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## A STUDY OF CUSTOMER SATISFACTION IN JEWELLERY ON JOYALLUKAS AT BANGALORE CITY

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### ABSTRACT

Indians have been using jewellery for adornment since centuries. The significance of jewellery in the country is evident from the fact that on many auspicious occasions, jewellery forms a part of gifts. Though the trend of men adorning themselves has now faded away, many of them still use earrings, bracelets, pendants, etc. However, it is the Indian women for whom jewellery holds utmost significance. In India, jewellery is considered auspicious for women. Even poorest of poor women will have some kind of jewellery with them. This study helps to reveals the satisfaction of customer on branded jewellery with special reference to Joyalukkas at Bangalore.

**Keywords:** Gold jewellery, consumer awareness, Karat, Karat Meter, Hallmark, Branded Jewellery, BIS

### 1. INTRODUCTION

Talking about the significance of jewellery in the life of women in India, they are gifted jewellery in different phases of life such as, at birth, at coming of age, in marriage, on becoming a mother, etc. Certain ornaments, such as mangalsutra, nath (nose ring) and toe rings, quintessential for married Indian women. From the practice of generations, these gifts are still continuing without any abruption. Jewellery gifted to women at the time of her marriage is called 'stridhan' i.e. wealth of women, which in short is symbol of wealth, power and femininity. Jewellery which are used for the enhancement of gold and silver jewellery. Gold jewellery is the most popular among South Indian women. In southern part of India, gold is considered auspicious and a status symbol. Talking about the art on gold jewellery, Kundan is something that comes into our mind. It is a Mughal-inspired art of setting precious stones like diamonds, rubies, and emeralds in gold and silver jewellery. In Meenakari, enameling is done to protect gold and floral pattern coloured in red, blue and green attracts the attention. Silver jewellery is not far behind in popularity, particularly because of its affordability, making it popular among low income group people. Jhumka, hansli, chokar, nath and bracelets made of silver are quite popular among women in India. In short, the range of jewellery in India is wide as well as varied. Society is a diversified in all aspects. We see this among consumers, marketers, producers and even among consumer behavior from theoretical aspects. The study of consumer behavior enables marketer to predict a consumer behavior in the market; it also produces understanding of the role that consumption has in the lives of individuals.

### 2. SCOPE 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 tions 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. The study is restricted to respondent in Bangalore city.

#### Objectives of the Study

- To explore the customer perception towards gold jewellery.
- To study brand awareness among the customers with special reference to Joyalukkas.
- To determine the factors influencing the customer towards branded jewellery.



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- To understand the level of customer satisfaction regarding various factors provided by jewellery shops.
- To provide suggestion which helps to marketer which in turn satisfy the customer?

### 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 Bangalore city customer only.

### 3. REVIEW OF LITERATURE

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 mutes 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.



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*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, Thangamayiljewellery 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 Thaluks 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.

#### 4. RESEARCH METHODOLOGY

<b>Research design</b>	Descriptive research design
<b>Sample method</b>	Non-Probability sampling – Convenience sampling



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<b>Sample size</b>	150 respondents
<b>Sample area</b>	3 outlets of Joyallukas at Bengaluru.
<b>Data collection</b>	Survey – Questionnaire
<b>Data analysis</b>	SPSS 165.0 version

### 5. DEMOGRAPHIC PROFILE

#### Data Analysis

#### *Demographic Factor*

A description of a customer includes Gender, Age, Designation, Educational Qualification and monthly income.

*Table No.1*

Demographic Factor		No. of Respondents	Percentage
<b>Gender</b>	Male	67	44.7
	Female	83	55.3
<b>Age</b>	Under 20	10	6.7
	21 – 30	53	35.3
	31 – 40	56	37.3
	41 – 50	24	16
	51 and above	7	4.7



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<b>Occupation</b>	House wife	33	22
	Private jobs	61	40.7
	Govt jobs	7	4.7
	Student	20	13.3
	Entrepreneur	4	2.7
	Others	25	16.7
<b>Educational Qualification</b>	Less than Higher Secondary	32	21.3
	Under Graduate	76	50.7
	Post Graduate	42	28
<b>Family Income Level (per month)</b>	Less than Rs.50000	39	26
	Rs.50,001 – 1,00,000	78	52
	Rs.1,00,001 – 2,00,000	28	18.7
	Greater than Rs.2,00,000	5	3.3

The above table reveals that majority of respondent are female that follows, 37.3% of respondent are under the age group of 31-40 years , that follows 40.7% of respondent are Private job holders, that follows 50.7% of



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respondent are undergraduate educational qualification level and finally 52% of respondents are under the family income (Month) level is Rs. 50,001- 1,00,000.

*Table No.2 Primary reason to buy jewellery*

Options	No.of respondents	Percentage
Price/value relationship	29	19.3
Favorite gemstone or color	8	5.3
Favorite metal	48	32
For a special occasion	41	27.3
Traditional metal	23	15.3
Other reason	1	0.7
Total	150	100

### Interpretation

From the above table shows that 27.3% of the respondents said primary reason to buy jewellery for a special occasion is highest record and 0.7% of the respondents said primary reason to buy jewellery for other reason is lowest record.

*Table No. 3 Purchased jewellery from joyallukas*

Options	No.of respondent	Percentage
Yes	150	100
No	0	0
Total	150	100

### Interpretation

From the above table it reveals that 100% of respondent are purchased jewellery from joyallukas.

*Table No. 4 Factor - design & variety*

Opinions	No. of respondents	Percentage
Very important	63	42
Important	82	54.7
Neither important/ not important	4	2.7
Not important	1	0.7
Not at all important	0	0
Total	150	100

### Interpretation

From the above table shows that 54.7% of respondent said design & variety considered important factor while buying jewellery from joyallukas is highest record and 0.7% of respondent said design & variety considered not important factor while buying from joyallukas is lowest record



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*Table No.5 Primary reason to buy a jewellery & Age of the respondent Cross Tabulation*

Age primary reason	price/value relationship	favorite gemstone or color	favorite metal	for a special occasion	traditional metal	other reason	Total
under 20	3	2	2	0	2	1	10
21-30	8	3	20	18	4	0	53
31-40	9	2	17	17	11	0	56
41-50	6	0	7	6	5	0	24
51 and above	3	1	2	0	1	0	7
Total	29	8	48	41	23	1	150

The above table reveals that majority of 20 respondents under the age of 21- 30 years said Favorite metal is primary reason to buy jewellery.

Chi- square is used to prove the hypothesis

- H0- There is no association between age of the respondents and reason to buy a jewellery in Joyallukas
- H1 – There is association between age of the respondents and reason to buy a jewellery in Joyallukas

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.750 <sup>a</sup>	20	.021
Likelihood Ratio	29.888	20	.072
Linear-by-Linear Association	.121	1	.728
N of Valid Cases	150		

The above chi square table reveals that Pearson chi square value is 34.750 and P value is .021 which is less than .021, so H0 is rejected and H1 is accepted.

### Interpretation

Hence it is concluded that there is association between age of the respondents and reason to buy jewellery in Joyallukas



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*Table No.6 Products are competitively price & Educational Qualification  
Descriptive*

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean			
					Lower Bound	Upper Bound	Minimum	Maximum
strongly agree	33	2.12	0.696	0.121	1.87	2.37	1	3
Agree	105	2.07	0.697	0.068	1.93	2.2	1	3
neither agree nor disagree	10	1.9	0.876	0.277	1.27	2.53	1	3
Disagree	2	2	0	0	2	2	2	2
Total	150	2.07	0.702	0.057	1.95	2.18	1	3

## ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.385	3	0.128	0.257	0.856
Within Groups	72.948	146	0.5		
Total	73.333	149			

- H0 – There is no significance difference between educational qualification of the respondents and products are competitively priced in joyallukas
- H1 – There is significance difference between educational qualification of the respondents and products are competitively priced in joyallukas

From the above table reveals that ANOVA test from the F value is 0.257 and the p value is 0.856 > .05, hence the null hypothesis (H0) is accepted and alternative hypothesis (H1) is rejected.

### Interpretation

Hence it is concluded that there is no significance difference between educational qualification of the respondents and products are competitively priced in joyallukas

*Table No. 7 The product varieties available in Joyallukas*

Options	Mean Rank	Rank
Bangles	3.45	7
Rings	3.52	6
Necklace	3.88	4
Earrings	3.97	3
Pendants	4.62	2
Anklets	4.96	1
Chains	3.6	5





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The researcher wants to know whether there is any difference in opinion between ranking methods. To find out the relationship between the rankings.

The above table reveals that highest mean rank is 4.96 which is rank 1 for anklets product varieties provides satisfaction to customer and lowest mean rank is 3.45 which is rank 7 for bangles product varieties provides satisfaction to customer .

- There is no significance difference in satisfaction and product varieties offered by Joyallukas.
- There is significance difference in satisfaction and product varieties offered by Joyallukas

### Test Statistics

N	150
Chi-Square	118.802
Df	6
Asymp. Sig.	.000

From the above table reveals the P value is less than .05, so H0 is rejected and H1 is accepted.

### Interpretation

Hence it is concluded that there is significance difference in satisfaction and product varieties offered by Joyallukas.

## 6. FINDINGS

- 37.3% of the respondents are under the age of 31 – 40 years which is highest record percentage.
- 55.3% of the respondents is female which is highest record of percentage
- 40.7% of the respondents of the respondent are private job holders which is highest record percentage.
- 52% of the respondents family income level is Rs. 50,001 – 1, 00,000 which is highest record percentage.
- 50.7% of the respondents are under graduate educational level which is highest record percentage.
- 27.3% of the respondents said primary reason to buy jewellery for a special occasion which is highest record percentage.
- 100% of respondents are purchased jewellery from Joyallukas.
- 54.7% of respondents said brand is important factor considered while buying jewellery from Joyallukas highest record percentage.

### Hypothesis Findings

- From Chi – Square test it reveals that there is association between age of the respondents and primary reason to buy jewellery in Joyallukas.
- From ANOVA it reveals that there is no significance difference between educational qualification of the respondents and products are competitively priced in joyallukas
- From Ranking it reveals that there is significance difference in satisfaction and product varieties offered by Joyallukas.

## 7. SUGGESTIONS

1. The jewellery shop owners should try to get information about the longtime customers and greet them on special occasions by sending birthday and anniversary cards.
2. The retailers have to differentiate themselves from others in their offers and special discounts.



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3. The spending power of the consumer may vary from one to one based on demographic and psychological factors in order to create buying behavior the shoppers have to provide schemes as per the spending power of the consumers.

### 8. CONCLUSION

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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