

CUSTOMER OPINION ON BUYING JEWELS IN PUTHUVAL JEWELLERY AT KANNYAKUMARI

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

ANTO FELIX.B

Register No.40410018



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ANTO FELIX.B** **Reg.No.40410018**, who carried out the project entitled “**CUSTOMER OPINION ON BUYING JEWELS IN PUTHUVAL JEWELLERY AT KANNYAKUMARI**” under my supervision from January 2022 to March 2022.

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Internal guide

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examine

DECLARATION

B. ANTO FELIX (40410018) hereby declare that the Project Report entitled **“Customer Opinion On Buying Jewels In Puthuval Jewellery At Kanyakumari”** done by me under the guidance of **DR.M.LAVANYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

ANTO FELIX. B

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.M.LAVANYA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

ANTO FELIX. B

CONSENT & COMPLETION LETTER IN COMPANY LETTER HEAD



Tel: +91-9486484754
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PUTHUVAL JEWELLERY

Melpuram

To Whom It May Concern

Work Period 12/01/2022 To 12/03/2022

This is to certify that Mr. B.ANTO FELIX (Reg.no. 40410018), doing 2nd MBA in Sathyabama university Chennai, completed him MBA project in our organization, PUTHUVAL JEWELLERY, at melpuram.kanyakumari district. For a period of two months.

The work is completed on [12-03-22] successfully.
Thanking you and assuring you for our best services always

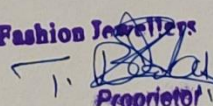
With Regards

[BABU T}

:

...HEAD OF THE ORGANIZATION,
PUTHUVAL JEWELLERY
MELPURAM.

Signature:

For Puthuval Fashion Jewellers

Proprietor

Address: Melpuram,, pacode po(629168), Kanyakumari

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ABSTRACT

This study aims to assess the impact of support groups on the financial inclusion of microfinance companies in the Adyar zone. The main 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. H. 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.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Market Research

Marketing research is the systematic gathering, recording, and analysis of data issue relating to marketing products and services. The goal marketing research is to identify assess how changing elements of the marketing mix impacts customer behavior Market Research is “the function that links the consumers, customers, and public to the marketer through information-information used to identify and required to define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process marketing research specifies the information required to address these issues, designs the methods for collecting information , manage and implements the data collection process, analyzes the results and communicates the finding and their implications.

Consumer opinion

Consumers are our best source of business information-whether it's to improve an existing product or service or whether you're planning to launch something new. There's no substitution for “getting it from the horse's mouth. “when you open up the lines of communication, you are able to align your resources to best advantage, and you often can make changes or launch production more quickly. Customer behavior study is based on consumer buying behavior , with the consumer playing the three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer 1 behavior analysis as it has a keen interest in the re-discovery of the meaning of marketing through the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social function can be categorized into social choice and welfare function.

Study

A study is an effective tool for measuring the Consumer's Aspiration, Trade Channel Behavior, Competitive Action etc., It provides a linkage between the corporate environment and the marketing organization. Marketing research, thus, may be viewed as an important tool used as an aid for tackling problems in marketing. A study is a place in which buyer and seller meet each other and exchange the goods and services. Marketing is an economic process in which goods and services exchange their value is determination in terms of money of price.

This filed Study is nothing but just analysis of Consumer' attitude about the attitude, this satisfaction, his needs, and some other expectation regarding production specification. AS the courses related to business field, each and every candidate should come to know about what a market is, and the syllabus also provides a fire opportunity to this need.

1.2 STATEMENT OF THE PROBLEMS:

- Analyze the growth of Puthuval jewellery.
- There is a lot competition in local market, so make a research on shop from the customers about the opinion of sales and service.

1.3 COMPANY PROFILE

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. Over the years we have always 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.

We have been catering the highly challenging and quality conscious products and capturing most of local market. Based on extensive market research all our products

are in sync with the latest fashion trends and comply with international quality standards.

VISION

We strive to provide our customers with the best and accurate value of all of their gold and other precious jewellery. Our transparent process has helped us grow our customer base and retain it throughout. Our vision is to provide superlative services to our customers and we have created a remarkable platform that caters to this need. Our dedication towards integrity sets us apart from the rest and has earned us an eminent reputation. Our vision is to abide by the highest ethical standards that ensure customer satisfaction and reliability.

MISSION

Our business motto is honesty, integrity and reliability. We have a pristine reputation as gold buyers and this is reflected in our business through returning customers as well as referrals. Our mission is to simplify the process of selling valuables like gold and silver. We are creating a platform that allows the customers to transact with us without any hassles. Our mission statement motivates us to please our customers with high quality of service.

1.4 OBJECTIVES OF THE STUDY

The study is based on following objectives

- ❖ 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.

1.5 SCOPE & SIGNIFICANCE OF THE STUDY

Customer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services,

experiences, or ideas to satisfy needs and the impacts that these processes have on the customer and society. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how tins affect buying behavior. Customer behavior is helpful to in understanding the needs of his different customer segments and developing appropriate marketing strategies for each. The study of customer behavior also provides an insight into how customer arrives at the purchase decision and variables which influences this decision. To analyze the consumer buying behavior towards gold jewellery.

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION

Numerous recent studies emanating from academic circles show that there is a strong influence of brand factors on consumer perceptions during gold jewellery purchase. A vast amount of literature is derived to understand the link between Gold jewellery, Luxury products, and purchase decision behavior. These studies had focused on various aspects of perceptions influencing buying behavior.

UrvashiSoni-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 internationally 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. The women are rendered invisible as workers through the discursive practices of control over their sexuality, restricting their mobility geographically and in the job hierarchy, and earn a low average wage of INR 1.35/hour for chain-weaving. Men engage in the soldering and finishing of chains, which is constructed as tough, requiring long training, carried out in the visible spaces of the workshops and are paid an average wage of INR 5/hour. The discourses feed into the subjective identities of men as bread-winners and constitute women as housewives. However, women challenge the construction of chain-weaving as leisure. In their affirmation of chain-weaving as work they present a fragmentation to their subjective identities as housewives and navigate their paradoxical situation; an ambivalence created by what they do, how they view what they do and how they are viewed in doing it. In addition, some women cross the gendered division of labor and engaged in soldering, thus challenging its construction as particularly tough for women. Although how this disruption is currently negotiated

mites its resistive effect, the fact of it has created new discursive practices by which the crossing of the gendered divide is achieved.

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 explore 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. This research will accomplish chiefly through qualitative approach that is based on the secondary information as well as quantitative studies like surveys etc. are also considered and taken into account. Primary data will be basically collected by conducting survey through a questionnaire (Sample size=150) and area of conducting survey will be Jaipur. The research design will be exploratory and descriptive. The statistical tools like arithmetic mean, standard deviation, coefficient of variation, etc. will be used to analysis the data. Moreover, data will be presented in a diagrammatic form using histogram, etc. From the consumer's perspective fashion designs and trends are always changeable in search of new innovation that can be reflected in the changed demand and buying preference.

S. Kumar and Dr S. Varadaraj (2013),

A Study on Buying Behavior of Women Customer's towards Jewellery Products with Special Reference to Bangalore City. The purpose of this research is to find out buying behavior of women customer's towards jewellery products with special reference to Bangalore city. The objective of the study is to get the feedback about various factors affecting Buying behavior of Jewellery products, Evaluate the brand awareness and buying attitude of the women customer's in purchasing of gold at the various jewellery retail stores. The research design used in this study is descriptive research design. Data was collected from around 200 customers from the Sri Kumaran, Joy Alukkas, TATA gold, RBS, Thangamayil jewellery retail stores by survey method. The primary data is collected through questionnaire and personal contact with customer. The secondary data is collected from journals, text books and through the internet. The data collected and analyzed using simple percentage

method. Chi Square and Ranking method is the statistical tool for analyzing the collected data. The collected data includes personal details, customer opinion in the Jewellery retail stores, services and current benefits provided in the jewellery retail stores, rewards, autonomy, recognition and competitiveness. This paper analyses the Buying behavior of women customer's towards jewellery products. The study was restricted only to Bangalore city. So the results cannot be generalized. Some of the customers are not serious in their responses to the survey and as a result there are some difficulties in reaching to the right conclusion. The results may help the management of Jewellery retail stores to understand about the factors that influence the satisfaction of customers towards retail stores.

K. Asha (2014),

A Study on Buying Behavior of Customers towards Branded and Non-Branded Gold Jewellery. Gold is considered as a glamorous metal and as a symbol of status among people. In this study the research worker seeks to look into which factors that determinant the behavior of consumers towards branded and non-branded jewellery products. The objective of the study is to get response about various factors affecting buying behavior of jewellery products. Nowadays there seen larger brands witnessing an upward activity mainly due to factors such as increasing consumer false belief, decreasing investment compulsive purchases, fascinating retail channels and competition from other expensiveness products. The analyses showed that consumers are reasonably aware of the branded players who have forayed into the jewellery market and would like to purchase branded jewellery in the near future. As the population is large, the researcher has selected a total sample of 350 respondents from the population. For selecting the sample, the researcher has adopted Stratified Random Sampling method by considering the Kanyakumari District as universe and the Taluqs such as Vilavancode, Kalkulam, Agasteeswaram, and Thovalai as Sampling Units. The benefits of buying gold jewellery are many in number. Gold has resale value and this creates gold of great benefit and of great asset value to buy. Gold is leading on the list of investments and value.

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. Gold industry has a significant position in the economic as well as cultural scenario of almost all the states of India. This study undertakes an analysis of the specialties of consumer behavior in the gold jewellery market of Kerala. The focus of the study is to identify the various factors which influence the consumer behavior in gold market of the state. The analysis specially focuses on factors like customer behavior towards branded jewelers and small dealers of gold, the influence of aspects like name, reputation and shop ambiance of the sellers, purity of gold.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research Method is a basic plan, which guides the data Collection and analysis phases of the research project. It is a framework, which specifies the type course of the data and the data collection periods.

3.2. Research Design

The research problem having been formulated in clear cut items, the research will be required to prepare a research design. That is he will have to state the conceptual structure with in which research would be conducted. The preparation of such a design facilitates research to be as efficient as possible yielding maximum information.

3.3.Source of Data

A data means collection of facts and figures. This data be in the from of numeric or non-numeric in such of the collection of data appropriate data may be of the form of primary and secondary.

There are several way of collecting the data appropriate data, which differ considerably in concept of money, time and other aspects/ The collections of data are collected through primary and secondary.

Primary Data

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. The Primary data can be collect through experiment or through survey. In The research conduct an experiment, he observes some quantities measurement or the data with the help of which he examine the through contain in his hypothesis.

Secondary Data

This data which have already collected by someone else and which have already been passed through the statistical process. Data , which are not originally collected but rather obtained from published or unpublished sources, are known as secondary data.

Data Collection

Data collection is the process of collection the data by structured questionnaires enquiry. The data used in this survey are:

- ❖ Primary Data
- ❖ Secondary Data

Primary data

Primary data are generated when the research using personal investigation a particular problem at the hand primary 3 method can collect data.

Sampling

Sampling means where only a few units of population under study are consideration for analysis is called sampling. It is a process of obtaining the information about an population by examining only a part of it.

Sampling Techniques

Sampling techniques used in the survey was random sampling.

Sample Size

The sample size taken for survey is 103 respondents.

3.4. Period of study

The period of study is from Jan 2022 to March 2022 which is three months of study.

3.5. Area of study

The study was conducted in PUTHUVAL JEWELLERY in Melpuram.

3.6. Analytical tools

Percentage analysis

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

Hypothesis testing

The Spss tools used for analyzing hypothesis were Chi-square test and One—way Anova test.

H0 - Null hypothesis(there is no significant relationship between the variables)

H1 – Alternate hypothesis(there is significant relationship between the variables).

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1.PERCENTAGE ANALYSIS

Table 4.1.1: Age of the respondents

S.NO	AGE	NO.OFRESPONDENTS	PERCENTAGE
1.	18-20	12	11.4%
2.	21-30	56	54.4%
3.	31-45	24	23.3%
4.	Above 45	11	10.7%

Source: Primary data.

Age
103 responses

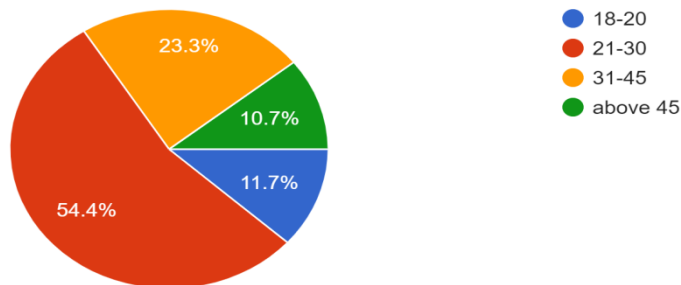


Chart 4.1.1: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents 18-20 age of respondents are 11.7%, between 21-30 age of respondents are 54.4%, between 31-45 age of respondents 23.3%, between above 45 age of respondents are 10.7%.

Inference

Majority (54.4 %) of the respondents are age between 21 to 30 years.

Table 4.1.2: Gender of the respondents

S NO	Gender	No. of Respondents	Percentage
1.	Male	31	30.1%
2.	Female	72	69.9%

Source: Primary data.

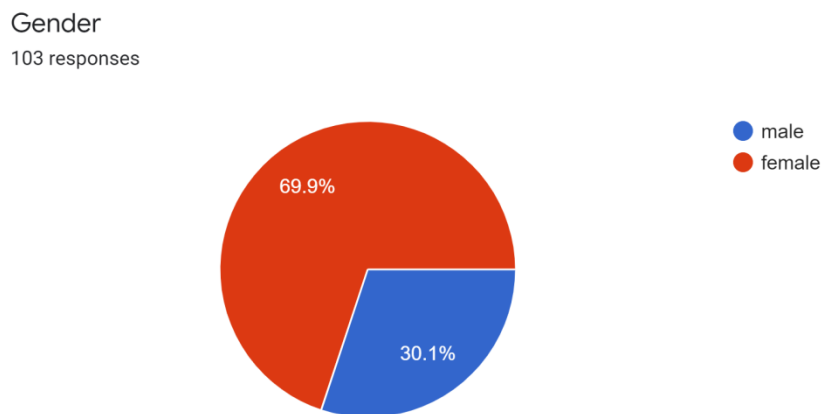


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 30.1% and female respondent is 69.9%.

Inference

Majority (69.9%) of the respondents are Female.

Table 4.1.3: Educational Qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1.	10th	5	4.9%
2.	12 th	15	14.6%
3.	Degree	63	61.3%
4.	Diploma	20	19.4%

Source: Primary data

Educational Qualification
103 responses

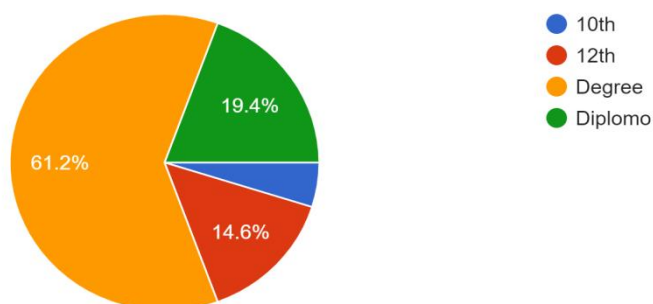


Chart 4.1.3: Educational Qualification of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 4.9% qualification is 10th, 14.6% qualification is 12th, 61.3% qualification is degree, 19.3% qualification is diploma,

Inference

Majority (61.3%) of the Respondents qualification is Degree.

Table 4.1.4: Occupation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Student	29	28.2%
2	House wife	29	28.2%
3	Doctor	7	6.8%
4	Engineer	13	12.6%
5	other	25	24.3%

Source: Primary data

Occupation
103 responses

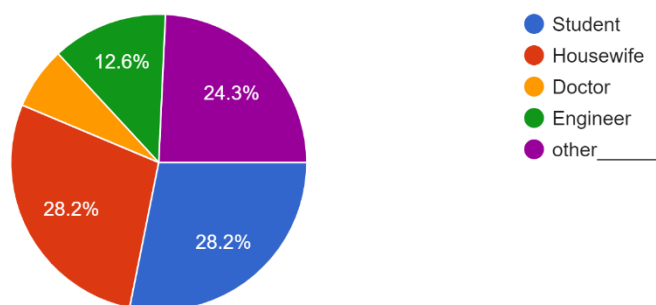


Chart 4.1.4: Occupation of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 28.2% is Students, 28.2% is Housewife, 6.8% are Doctors, 12.6% are engineers. 24.3% are others.

Inference

Majority (28.2%) of the respondents are Students and Housewife.

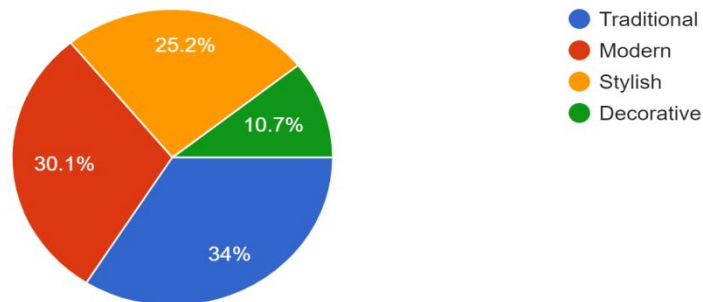
Table 4.1.5: Which type of designs you mostly like to purchase_____

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Traditional	35	34%
Modern	31	30.1%
Stylish	26	25.2%
Decorative	11	10.7%

Source: Primary data.

Which type of designs you mostly like to purchase_____

103 responses



Charts 4.1.5 : Which type of designs you mostly like to purchase_____

Interpretation:

From the above table it is interpreted that

- 34% respondents like to purchase traditional designed jewels, 30.1% respondents like to purchase modern designed jewels, 25.2% respondents like to purchase stylish designed jewels, 10.7% respondents like to purchase decorative designed jewels.

Inference

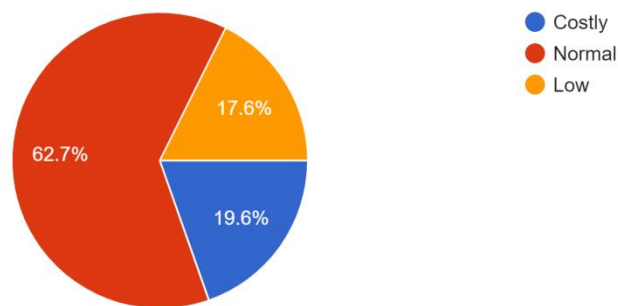
- Majority (34%) respondents like to purchase traditional designed jewels.

Table 4.1.6: Price of the products in jewellery is_____

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Costly	20	19.6%
Normal	64	62.7%
Low	18	17.6%

Source: Primary data.

Price of the products in jewellery is_____
102 responses



Charts 4.1.6 : Price of the products in jewellery is_____

Interpretation:

From the above table it is interpreted that

- 19.6% respondents says that price of the product is costly, 62.7% respondents says that price of the product is normal, 17.6% respondents says that price of the product is low

Inference

Majority (62.7%) respondents says that price of the product is normal.

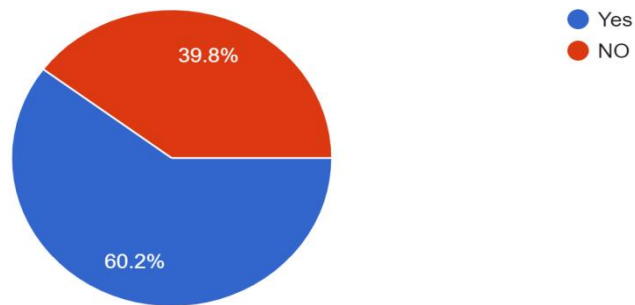
Table 4.1.7: Are you purchase mostly in special offer?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	41	39.8%
NO	62	60.2%

Source: Primary data.

Are you purchase mostly in special offer?

103 responses



Charts 4.1.7 : Are you purchase mostly in special offer?

Interpretation:

From the above table it is interpreted that

- 60.2% respondents purchase jewels in special offers, 39.8% respondents not purchase jewels in special offers.

Inference

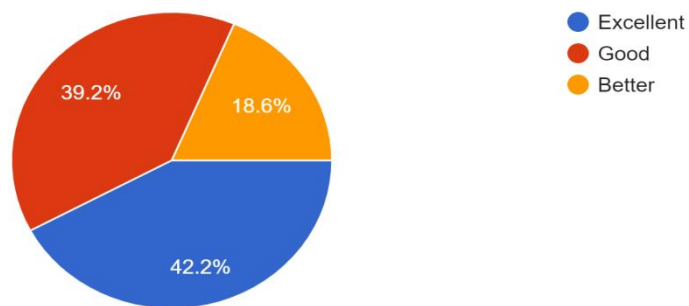
Majority (34%) respondents purchase jewels in special offers.

Table 4.1.8: Your opinion about the quality of the product?

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

Source: Primary data.

Your opinion about the quality of the product?
102 responses



Charts 4.1.8: Your opinion about the quality of the product?

Interpretation:

From the above table it is interpreted that

- 42.2% respondents opinion about the quality of the product is excellent, 39.2% respondents opinion about the quality of the product is good, 18.6% respondents opinion about the quality is better.

Inference

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

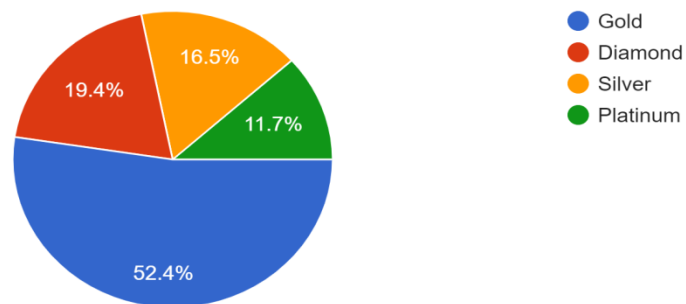
Table 4.1.9: Which type of jewellery would you mostly like to purchase?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Gold	54	52.4%
Diamond	20	19.4%
Silver	17	16.5%
Platinum	12	11.7%

Source: Primary data.

Which type of jewellery would you mostly like to purchase?

103 responses



Charts 4.1.9 : Which type of jewellery would you mostly like to purchase?

Interpretation:

From the above table it is interpreted that

- 52.4% respondents like to purchase gold jewellery, 19.4% respondents like to purchase diamond jewellery, 16.5% respondents like to purchase silver jewellery, 11.7% respondents like to purchase platinum jewellery.

Inference

- Majority (52.4%) respondents like to purchase gold jewellery.

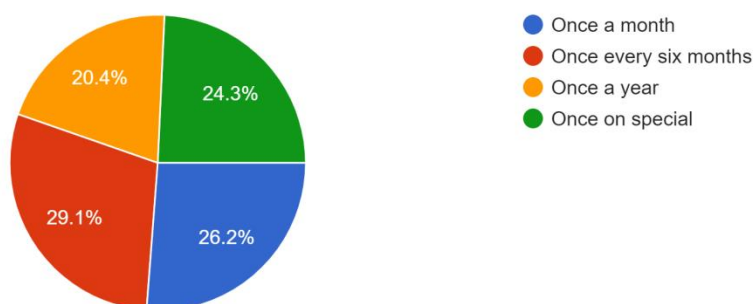
Table 4.1.10: How frequently do you purchase jewels?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Once a month	27	26.2%
Once every six months	30	29.1%
Once a year	21	20.4%
Once on special	2	24.3%

Source: Primary data.

How frequently do you purchase jewels?

103 responses



Charts 4.1.10: How frequently do you purchase jewels?

Interpretation:

From the above table it is interpreted that

- 26.2% respondents purchase jewels once a month, 29.1% respondents purchase jewels once every six months, 20.4% respondents purchase jewels once a year, 24.1% respondents purchase jewels once on special.

Inference

- Majority (29.1%) respondents purchase jewels once every six months.

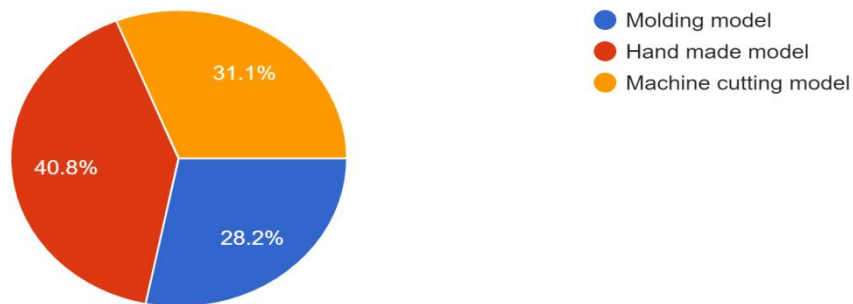
Table 4.1.11: Which type of model do you prefer?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Moulding model	29	28.2%
Handmade model	42	40.8%
Machine cutting model	32	31,1%

Source: Primary data.

Which type of model do you prefer?

103 responses



Charts 4.1.11: Which type of model do you prefer?

Interpretation:

From the above table it is interpreted that

- 28.2% respondents prefer molding model jewels, 40.8% respondents prefer handmade model jewels, 31.1% respondents prefer machine cutting model jewels.

Inference

- Majority (40.8%) respondents prefer handmade model jewels.

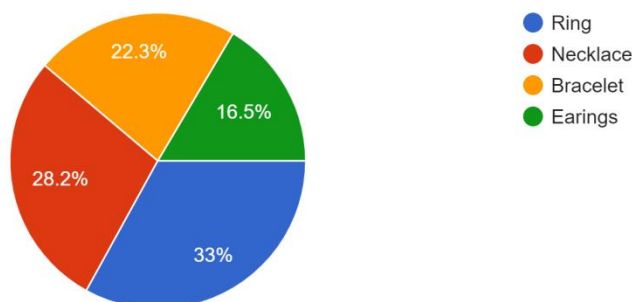
Table 4.1.12: which type of jewellery pieces do you generally purchase?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Ring	34	33%
Necklace	29	28.2%
Bracelet	23	22.3%
Earrings	17	16.5%

Source: Primary data.

which type of jewellery pieces do you generally purchase?

103 responses



Charts 4.1.12: which type of jewellery pieces do you generally purchase?

Interpretation:

From the above table it is interpreted that

- 33% respondents generally purchase rings, 28.2% respondents generally purchase necklace, 22.3% respondents generally purchase Bracelet, 16.5% respondents purchase earrings.

Inference

- Majority (33%) respondents generally purchase rings.

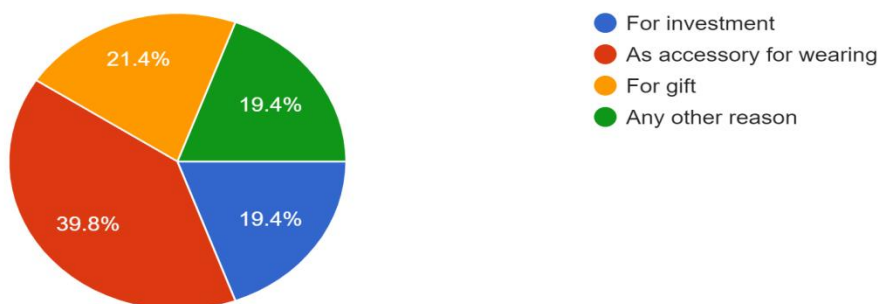
Table 4.1.13: What purpose you mostly buy jewels?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
For investment	20	19.4%
As accessory for wearing	41	39.8%
For gift	22	21.4%
Any other reason	20	19.4%

Source: Primary data.

What purpose you mostly buy jewels?

103 responses



Charts 4.1.13: What purpose you mostly buy jewels?

Interpretation:

From the above table it is interpreted that

- 19.4% respondents mostly buy jewels for investment, 39.8% respondents mostly buy jewels for accessory for wearing, 21.4% respondents mostly buy jewels for gifts, 19.4% respondents mostly buy jewels for any other reasons.

Inference

- Majority (39.8%) respondents mostly buy jewels for accessory for wearing.

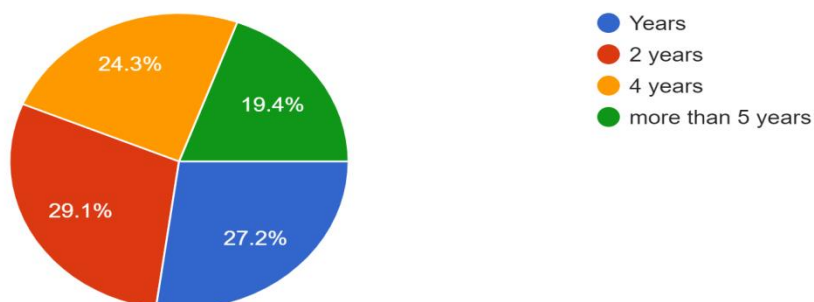
Table 4.1.14: How long you been purchase from Puthuval jewellery?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Years	28	27.2%
2 Years	30	29.1%
4 Years	25	24.3%
More than 5 Years	20	19.4%

Source: Primary data.

How long you been purchase from puthuval jewellery?

103 responses



Charts 4.1.14: How long you been purchase from Puthuval jewellery?

Interpretation:

From the above table it is interpreted that

- 27.2% respondents purchasing jewels nearly one years from Puthuval jewellery , 29.1% respondents purchasing jewels two years from Puthuval jewellery, 24.3% respondents purchasing jewels four years from Puthuval jewellery, 19.4% respondents purchasing jewels more than five years from Puthuval jewellery.

Inference

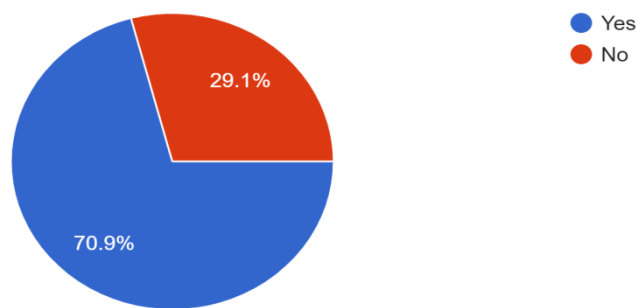
Majority (29.1%) respondents purchasing jewels two years from Puthuval jewellery.

Table 4.1.15: Do you think offers are clearly presented through display in the jewellery?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
YES	73	70.9%
NO	30	29.1%

Source: Primary data.

Do you think offers are clearly presented through display in the jewellery?
103 responses



Charts 4.1.15: Do you think offers are clearly presented through display in the jewellery?

Interpretation:

From the above table it is interpreted that

- 70,9% respondents says that offers are clearly presented through display in the jewellery, 20.1% says that offers are not clearly presented through display in the jewellery.

Inference

Majority (70.9%) respondents says that offers are clearly presented through display in the jewellery.

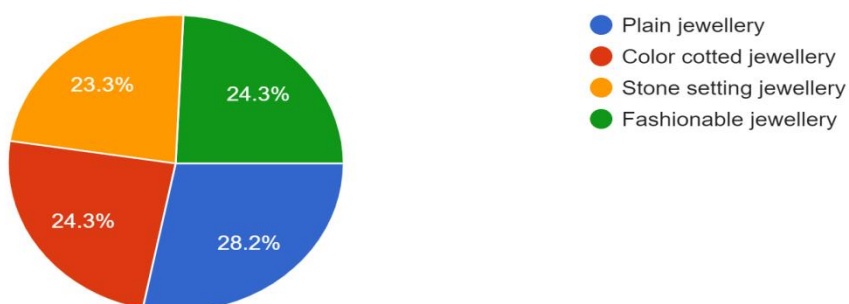
Table 4.1.16: Which type of jewellery category you mostly purchase?

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%

Source: Primary data.

Which type of jewellery category you mostly purchase?

103 responses



Charts 4.1.16: Which type of jewellery category you mostly purchase?

Interpretation:

From the above table it is interpreted that

- 28.2% respondents mostly purchase plain jewellery, 24.3% respondents mostly purchase color cotted jewellery, 23.3% respondents mostly purchase stone setting jewellery, 24.3% respondents mostly purchase fashionable jewellery.

Inference

- Majority (28.2%) respondents mostly purchase plain jewellery.

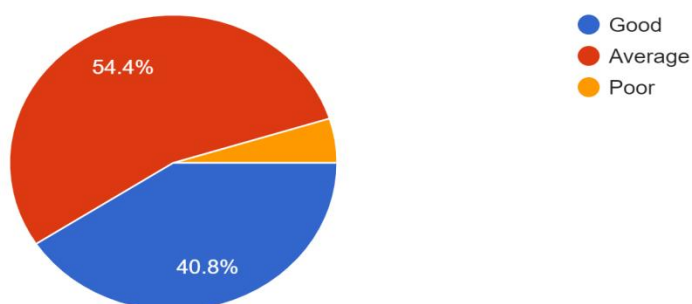
Table 4.1.17: Your overall shopping experience till your purchase in the jewellery?

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

Source: Primary data.

Your overall shopping experience till your purchase in the jewellery?

103 responses



Charts 4.1.17: Your overall shopping experience till your purchase in the jewellery?

Interpretation:

From the above table it is interpreted that

- 40.8% respondents shopping experience in the jewellery is good, 54.4% respondents shopping experience in the jewellery is average, 4.9% respondents shopping experience in the jewellery is poor.

Inference

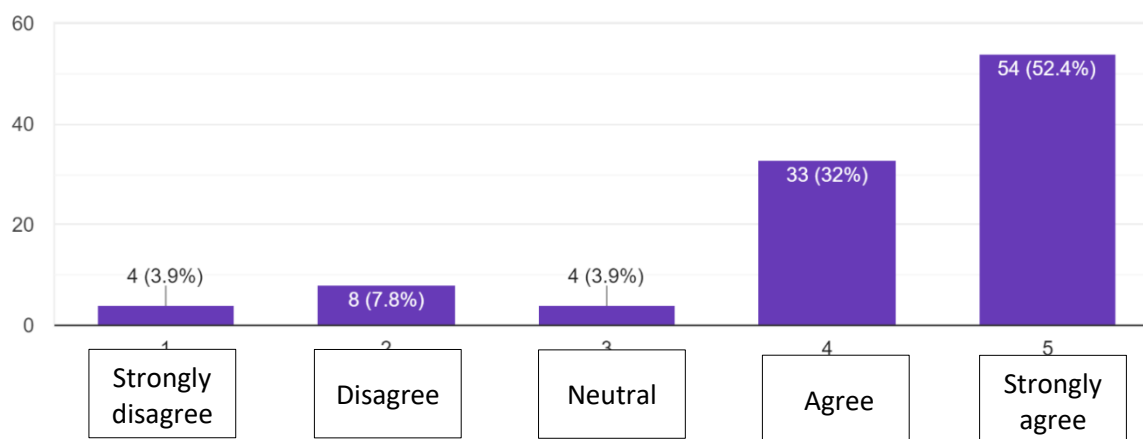
- Majority (54.4%) respondents shopping experience in the jewellery is average.

Table 4.1.18: Overall satisfaction level on Puthuval jewellery

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Strongly disagree	4	3.9%
Disagree	8	7.8%
Neutral	4	3.9%
Agree	33	32%
Strongly agree	54	52.4

Over all satisfaction level on puthuval jewellery

103 responses



Charts 4.1.18: Over all satisfaction level on Puthuval jewellery

Interpretation:

From the above table it is interpreted that

- 3.9% respondents satisfaction level on Puthuval jewellery is strongly disagree, 7.8% respondents satisfaction level on Puthuval jewellery is disagree, 3.9% respondents satisfaction level on Puthuval jewellery is neutral, 32% respondents satisfaction level on Puthuval jewellery is agree, 52.4% respondents satisfaction level on Puthuval jewellery is strongly agree.

Inference

Majority (52.4%) respondents purchasing jewels two years from Puthuval jewellery is strongly agree.

4.2 STATISTICAL ANALYSIS

CHI-SQUARE TEST

H_0 (Null hypothesis): There is no significant association between product price and opinion about quality of the product.

H_1 (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 Crosstabulation					
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 ^a	4	0.009	
Likelihood Ratio		13.777	4	0.008	
Linear-by-Linear Association		7.340	1	0.007	
N of Valid Cases		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

H_0 (Null hypothesis): There is no significant difference between preferred model and purpose of buying jewels.

H_1 (Alternate hypothesis): There is a significant difference between preferred model and purpose of buying jewels.

Descriptive								
Model you prefer								
	N	Mean	Std. Deviation	Std. Error	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	1.00	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
ANOVA								
Model you prefer								
	Sum of Squares	df	Mean Square	F	Sig.			
Between Groups	0.815	3	0.272	0.373	0.773			
Within Groups	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.

CHAPTER 5

FINDINGS,SUGGESTIONS AND CONCLUSION

5.1.FINDINGS

- ❖ Majority (54.4 %) of the respondents are age between 21 to 30 years.
- ❖ Majority (69.9%) of the respondents are Female.
- ❖ Majority (61.3%) of the Respondents qualification is Degree.
- ❖ Majority (28,2%) of the respondents are Students and Housewife.
- ❖ Majority (34%) respondents like to purchase traditional designed jewels.
- ❖ Majority (62.7%) respondents says that price of the product is normal.
- ❖ Majority (34%) respondents purchase jewels in special offers.
- ❖ Majority (42.2%) respondents opinion about the quality of the product is excellent
- ❖ 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
- ❖ Majority (70.9%) respondents says that offers are clearly presented through display in the jewellery.
- ❖ Majority (28.2%) respondents mostly purchase plain jewellery.
- ❖ Majority (54.4%) respondents shopping experience in the jewellery is average
- ❖ Majority (52.4%) respondents purchasing jewels two years from Puthuval jewellery is strongly agree.

5.2 SUGGESTIONS

- ❖ 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 customer are purchase jewels in offers.

5.3 Limitations of the study

The main limitations are:-

- Time limitation for compelling the project.
- The data obtained in some cases may be biased.
- The information obtained from the customers based on questionnaires was assumed to be factual. Since the survey is based on sampling method, it does not disclose the character of the entire customers.
- The study finding is applicable to Kanyakumari customer only.

5.4. 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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APPENDIX (QUESTIONNAIRE)

1.Name_____

2.Email _____

3. Gender

☐ Male ☐ female

4.Age

☐ 18-20 ☐ 21-30
☐ 31-45 ☐ above 45

5. Educational qualification

☐ 10th ☐ 12th
☐ Degree ☐ Diploma

6. Occupation

☐ Student ☐ Housewife
☐ Doctor ☐ Engineer ☐ other ____

7. which type of designs you mostly like to purchase_____

- ☐ Traditional
- ☐ Modern
- ☐ Stylish
- ☐ Decorative

8.Price of the products in jewellery is_____

- ☐ Costly
- ☐ Normal
- ☐ Low

9.Are you purchase mostly in special offer?

- ☐ Yes

☐ No

10. Your opinion about the quality of the product?

☐ Excellent

☐ Good

☐ Better

11. Which type of jewellery would you mostly like to purchase?

☐ Gold

☐ Diamond

☐ Silver

☐ Platinum

12. How frequently do you purchase jewels?

☐ Once a month

☐ Once every six months

☐ Once a year

☐ Once on special

13. which type of model do you prefer?

☐ Molding model

☐ Hand made model

☐ Machine cutting model

14. Which type of jewellery pieces do you generally purchase ?

☐ Ring

☐ Necklace

☐ Bracelet

☐ Earring

15. what purpose you mostly buy jewels ?

☐ For investment

☐ As accessory for wearing

☐ For gift

☐ Any other reason

16. How long you been purchase from Puthuval jewellery?

☐ Years

- ☐ 2 years
- ☐ 4years
- ☐ More than 5 years

17. Do you think offers are clearly presented through display in the jewellery?

- ☐ Yes
- ☐ No

18. Which type of jewellery category you mostly purchase?

- ☐ Plain Jewellery
- ☐ Color cotted jewellery
- ☐ Stone setting Jewellery
- ☐ Fashionable Jewellery

19. Your overall shopping experience till your purchase in the jewellery?

- ☐ Good
- ☐ Average
- ☐ Poor

20 .Over all satisfaction level on Puthuval jewellery.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5