship between attracted to buy gold jewellery and region.

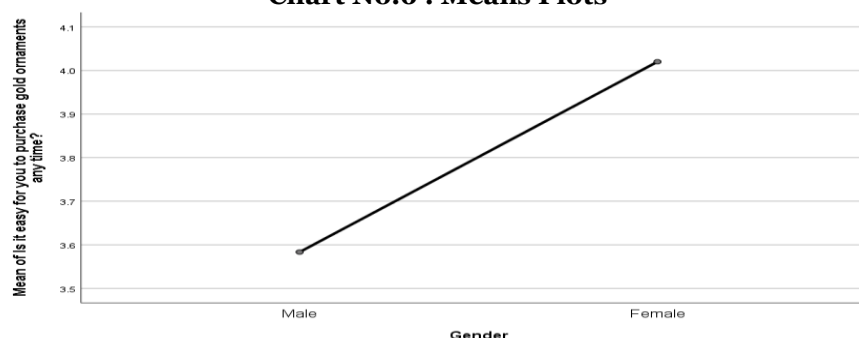
One-way ANOVA of is it easy for you to purchase gold ornaments any time? and gender

Null hypothesis (H_0) : The null hypothesis (H_0) of ANOVA is that there is no difference among is it easy for you to purchase gold ornaments any time? and gender group means.

Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the is it easy for you to purchase gold ornaments any time? and gender differs significantly from the overall mean of the dependent variable.

Descriptives								
Is it easy for you to purchase gold ornaments any time?								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	156	3.58	1.053	.084	3.42	3.75	1	5
Female	150	4.02	1.144	.093	3.84	4.20	1	5
Total	306	3.80	1.118	.064	3.67	3.92	1	5

ANOVA					
Is it easy for you to purchase gold ornaments any time?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.581	1	14.581	12.083	.001
Within Groups	366.857	304	1.207		
Total	381.438	305			

Chart No.6 : Means Plots**RESULT**

From the above analysis, calculated value of the F-value is a positive 12.083 value, so H_1 accept. Since the P value 0.001 is less than < 0.05 regarding there is a significant relationship between purchase gold ornaments any time and gender.

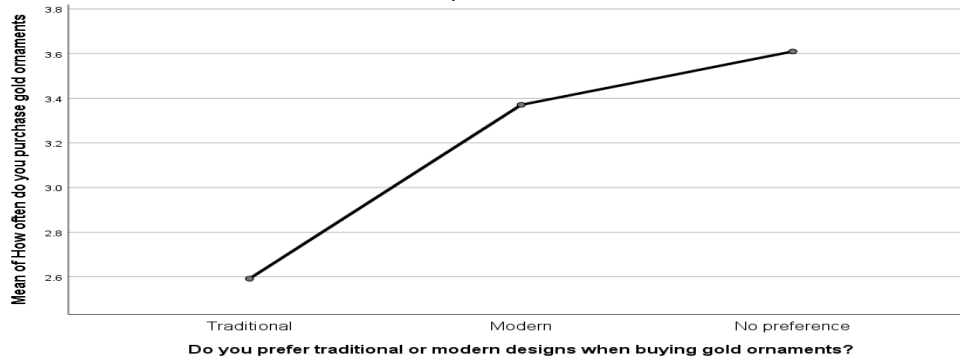
One-way ANOVA of How often do you purchase gold ornaments and preference of traditional or modern designs when buying gold ornaments?

Null hypothesis (H_0) : The null hypothesis (H_0) of ANOVA is that there is no difference among How often do you purchase gold ornaments and preference of traditional or modern designs when buying gold ornaments? group means.

Alternative hypothesis (H_a) : The alternative hypothesis (H_a) is that at least one group the How often do you purchase gold ornaments and preference of traditional or modern designs when buying gold ornaments? differs significantly from the overall mean of the dependent variable.

Descriptives								
How often do you purchase gold ornaments								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Traditional	120	2.59	1.025	.094	2.41	2.78	1	5
Modern	81	3.37	1.078	.120	3.13	3.61	1	5
No preference	105	3.61	1.122	.110	3.39	3.83	1	5
Total	306	3.15	1.163	.066	3.02	3.28	1	5

ANOVA					
How often do you purchase gold ornaments					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	63.511	2	31.756	27.580	.000
Within Groups	348.871	303	1.151		
Total	412.382	305			

Chart No.7 : Means Plots

RESULT

From the above analysis, calculated value of the F-value is a positive 27.580 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between purchase gold ornaments and preference of traditional or modern designs when buying gold ornaments.

5. FINDINGS AND SUGGESTIONS

5.1 Findings

- ❖ Most of the respondents are responded neutral for purchase a gold ornament solely based on its design.
- ❖ Most of the respondents are buying traditional ornaments.
- ❖ From regression analysis, calculated value of the F-value is a positive 37.804 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between likelihood to purchase based on design and importance of design, purchase motivator, traditional vs modern preference, Price satisfaction.
- ❖ From regression analysis, calculated value of the F-value is a positive 9.276 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between Purchase based on design and Age, Region, Purchase motivator, Ease of purchase.
- ❖ From correlation analysis it is found that, there is no relationship between age and preference of traditional or modern designs when buying gold ornaments.
- ❖ From correlation analysis it is found that, there is no relationship between gender and to purchase a gold ornament solely based on its design, without considering factors like brand or price.
- ❖ From correlation analysis it is found that, there is a relationship between region and attributes that attracted to buy gold jewellery.
- ❖ From correlation analysis it is found that, there is no relationship between factor that motivates to buy gold ornaments and ever bought a gold ornament primarily because of its design, even if it was from a lesser-known brand.
- ❖ From ANOVA analysis, calculated value of the F-value is a positive 9.066 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between buying gold ornaments and age.
- ❖ From ANOVA analysis, calculated value of the F-value is a positive 4.220 value, so H1 accept. Since the P value 0.041 is less than < 0.05 regarding there is a significant relationship between buying gold ornaments and gender.
- ❖ From ANOVA analysis, calculated value of the F-value is a positive 12.145 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between influences your choice of a specific gold ornament store and motivates to buy gold ornaments.
- ❖ From ANOVA analysis, calculated value of the F-value is a positive 5.232 value, so Ho accept. Since the P value 0.006 is greater than > 0.05 regarding there is a significant relationship between attracted to buy gold jewellery and region.
- ❖ From ANOVA analysis, calculated value of the F-value is a positive 12.083 value, so H1 accept. Since the P value 0.001 is less than < 0.05 regarding there is a significant relationship between purchase gold ornaments any time and gender.

- ❖ From ANOVA analysis, calculated value of the F-value is a positive 27.580 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between purchase gold ornaments and preference of traditional or modern designs when buying gold ornaments.

5.2 Suggestions

While preferring gold ornaments, people mostly giving importance to price, purity, quality and design.

- ❖ Branding company should make effective use of available opportunities which helps to bring effect customer perception towards their jewellery design.
- ❖ Consumers feel the company's product pricing hence, there preference has shifted to other local brands.
- ❖ Quality products are mostly preferred but quality alone doesn't work, brand should focus on innovative and novelty in their product designs.
- ❖ As large proportion of youth simple, minimalistic and intricate designs as their daily wear much care must be taken to satisfy their needs.
- ❖ From the analysis it is found that region, age and gender all these demographic factors don't have much influence on customer perception towards gold ornament, so every individual fond on gold jewellery mainly on its design, purity and quality.

5.3 Conclusion

The main objective of the research is to measure customer perception regarding purchasing behavior of gold ornaments. Majority of respondents are brand conscious in buying product. There are many factors which affect the consumer's purchase behaviour like online product reviews, brand, availability, price and need of product among which online product reviews plays the major role. The study is based majorly on the analysis of primary data which included people of different age groups. Questionnaire was developed to undertake study to collect relevant information for research. Through this research, we have found out that the purchase of a gold ornaments by consumer has a very strong bond with the customer reviews, previous experience, designs/collections and word of mouth is a major role played by these reviews. It has also been seen that the consumer's perceived risk can be reduced with the help of useful information provided about a particular product through reviews and will stimulate the customer's purchase intention and behaviour. These reviews and feedback are not only useful for the future customer in making a purchase decision but also help the business to improve the design, purity of gold and quality of the product and services.

REFERENCES

1. Rana, A., Chauhan, D. H., & Bhatia, D. M. (2023), Perception & Behaviour of consumers in Indian gold and diamond jewellery market: a review. *Rabindra Bharati Journal of Philosophy*, 11.
2. Dhru Meruliya, & Vive Ayre . (2022), "A Study on Consumer Buying Behaviour of towards diamond jewellery at Surat Regional". *International Journal of Research Publication and Reviews*, 1348-1352
3. Praba Devi. P, & Dharshini, U. M. S. (2021). *SOCIAL MEDIA MARKETING: A REVIEW*. Strad Research, 8(3), 281-287.
4. Kamalaveni, M. S., et al. (2021). *A study on Social Media Monitoring for Advertising a Product*. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(3), 4307-4317.
5. Ganesan, D., & Shruthee, S. (2021). *An empirical study on efficacy of infomercials on consumers' purchase intention on wellness products*. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(2).
6. Vekariya & Patel, T. (2020), *A Study on Consumer buying behaviour of towards diamond Jewellery at Surat regional*, *IJEDR* 2020, 4.
7. Dr. P. Sunil P. Sharma, Ms. Bhumika M. Vamja (2020), "A study on role of diamonds in the Indian economy", *International Journal of Research Culture Society*, ISSN:2456-6683, Volume- 4, Issue- 6, pp. 91-94, June- 2020.
8. Dr.C.Palanichamy,(2019) "Buying Behaviour of Women Towards Gold Jewellery in Erode City,Tamil Nadu" *A Journal of Composition Theory*,Volume -12,ISSN: 0731-6755.
9. S. PRAVEEN KUMER (2019), "A study on buying behaviour of consumers towards gold jewellery in Tamil Nadu", volume-7, issue 1, Jan 2019,95-102,ISSN Print: 2347-4564and ISSN online: 2321-88781.
10. Dr.M.Vasan (2018), "Attitude of Customers towards Branded and Non-Branded Gold Jewellers - A Study", *International Journal of Review and Research Social Sciences*,6(3):261-266, August2018, DOI:10.5958/2454-2687.2018.00025.4.
11. Sabbir, M. M., Hossain, M. I., & Nomi, M. (2017), Analysis of Women's Preference of limitation Jewellery. *Journal of Business, Society and Science*, 10.
12. T Chitradevi (2017). A study on consumer behaviour towards jewellery products in Tiruchirappalli district. *International Journal of Applied Research* 2017; 3(1): 853-857.
13. Panwala, M. (2017). *Consumer buying behaviour of diamond jewellery- a study for surat*. *International Journal of Management and Applied Science*, 11.

14. Shahana Parveen, & Dr. Deepa Saxena. (2017). "A Study On Buying Behaviour Of Women Towards Gold Jewellery In Rewa City". *International journal of science technology and management*, 6(6), 90 - 105.
15. SHAHANA PARVEEN and Dr. DEEPA SAXENA (2016), " A study on buying behaviour of woman towards gold jewellery in Rewa city." Volume- 6,issue-6 June 2017,ISSN (online)-2394-1537,ISSN (print)- 2394-1529.
16. Dr.MehalPandya(2016),"A critical review of literature : Gems and jewellery retailing", *International Journal of Marketing and Technology*, Impact Factor: 5.810,ISSN:2249-1058, pp- 44-58, Vol. 6, Issue10, October2016.
17. Sindy Yurezka Amelia, & Herry Hudrasyah. (2016). *Consumers' purchase intention towards diamond jewellery in indonesia. Journal of business and management*,747 to763. (n.d.).
18. Abirami, S., & Krishnaraj, R. (2016). *An empirical study on consumer perception towards mobile marketing in India*. *International Journal of Research in Management & Technology*, 6(1), 1-7.
19. Vadra, R. & Malhotra, G. (2015). *Customer perception towards branded jewellery in India*. Pp 1-20, Docslide / Documents (/category/documents.html).
20. Chandrasekar, K. S., et al. (2015). *Influence of social media in interpersonal communication and consumer buying behavior*. *Asian Journal of Marketing*, 9(1), 32-47.
21. Berad, N. R., Agarwal, M., Vaity, R., Khan, S., Bhujbal, D. and Deshpande, G. (2015). *A comparative study on the consumer's preference towards branded jewellery over non branded jewellery in Nasik city*. *International Journal of Applied Services Marketing Perspectives Journals*, 4(1), 1419-1426.
22. Rawal, K. R. (2015). *A study of consumer buying behaviour for purchasing of diamond jewellery from branded retailers*. *Tactful Management Research Journal*, 99-104.
23. Ramachandran K. K. & Karthick K. K. (2014). *A study on the perception of customers towards branded jewellery. Proceeding of Annual Tokyo Business Research Conference*.
24. Puroshothaman, N., Ganesan, D., & Saravanaraj, M. G. (2014). *Perception of internet users about advertisements in social media*. *Journal of International Academic Research for Multidisciplinary*, 2(2), 147-160.
25. Raju, K. V. & Kumar, D. P. (2013). *A study on consumer preference on branded jewellery in Hyderabad*. *International Journal of Sales & Marketing Management*, 2(5), 23-34.
26. Shah Vipul, (2012) "Change in Leadership of Gem and Jewellery", *Journal Of Gem & Jewellery.*, Vol 50 (5), pp 22-23
27. G, A. K., & Nandhini, D. M. (2012), *A Study on the factors which leading customers to purchase gold jewellery with special reference to working women*, *International Journal of Mechanical Engineering and Technology (IJMET)*, 11.
28. Kala, Alok, *Diamond world*, (2010) Thomson press ltd., Faridabad ,volume: 38 / No.: 4, pp 12-14
29. Ekanayake, Shynmalie and Dhamika Abeysinghe (2010), "Entrepreneurial Strategic Innovation Model for Attaining Premium Value for the Sri Lankan Gem and Jewellery Industry", Published in *Asian Academy of Management Journal*, Vol. 15, No. 2, July, pp. 217- 237.
30. Priya, M. L. & Suganya, S. (2009). *A study on customer preference and satisfaction toward gold jewellery*. *RVS Journal of Management*, 1(1), 21-26.
31. Shivani Mishra (2007), "Jewellery Design", *Journal of Gem and Jewellery Industry*, JournalHousepublishers, Jaipur, Pg.no:23, June-2007.
32. Rncos (2006) "Indian Customers Showing Interest in Branded Jewellery", *Journal of Gems & Jewellery*, Vol.10, IssueNo.1, pp.12-16.
33. Zaveri, Samrat (2003) *Branded & Gold Jewellery Market In India* , the jewellers , Vol 5/6 , pp 17-21
34. Sources:
35. https://biz.libretexts.org/Bookshelves/Marketing/Principles_of_Marketing_%28LibreTexts%29/03%3A_A_Consumer_Behavior-_How_People_Make_Buying_Decisions/03.1%3A_Factors_That_Influence_Consumers_Buying_Behavior
36. <https://www.psychologytoday.com/us/blog/science-choice/201712/10-factors-influence-your-purchase-decisions>
37. <https://pimberly.com/blog/factors-influence-consumer-purchasing-decisions/>
38. <https://pressbooks.library.torontomu.ca/marketing/chapter/3-4-factors-that-influence-consumers-buying-behaviour/>
39. The Importance of Trust: How Brand Credibility Drives Customer Loyalty – Ranktrack
40. Ethics in Sustainability – Sustainability Methods and Perspectives <https://pressbooks.pub/sustainabilitymethods/chapter/ethics-in-sustainability/>
41. What are ethical and sustainable work practices <https://www.employment.govt.nz/workplace-policies/ethical-sustainable-work-practices/what-are-ethical-sustainable-work-practices/>
42. Ethical Aspects of Sustainability | Center for Humans and Nature <https://humansandnature.org/ethical-aspects-of-sustainability/>
43. https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=L1X1Vz4AAAAJ&citation_fo_r_view=L1X1Vz4AAAAJ:WF5omc3nYNoC

-
44. https://scholar.google.co.in/citations?view_op=view_citation&hl=en&user=MTUcy5kAAAAJ&citation_for_view=MTUcy5kAAAAJ:u5HHmVD_uO8C
 45. <https://www.semanticscholar.org/paper/AN-EMPIRICAL-STUDY-ON-EFFICACY-OF-INFOMERCIALS-ON-Ganesan-Shruthee/faed4547c54f166f7695089f510735e9fccb092b>