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### CUSTOMER OPINION ON BUYING JEWELS IN PUTHUVAL JEWELLERY AT KANNYAKUMARI

**Mr. B. Anto Felix<sup>1</sup>, Dr. J. Rani<sup>2</sup>**

<sup>1</sup>BBA Student, School of Business Administration, Sathyabama Institute of science and Technology, Chennai 600119, Tamil Nadu, India. [antofelix541@gmail.com](mailto:antofelix541@gmail.com)

<sup>2</sup>MBA, MPhil, Ph.D. Assistant Professor of the Department, School of Business Administration Sathyabama Institute of science and Technology, Chennai 600119, Tamil Nadu, India.

#### ABSTRACT

This study aims to assess the impact of support groups on the financial inclusion of microfinance companies in the Adyar zone. The purpose of this study is to empower people with the role of microfinance and the influence of self-help groups, achieve financial inclusion and bring disadvantaged people into the scope of formal financial institutions. In this survey, we used a quantitative survey method using a Google Forms survey from the target individuals. A self-help group woman with a sample of 120 respondents. The survey found that 60% of the country's population is not in banks. This study attempted to use formal savings and access to credit lines as indicators of the prevalence of financial inclusion. Participation in SHG increased formal savings and borrowing of rural women who were disadvantaged in several respects. Finally, this study recommends self-help groups. Because they are working well, they are still lacking in education, training, lack of agency, family restrictions, doubts about women's achievements, and restrictions on women's household chores. Governments should make efforts to curb gender discrimination in order to ensure gender equality. Rural women need to be more important to reduce differences between locations.

**Keywords:** Jewellery, Ornaments, Jewells, gold investment, gold

#### 1. INTRODUCTION

Puthuval Jewellers is an jewellery store located in Kanyakumari. It was founded by T. Babu, who started their first jewellery shop in 2013 in Melpuram, Kanyakumari, India. Our main scope of business includes the manufacturing of exquisite high-class jewellery. Equipped with state-of-the-art production technology and facilities, our talented team of designers and skilled master-craftsmen work together in maintaining the best workmanship and quality in all our product. The years we have strived for perfection and constantly incorporated new ideas, in order to improve our jewellery designs, production technology, product quality, business administration and sales services, hoping to fulfill the needs of the market and our valued customers. Since the inception of our company, we have fulfilling customer's demands in the domestic level.

**OBJECTIVES OF THE STUDY:** The aim of the study is to find out the customer suggestions about the jewels. To examine how the customer are benefited in purchase on jewels. To analysis the satisfaction regarding the jewellery. To study the customer mindset on purchase of jewels.

#### 2. REVIEW OF LITERATURE

**Urvashi Soni-Sinha (2011)** -The paper is an ethnographic study examining the gendering of jewellery production in the villages of Medinipur, West Bengal, India. The jewellery (primarily hand woven silver chains) is marketed nationally and the villages are linked to the domestic and the global markets through a series of subcontractors. The paper is a critical analysis and deconstruction of the gendered division of labor where women's work in chain-weaving is constructed as leisure activity, requiring little training and carried out at home.

**Neeru Jain (2011)**- Consumer Buying Behavior With Regard to Branded and Traditional Jewellery with Special Reference to Jaipur Jewellery Market. The study will help to understand, the consumer preferences over branded and traditional jewellery and also it will help to research the various required strategies to uplift economy of jewellery market. To know the Consumer's buying decision whether it is based on convenience or brand preference.

**K. Asha (2014)**- A Study on Buying Behavior of Customers towards Branded and Non-Branded Gold Jewellery. Gold is considered as a metal and as a symbol of status among society people. In this study the research employees seeks to look into which factors that determinant the behavior of consumers towards branded and non-branded jewellery products

**Dr. Jojo K Joseph (2014)-** Consumer Behavior in the Gold Jewellery Market of Kerala .To understand the consumer behavior towards branded jewelers and small dealers in the gold jewellery market of Kerala. Jewellery sector has a significant position in the economic as well as cultural scenario of almost all the states of India.

### 3. RESEARCH METHODOLOGY

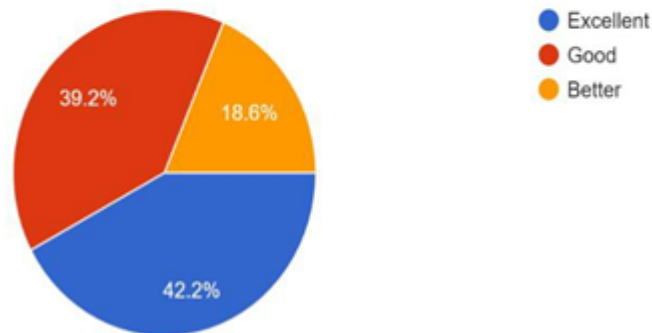
Based on my study I have used descriptive research. And also, I take 103 respondents for my study . I use

questionnaire as a Primary data and Secondary data from articles. Location of my study is PUTHUVAL JEWELLERY in Melpuram, Kanyakumari.

### 4. RESULT

Table showing opinion about the quality of the product

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	43	42.2 %
Good	40	39.2%
Better	19	18.6%

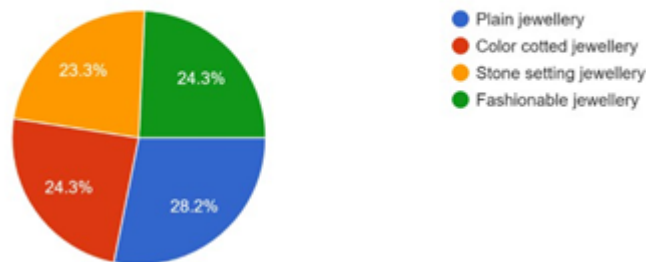


#### INFERENCE:

Majority (42.2%) respondents opinion about the quality of the product is excellent.

TABLE SHOWING type of jewellery category you mostly purchase

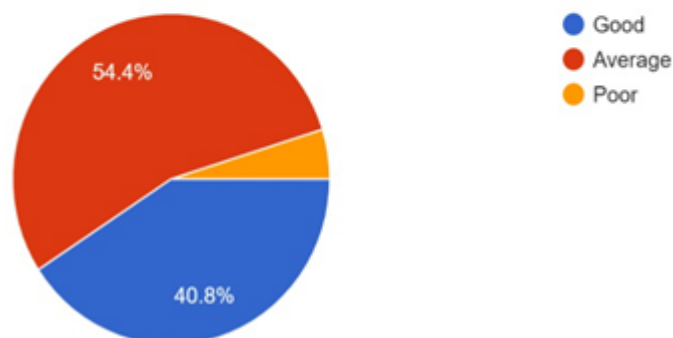
PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Plain jewellery	29	28.2%
Colour cotted jewellery	25	24.3%
Stone setting jewellery	24	23.3%
Fashionable jewellery	25	24.3%

**INFERENCE:**

Majority (28.2%) respondents mostly purchase plain jewellery

Table showing overall shopping experience in Puthuval jewellery

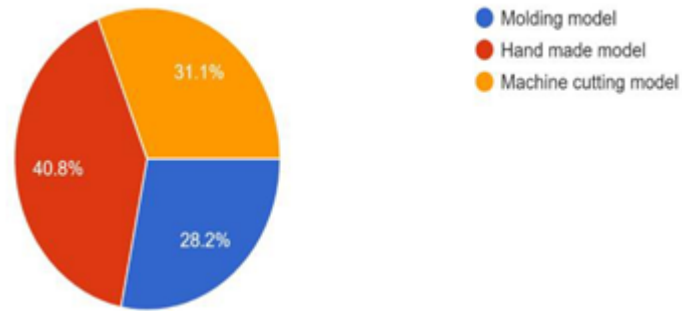
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Good	42	40.8%
Average	56	54.4%
Poor	5	4.9%

**INFERENCE:**

Majority (54.4%) respondents shopping experience in the jewellery is average.

Table showing type of model you prefer

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Moulding model	19	28.2%
Handmade model	42	40.8%
Machine cutting model	32	31.1%



**Inference**

Majority (40.8%) respondents prefer handmade model jewels.

**CHI-SQUARE TEST**

H0(Null hypothesis): There is no significant association between product price and opinion about quality of the product.

H1(Alternate hypothesis): There is a significant association between product price and opinion about quality of the product

Product price in jewellery * Opinion about quality of the product Cross tabulation					
Count		Opinion about quality of the product			Total
		Better	Good	Excellent	
Product Price in Jewellery	Low	8	8	2	18
	Normal	9	22	32	63
	Costly	2	9	9	20
Total		19	39	43	101

Chi- Square Tests			
	Value	df	Asymptotic Significance (2-Sided)
Pearson Chi- Square	13.603 <sup>a</sup>	4	0.009
Likelihood Ratio	13.777	4	0.008
Linear-by-Linear Association	7.340	1	0.007
No. of Valid case	101		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.39.

**INFERENCE**

Since p value 0.009 is less than 0.05, we reject null hypothesis and accept alternate hypothesis. Hence, There is a significant association between product price and opinion about quality of the product.

**ONE-WAY ANOVA TEST**

H0(Null hypothesis): There is no significant difference between preferred model and purpose of buying jewels.

H1 (Alternate hypothesis): There is a significant difference between preferred model and purpose of buying jewels.

	Description							
Model you Prefer								
	N	Mean	Std Deviation	Std. Err	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
As accessory for wearing	41	2.0000	0.92195	0.14399	1.7090	2.2910	1.00	3.00
For Investment	20	1.9000	0.78807	0.17622	1.5312	2.2688	.00	3.00
For gift	22	1.7727	0.81251	0.17323	1.4125	2.1330	1.00	3.00
Any other Reason	20	1.8500	0.81273	0.18173	1.4696	2.2304	1.00	3.00
Total	103	1.9029	0.84615	0.08337	1.7375	2.0683	1.00	3.00

ANNOVA					
Model you Prefer					
	Sum of Squares	df	Mean Squares	F	Sig.
Between Group	0.815	3	0.272	0.373	0.773
Within Group	72.214	99	0.729		
Total	73.029	102			

## INFERENCE

Since p value 0.773 is greater than 0.05, null hypothesis is accepted. Hence, There is no significant difference between preferred model and purpose of buying jewels.

## 5. FINDINGS

- Majority (52.4%) respondents like to purchase gold jewellery.
- Majority (29.1%) respondents purchase jewels once every six months.
- Majority (40.8%) respondents prefer handmade model jewels.
- Majority (33%) respondents generally purchase rings.
- Majority (39.8%) respondents mostly buy jewels for accessory for wearing.
- Majority (29.1%) respondents purchasing jewels two years from Puthuval jewellery

### Suggestion

- From the research most of the customer prefer the handmade model jewels and mostly like traditional designs.
- Mostly purchase jewels for as accessory for wearing.
- The research shows that maximum of the customer invest in gold.
- Based on the research the customers are purchase jewels in offers.

## 6. CONCLUSION

The jewellery business is highly profitable as in India, gold jewellery is viewed with a lot of sentiment and fervor. It is just an investment buy but, people attach their self respect and pride with jewelleries. With government initiatives like BIS Hallmark etc., the people are walking up to the fact that the jewellery that they purchase has to be of the best certified quality. Consumer processes a strong attitude on gold jewellery buying because the value they pay on the purchase is comparatively higher than the products they buy on a regular basis further the study it was portrayed that the price, purity and design which scores the maximum from the analysis as a whole the study highlights that the consumer perceptions are highly influences by the retailers schemes and the services offered by them further the study helps the future researchers to identify the perceptions towards gold jewellery buying.

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