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## **“A STUDY ON CONSUMER BUYING BEHAVIOUR OF TOWARDS DIAMOND JEWELLERY AT SURAT REGIONAL”**

***Dhru Meruliya,<sup>1</sup> Vivek Ayre<sup>2</sup>***

<sup>1</sup>*Student, B.V. Patel Institute of Management, Uka Tarsadia University, Bardoli, Gujrat, India*

<sup>2</sup>*Teaching Assistant, B.V. Patel Institute of Management, Uka Tarsadia University, Bardoli, Gujrat, India*

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### **ABSTRACT**

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. Understanding consumer behaviour can help you be more effective at marketing, design, product development, and every other initiative that impacts your customers. In this research mainly focused on to analyzing the buying behavior of consumer of Surat towards purchase of diamonds. The research made use of primary data, which was collected using structured questionnaire. The sample population taken from different directional zones of Surat. In this research Chi-square and Cross tabulation techniques are used for data analyzing.

**Keywords:** *consumer, jewellery, behavior, preference,*

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### **1. INTRODUCTION**

Jewellery is valued as an important savings and investment vehicle in India. Even in present times, Jewellery remains the Indian bride's 'Streedhan', the wealth she takes with her when she marries and which remains hers. Gold jewellery is the preferred jewellery worn by women 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 specific diseases such as a small pox. Gold on the nose was thought to guard against colds. 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, festivals, religious ceremonies and setting up of new business.

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### **2. REVIEW OF LITERATURE**

**Manish Panvala (2017)** has done a research on “Consumer buying behavior of diamond jewellery- A study for Surat”. The purpose of this research is to identify consumer preference while purchasing diamond jewellery online. Sample size of this research is 100. Data collected from content analysis to study the response of the individual towards them. The response is analysed using Microsoft excel software. A study concludes that effective online purchasing will increase jewellery buying. In this research suggest that respondents have clearly shown that they are yet not completely ready for buying braded diamond jewellery products from online retailers.

**Dr. Ravi Kumar Goriparthi and Dr. Bersisa Kacho** have been done this on “Consumer perception and buying behaviour on diamonds in India”. This research main objective is to find out the characteristics of customer behaviour in diamonds. The population of this study are Indians aged 30 and over. Most significant part of the questionnaire was the likert-scale attitude claims representing questions. In this they statistical analysis tools are t-test and analysis of variance. In this authors conclude that this study investigates ‘how perceptions affect consumers purchasing behavior’ and the majority of the hypotheses are in general proven to be correct, although some are discovered false, but the main results reflect now a more holistic view on how the social, issues relate to the consumer’s purchasing behavior. There are three main factors that affect consumer behavior are design, price, and trust.

**Shahana Parveen and Dr. Deepa Saxena** have done this research on “ A study on buying behaviour of woman towards gold jewellery in Rewa city” In this data was collected through primary mode of data collection and it’s sample size was 50. For the analyzing the collection of data, statistical techniques of mean, standard deviation have been used. Anova and t- test have been also applied in this. It’s objective was to study the various factor affecting buying behavior of women towards jewellery. With the help of this author findings that most of the respondents preferred branded jewellery

and the rest of the respondents preferred non-branded jewellery and majority of people buy jewellery for fashion and occasion and the mostly people buy jewellery for investment purpose and at the time of festivals.

**Muhesh V. and Dr. S. Brindha have done this research on "A study on customer perception and awareness towards jewellery in Coimbatore city".** In this major objective is to the growth, factors and current scenario of purchasing diamond jewellery in Coimbatore City. It is a descriptive research; survey method has been used for data collection through a structured questionnaire. In this total 223 numbers of respondents are taken for research. Some of the key findings were that Indian consumer buy precious jewellery like diamond jewelries for Investment as well as for special occasions and to have a strong attribute in maintaining social status during social function/gathering and they always buy from trusted outlets.

**Zain-Ul-Abideen and Salman Saleem have been done research on "Effective advertising and its influence on consumer buying behaviour".** They taken 200 respondents for research The major findings of the study demonstrate an overall normal association between the variables but in-depth analysis found that emotional response of consumer purchase behavior is the variable that results into strong association with the consumer buying behavior. In this they used Sampling Technique, Data Collection Technique and Instrument, Data Analysis Techniques for Methodology. The results of this research study clearly indicate that there exists a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior.

### 3. RESEARCH METHODOLOGY

(1) To analysis the buying behavior of consumer of Surat towards purchase of diamonds. (2) To find out criteria considered by consumer while purchase diamond jewellery. (3) To find out demographic factors affecting while purchasing diamond jewellery. The study has been carried out by taking a survey of 150 respondents from the Surat city. Descriptive study is used to study the situation. This study helps to descriptive the situation. a detail descriptive about present situation can be found out by the descriptive study it involves the analysis of the situation using primary data descriptive studies are under taken in many circumstances. descriptive study may be necessary other cases when descriptive study could be taken up are when researcher is interested in knowing the properties of people in a given population who are buying behaviour of towards jewellery a particular manner or determine the relationship between two or more variables.

#### ANALYSIS

**Table no:1 Profile of the Respondents**

Profile Variables	Particulars	No. of respondents	Percentage
Gender	Male	65	43.34
	Female	85	56.66
Occupation	Business	45	30.00
	Job	66	44.00
	Students	22	14.67
	Housewife	17	11.34
	Others	00	00.00
Marital Status	Single	44	29.34
	Married	106	70.67

The above table shows that majority of the study comprised on female with 56.66% and male 43.34% in count. It can be observed that maximum respondent are job person 44.00%, housewife are 11.34%, Businessman are 30.00%, and there are 14.67% of the respondents have choose student. The highest marital status of the respondents is married with 70.67%, following 29.34% respondents are Single.

**Table no:2 Interested in buying a jewellery**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	139	92.7	92.7	92.7
	No	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

This table shows that out of total 150 respondents 139 respondents are purchased the jewellery.

**Table no: 3 Prefer to buy diamond jewellery**

Prefer to buy diamond jewellery				
		Responses		Percent of Cases
		N	Percent	
where do you prefer to buy Diamond Jewellery	Online retailers	30	11.7%	20.0%
	Branded retail stores	84	32.7%	56.0%
	Traditional family jewellers	143	55.6%	95.3%
Total		257	100.0%	171.3%

Here, out of total 150 respondents, 11.7% respondents are prefer Online retailers for buying a jewellery, 32.7% respondents are prefer Branded jewellers and 55.6% respondents are prefer Traditional jewelers for purchasing a jewellery.

**Table no: 4 Prefer to buy jewellery from gifting**

Prefer to buy jewellery from gifting					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	branded jewellers	50	32.7	32.7	32.7
	traditional jewellers	100	66.7	66.7	99.3
	Total	150	100.0	100.0	

Above table shows that out of total respondents 100 respondents are prefer traditional jewellers for buying diamond jewellery and 50 respondents are used branded jewellers for buying jewellery.

**Table no: 5 Most influence for buying a jewellery**

		Responses		Percent of Cases
		N	Percent	
<b>The most important influences</b>	<b>Friend's opinion</b>	104	23.8%	69.3%
	<b>Sales person's advice</b>	138	31.6%	92.0%
	<b>Brand advertisement</b>	68	15.6%	45.3%
	<b>Family member's advice</b>	123	28.1%	82.0%
	<b>Other</b>	4	.9%	2.7%
Total		437	100.0%	291.3%

Out of total respondents 23.8% respondents are influence with friend's opinion, 31.6% respondents are influence with sales person's advice, 15.6% respondents are influence with brand advertisements, and 28.1% respondents are influence with Family members advice while purchasing jewellery.

**Table no: 6 Quality of the diamond is most important factor in selecting diamond jewellery?**

HO: There is no significant relationship between Demographic factor Quality of the diamond is most important factors in selecting diamond jewellery

H1: There is significant relationship between Demographic factor and Quality of the diamond is most important factors in selecting diamond jewellery

Demographic factor	Quality of the diamond is most important factors in selecting diamond jewellery		Pearson chi-square			
	NO	YES	X <sup>2</sup>	Df	P-value	HO
<b>Occupation</b>						
<b>Business</b>	11	34	2.346	3	.504	Accepted
<b>Job</b>	24	42				
<b>Student</b>	6	17				
<b>Housewife</b>	6	10				
<b>Other</b>	0	0				
<b>Income</b>						
<b>Upto 5 lakhs</b>	8	21	.803	3	.849	Accepted
<b>5-10 lakhs</b>	13	31				
<b>10-20 lakhs</b>	20	42				
<b>Above 20 lakhs</b>	6	9				

In above table, P-value of occupation is 0.504 and P-value of income is 0.849, It means HO is Accepted and H1 is Rejected, so it shows that there are no any relationship between occupation and income with Quality of the diamond is most important factors in selecting diamond jewellery.

#### 4. CONCLUSION

The study strives to achieve the customer's perception towards product. The study reveals that all the respondents buy the product. There is no association between marital status and buying jewellery. There is a positive relationship between Occupation and cut and no any relationship between income and cut. Most of the female prefer to purchase jewellery from branded diamond jewellery products. As far as the visibility of jewellery diamonds is concerned, it is an ever fermenting trend which will never go out of demand because of the admiration towards diamond has always been in-charge of people's fame and personality.

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