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## Marketing Structure and Consumer Behaviour in Luxury Retail: A Case Study on Rama Krishna Jeweller Pvt. Ltd

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### ABSTRACT

India's jewellery sector is a rich amalgamation of tradition and modern retail advancements. This paper explores the marketing system and buying behaviour of customers at Rama Krishna Jeweller Pvt. Ltd., a reputable brand rooted in Delhi. Using both primary and secondary data, the study examines how the brand fuses conventional marketing with digital methods. Areas such as CRM, promotional efforts, brand positioning, and consumer engagement are investigated. The analysis indicates the importance of evolving into a hybrid marketing model to meet the demands of today's digitally inclined customers.

### 1. Introduction

Rama Krishna Jeweller Pvt. Ltd., operating within Delhi's vibrant and competitive jewellery market, has developed strong brand equity through quality products and trust-based relationships. However, the digital shift in consumer behaviour challenges long-standing marketing norms. This research explores the brand's marketing configuration, assesses consumer preferences, and suggests forward-looking strategies to secure long-term success.

### 2. Literature Review

Marketing strategies in India have shifted significantly, moving from traditional outlets to integrated digital platforms. While classic models like Kotler's marketing mix and Porter's analysis of industry competition still apply, new methods including influencer outreach, CRM integration, and real-time analytics are now pivotal. Existing literature highlights the impact of social engagement, emotional appeal, and technological tools in consumer decision-making. Regional businesses must now adapt quickly to maintain relevance.

### 3. Research Objectives

- Examine the current marketing approach used by Rama Krishna Jeweller.
- Analyse how effectively both offline and online promotion techniques influence customers.
- Understand shifting customer expectations and behaviour patterns.
- Investigate the role of CRM systems and loyalty schemes in driving repeat purchases.
- Highlight existing gaps in strategy and recommend targeted improvements.

### 4. Research Methodology

This research employs a blended methodology:

- **Primary Research:** Surveys from 100 consumers, interviews with in-store managers and marketing professionals, and observational audits.
- **Secondary Research:** Review of the company's digital content, printed materials, government publications, industry whitepapers, and peer-reviewed articles.
- **Analytical Tools:** Descriptive statistics, demographic cross-tabulation, SWOT analysis, and qualitative pattern recognition.

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## 5. Key Observations

- **Advantages:** Strong local reputation, proven craftsmanship, and effective festive promotions.
- **Drawbacks:** Underdeveloped digital outreach, absence of an online sales platform, and low utilization of customer data.
- **Prospects:** Expansion through digital platforms, engagement with content creators, and improved CRM integration.
- **Risks:** Price sensitivity due to gold market fluctuations, intensifying online competition, and cybersecurity vulnerabilities.

### Highlighted Trends:

- 65% of participants prefer receiving updates via Instagram and WhatsApp.
- Older demographics favor traditional channels; younger audiences seek online convenience.
- Absence of e-commerce limits regional and national scale.
- Personalization and digital interaction are essential for future growth.

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## 6. Strategic Suggestions

1. **Balanced Approach:** Retain traditional marketing while expanding digital engagement.
2. **Digital Enhancement:** Build a robust digital persona using social platforms, influencer tie-ins, and SEO.
3. **Online Commerce Launch:** Introduce an intuitive e-store featuring interactive tools like virtual try-ons.
4. **CRM and Data Utilization:** Adopt tools to track customer behavior and optimize targeted outreach.
5. **Cybersecurity Upgrade:** Secure digital operations with proper protocols and client privacy safeguards.

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## 7. Limitations

- Research restricted to the Delhi branch.
- Confidential data such as ROI metrics were unavailable.
- Rapidly changing trends may affect the longevity of findings.
- Limited demographic diversity within the survey sample.

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## 8. Conclusion

Rama Krishna Jeweller Pvt. Ltd. has solidified its market presence through reliability and quality. Nonetheless, keeping pace with digital consumer behavior necessitates transformation. To sustain its brand in a competitive and technology-driven marketplace, the business must embrace CRM systems, expand digitally, and adopt a data-driven approach. A dual-strategy model that honors tradition while embracing digital innovation is vital for continued growth and relevance.