

A STUDY ON CUSTOMER SATISFACTION TOWARDS JEWELLERY IN MARTHANDAM TOWN

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Abstract:

Shopper observation alludes to how buyers see a certain item in light of their own decisions. The achievement of a business relies on its capacity to draw in and hold clients who will buy merchandise and enterprises at costs that are beneficial to the organization. Buyer recognition depicts how clients and potential clients see an organization and its items and administration. Purchaser discernment is critical to organizations since it can impact shopper conduct, which at last influences the productivity of a business. Numerous organizations spend a lot of assets to impact purchaser recognitions. The present article examines the customer observation towards jewellery adornments. Tools like Chi square test, Garrett Positioning, Percentage Analysis are applied.

Key words: Adornments, Awareness, Branded jewellery, Non-branded jewellery.

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INTRODUCTION:

Customer acknowledgment implies how clients see a certain thing in perspective of their own choices. These choices are from different parts, their own singular experience or how they have heard different people experienced the thing. This perception may change in light of the customer or a particular measurement of customer. The Web has changed how people experience brands and develop their perceptions. Online life and review locales offer access to reviews and inconspicuous components that help customers shape their own specific perceptions about brands and their things. A displaying thought that wraps a buyer's impression, care or conceivably mindfulness about an association or its commitments. Purchaser perception is ordinarily impacted by publicizing, reviews, promoting, social media, singular experiences and distinctive channels. Client perceptions can choose the accomplishment or frustration of a business. For example, if a particular dinner has a reputation like the best pizza put adjacent, the general customer acknowledgment in the town might be that one should go to the dinner in case one requires a not too bad pizza. This supposition could unequivocally affect the pizza shop's ability to make advantage. On the other hand, if customers have negative points of view about association it could really hamper salary accomplishment. For instance, if a jack of all trades shop ends up known for trashy, horrendous things, customers may swear off getting its stock aside from on the off chance that they can't deal with the cost of higher quality items. The accomplishment of a business depends on its ability to attract likewise, hold customers that will purchase stock and organizations at costs that are profitable to the association. Customer perception depicts how customers and potential customers see an association and its things and organizations. Buyer acumen is basic to associations since it can affect buyer lead, which in the end impacts the efficiency of a business. Various associations spend a considerable measure of resources for a client perception.

MEANING OF JEWELLERY

Gems is a sort of extra that incorporates pieces of jewellery, rings, wrist trinkets, watches, and studs, and so on. Adornments is being intended for men, ladies, and kids and can be produced using a wide range of classes. Adornments begun around 1,00,000 years back. Began with materials made from bone, teeth, and shell. The primary known gems pieces were worn by the Cro-Magnons around 40,000 years back, these pieces were made of bone and teeth and were worn as neckbands and studs to demonstrate ancestral participation.

Later on, consolidated globules, stone and pearls. Egyptians were to begin with to utilize gold and metals for making Jewellery, it was thought about an image of influence of riches. The brands were perceived in nineteenth century, and most classical brands for example, i.e. catter, Tiffany, Boucher on, Lalique, and so on are still extremely celebrated.

STATEMENT OF THE PROBLEM

Gold adornment is the most well-known among South Indian ladies. In southern piece of India, gold is considered promising and a grown-up toy. Gems has not exclusively been considered with the end goal of worship, yet additionally as a security in the midst of possibility. This is on the grounds that it is regularly costly and can be sold at whatever point there is a need of cash. Along these lines, gems likewise fill the need of protection, which can be relied on. In the life of ladies in India, they are skilled gems in various stages of life, for example, during childbirth, at transitioning, in marriage, on turning into a mother, and so forth. The Indian market was seeing a quickened move from survey gems as an venture to seeing it as stylishly engaging decorations. The concentration had moved from substance to plan. The more youthful age was taking a gander at in vogue, contemporary gems and plainly maintaining a strategic distance from substantial, conventional gold gems. The shopper needed a more extensive choice at a solitary advantageous area and expected a universal shopping background. The Indian buyer was eager to try different things with new outlines. A portion of the organizations have even shrewdly played on Indian traditions and custom to publicize and set up their brands. Accordingly, there is a need to ponder the diverse conduct of the individuals and receive the progressions according to the cutting edge in vogue individuals' necessities.

REVIEWS OF LITERATURE

-  Ekanayake, Shynmalie and Dhamika Abeysinghe (2010) observed that at the gems and jewellery industry in Sri Lanka has been capable enough to develop a competitive product base but has been positioned to experience a reduction in market value. This reduction has resulted in the disintegration of the industry value system, forcing the firms to work in isolation. They stated that the industry value system is handled by private sector entrepreneurship without state interference.
-  Kala, Alok (2010) reported that gems and jewellery industry has registered a 16 per cent increase in the total gems and jewellery exports in 2009-10. The industry contributes 13 per cent to India's total merchandise exports. The figure stated that

India's diamond share in world market witnessed an increase from 60 to 70 per cent in value terms. The USA remained India's largest consumer of jewellery. He stated that Indian diamond industry has now come out of recession.

- ✚ 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. The main attraction of branded jewellery is that it has a unique style of their own that differentiates them from unbranded jewellery
- ✚ Jyothi, M. B. & K. V. S. N. Babu (2014) in their study, "An empirical study on consumer preferences towards branded jewellery in Tirupati." discovered that the varieties, purity of the gold, brand image and its positioning in the market, service provided, advertisement, brand familiarity, offers, promotional schemes, celebrity endorsement, are the major factors which affect the behaviour of the consumers.

OBJECTIVES OF THE STUDY

- ✚ To know the history and development of Jewellery.
- ✚ To analyse the level of brand awareness, brand preferences and brand loyalty among buyers of jewellery.

HISTORY OF GEM AND JEWELLRY

India has been, over the ages, the home of pearls and gems. The nation was the main wellspring of precious stones for more than 2000 years, until stores were found in Brazil in 1760. The study of gemmology was all around created in India as ahead of schedule as the start of the main century. The book "Ratnapariksha" by Buddha Bhatt composed around then depicts the showing syllabi for testing and valuation of valuable stones and precious stones. The Ramayana and Mahabharata possess large amounts of portrayals of decorations and the obligations of the goldsmiths were characterized in the code of Manu. The rajas and maharajas jumped at the chance to have the most wonderful and the most brilliant bits of gems. Sanctuaries and edifices up held a wide range of styles of adornments scented sandalwood dot accessories, the supplication dab of the rudraksh (Berry of the *elaocarpuscanitrus*) accessories, multi-shaded silk and gold string pieces of jewellery, and

other. Authentic records demonstrate that Indian gem dealers ached very early in the different abilities required to make fine gems blending composites, forming, drawing fine wires, setting stones, decorate work, help, drawing gold and silver into thin wires, plating and gilding. The aptitude of Indian specialists and craftsman's in cutting and cleaning of jewels and valuable/semi-valuable stones and in addition in turning out many-sided plans in adornments and their workmanship were constantly evaluated high and keep on enjoying a lucky notoriety even today. As amazing declaration on India's place in history of precious stones, a significant number of the world-celebrated precious stones like the Kohinoor, Great Mogul, Great Table, Darya-I-Noor, Taje-Mah, Saney, orlof, Regent, Florentine, Hope what's more, numerous others from the mines close Golconda in South India. In Hindus Jewellery assumes an extremely critical part in religious services, particularly the Samaskaras (phase of life, for example, the namkarna (naming service) or the vivaha (marriage). It is especially some portion of customary Indian life and custom. In Hindus, Jains and Sikh networks, adornments were a noteworthy part of the streedhana (blessing given to lady at the season of her marriage). The two well-known stories the Ramayana and Mahabharata contain various references to decorations. The Ramayana gives a realistic portrayal of Sita's enhancement at the time of her marriage her ears and nose were shining with gems, her wrist and arms were decorated with arm ornaments, her slim anklets were hovered round with brilliant ring, while minimal brilliant chimes twinkled upon her toes as she strolled with stripped feet over the covered floor. Gems, on account of its simple convertibility into money was along these lines respected as security and speculation. Generally, Indian goldsmiths are for the most part men and are alluded to by an assortment of names relying upon the area sonar, swarnakara, panchallar, or that an. In the Vedic time frame, goldsmiths had a substantially higher remaining than different craftsman's, as they worked with a valuable metal, from ancient ages to the present day, the art of valuable Indian gems is one of its sorts in magnificence and quality. The first adornments were produced using promptly accessible common materials including creature's teeth, bones, different kinds of shells, cut stone and wood. It is trusted that adornments began as a capacity thing to secure pieces of attire together and was later adjusted to utilize as a protest for simply tasteful ornamentation, or for use as a profound also, religious image. The primary gemstones were presumably "assembled" in much a similar way, as was nourishment. It is likely that diamonds were found unintentionally at to begin with, might be while hunting down nourishment by picking through diamond bearing alluvial rock in a dry stream globule. Adornments in distinctive mediums like nation seeds, plumes,

leaves, obstructions, organic products, blossoms, creature bones hooks and teeth have been designed since antiquated times in India. The remains of Mohenjo-Dara and different destinations of the Indus Valley human advancement bears declaration to this specialty.

AWARENESS OF CONSUMER ABOUT BRANDED JEWELLERY

Marked gems are making more noteworthy in streets into the Indian advertise, with organizations, for example, Titan and Kalyan Jewellers seeing clients moving towards them and far from conventional retailers. Shoppers are greater quality cognizant than even previously. In 2001, India had the most astounding interest for gold in the world; 855 tons were devoured multiyear, 95% of which was utilized for adornments. The main part of the gems acquired in India was outlined in the customary Indian style. Adornments was created mostly in 18,22and 24-caratgold. Notwithstanding, it is anticipated that the general gems market will develop at a CAGR of around 14% amid 2009- 2012.Branded gems is purchased by more than 3/4th of the populace in India. Consequently, one might say that the populace knows and has likewise attempted the marked things.

CONSUMER BUYING BEHAVIOUR WHILE BUYING JEWELLERY

While purchasing an item, buyer shows various types of practices towards various types of items. More perplexing choices more often than not include all the more purchasing members and more purchaser consideration. While purchasing a costly item for adornments, which fulfils a shopper's confidence needs (as indicated by the Maslow's progressive system of necessities) a buyer shows complex purchasing conduct. Buyers embrace complex purchasing conduct when they are profoundly engaged with a buy and see critical contrasts among brands. Shoppers might be exceedingly included when the item is costly, unsafe, obtained rarely, and very self-expressive. This purchaser will go through a learning procedure, to start with creating conviction about the item, at that point states of mind, and at that point settling on an attentive buying decision.

BRAND APPEAL

Marked gems has discovered a specialty for itself in the intense Indian market, and its expanding development rates demonstrate that after a short time it will corner a critical offer of the adornments advertise. With the retail business in India prospering, a few organizations

have made advances into the conventional adornments industry, offering the item that was never truly "advertised" in "mark" new ways. To such an extent that marked gems is the new mantra in the market, having quickly gained a specialty in the course of recent years. A portion of the organizations have even keenly played on Indian traditions and convention to promote and set up their brands. Adornments is presently showcased for each event; even Valentine's Day requires "an exceptional something [diamond] for an uncommon somebody". Notwithstanding negativity about the attractiveness of marked adornments in a nation established in purchasing decorations from the customary goldsmith, 30 brands were propelled in 2004.

ANALYSIS AND INTREPRETATIONS

Demographic factors

Demographic factors are influencing the behaviour of an individual. The consumer perception and actual purchasing ability differ according to the demographic factors of the respondents. The study has examined the gender, age, educational qualification, status (occupation), marital status and monthly income of the family of respondents.

TABLE-1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Particulars		No. of respondents	Percentage
Gender	Male	66	36.67
	Female	144	63.33
Total		180	100
Age	Up to 20 years	12	6.67
	21 – 30 years	61	33.89
	31 – 40 years	41	22.78
	41- 50 years	37	20.56
	Above 51 years	29	16
Total		180	100
Educational	School	29	16.11
	Under graduation	40	22.22
	Post-graduation	42	23.33

qualification	Professional	43	23.89
	other	26	14.44
Total		180	100
Status	Businessman	23	12.78
	Professional	55	30.56
	Government employees	14	7.78
	Private employees	16	8.89
	Coolie	30	16.67
	Housewife	42	23.33
Total		180	100
Marital status	Married	106	58.89
	Unmarried	74	41.11
Total		180	100
Monthly family Income	Up to 5000	23	12.78
	5001 – 10000	33	18.33
	10001 – 20000	38	21.11
	20001 – 30000	39	21.67
	Above 30000	47	26.11
Total		180	100

SOURCES OF KNOWLEDGE OF JEWELLERY – GARRETT RANKING ANALYSIS

The respondents are asked to rank their responses about the sources of knowledge of jewellery. To identify the most effective source of knowledge of jewellery, the researcher has used Garrett's ranking test. The following table shows the details of scores given by the respondents for their awareness towards jewellery.

Garrett Scores

The Garrett ranks are calculated by using appropriate Garrett ranking formula. First, the percent positions are calculated by using appropriate Garrett ranking formula. Then based on the percent positions, the Garrett values are ascertained. The Garrett value and scores of

each source are multiplied to find out the Garrett scores. Finally, by adding each row, the total Garrett scores have been obtained.

$$\text{Percent position} = 100 (R_{ij} - 0.5)/N_j$$

R_{ij} = Rank given for i th item by the j th samplerespondents

N_j = Total rank given by the j th sample respondents

PREFERENCE OF THE JEWELLERY – GARRETT RANKING ANALYSIS

The respondents have got some information about the inclination of marked adornments. To recognize the most favoured marked adornments, the scientist has utilized Garrett's positioning test. The accompanying table demonstrates the points of interest of scores given by the respondents for their marked adornments inclination.

TABLE 2

OPINION OF RESPONDENTS REGARDING JEWELLERY IN DIFFERENT ASPECTS

Particulars		No. of respondents	Percentage
Advertisements and purchase decisions	Not at all important	16	8.89
	Not very important	39	21.67
	Somewhat important	56	31.11
	Very important	50	27.78
	Extremely important	19	10.56
Total		180	100
As an investment	Yes	79	43.89
	No	101	56.11
Total		180	100
For gift	Yes	114	63.33
	No	66	36.67
Total		180	100
Changes of showrooms while purchasing	Yes	56	31.11
	No	124	68.89
Total		180	100

FACTORS INFLUENCED TO PREFER JEWELLERY

The following are the various factors which are most considered by the respondents regards preferring branded and non-branded jewellery. The factors are analysed by using Likert 5-point scale.

TABLE-3
FACTORS INFLUENCED TO PREFER JEWELLERY

Particulars		Level of influence (Likert 5-point scale)			
		Very high	High	Medium	Total
Factors influenced to prefer branded jewellery	Variety	24	31	23	78
	Quality	19	36	23	78
	Accessibility	20	34	24	78
	Exchange offers	20	26	32	78
	Certification of jewellery	19	28	31	78
	Total	102	155	133	-
Factors influenced to prefer non- branded jewellery	Credit facility	26	32	44	102
	Easy approachability	17	42	43	102
	Negotiable price	26	45	31	102
	More reliability	39	27	36	102
Total	108	146	154	-	

TABLE 4
CALCULATION OF GARRETT RANKING

Sources of knowledge of jewellery	Branded	Garrett Score	Rank
	Friends and Relatives	3803	I
Pamphlets	3406	II	
Newspaper and magazine	3358	IV	
E –mail	3275	V	
Radio	3121	VI	
Website	3427	II	

	Non-branded jewellery	Garrett Score	Rank
	TV local channels	4755	I
	Bit notice	4490	IV
	Flex Board	4310	V
	Radio	4740	II
	Friends and Relatives	4705	III

FINDINGS

- Demographic profile to analysis the table age, gender, educational qualification, status, material status, monthly income.
- To most of the respondent purchasing jewellery in advertisement
- The respondents purchasing jewellery in investment purpose
- The respondents purchasing jewels in gift to the wedding, birthday, etc.
- The respondents purchasing jewellery models, design, etc.so the respondents change to show rooms or jewels shops
- The respondents to analysis branded non-branded jewellery
- To respondent jewellery details and knowledge in branded newspapers, TV, and non-branded bit notice, local channel, and friends.

SUGGESTIONS OF THE STUDY

The following are the suggestions made by the researcher for the findings of the study.

1. The conventional gem retailers can enhance their benefit by giving satisfactory data to their clients identifying with their buying jewellery.
2. The offer and rebates can likewise be given in the customary gem dealers to get more leans towards them.
3. The quality affects purchasing conduct the adornments retailers can enhance the quality by lessening alternate metals which are blended with gold.
4. The customary jewels specialists can likewise use to offer design furthermore, light weighted gold adornments to draw in additional clients and decrease the rivalries.

CONCLUSION

This examination started by investigating basic strategies for show used to introduce contemporary adornments in the exhibition space delineated the viable and hypothetical endeavours that were embraced in an offered to address the connection amongst protest and watcher. This examination coordinated my enquiry towards methods of show that impart the part of the body in contemporary gems and are intended to draw in a group of people. The techniques utilized amid this examination empowered me to draw without anyone else hone as a method for setting up methods for speaking to the individual and social body that are perfect with the display condition. The underlying viable examination, as itemized in concentrated my enquiry on crowd cooperation and real procedures. As a reaction to my logical discoveries, a blend of computerized media and customary specialty strategies were utilized to record and speak to the missing body in the exhibition space. This brought about two useful results that were planned to give a perpetual show of the transient connection between the body and adornments. Perceptions were made of adornments while on the body, utilizing advanced media to catch and present the point by point developments and conduct of the wearer. This approach was created to consolidate sound and visual strategies; these were proposed to speak to the suggestions for the specialty question of group of onlooker's cooperation. Advanced strategies for introduction were utilized as an elective method of association to contact and enabled watchers to encounter the materiality of a question through a mix of tactile techniques. The two results were intended to present or incite an emotive response from the watcher in light of adornments in plain view.

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