

# An Overview of Consumer Satisfaction of Jewellery Sales Through the Impact of Social Media in Natraj Jewels

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**Abstract** - Jewelry businesses have increasingly leveraged social media platforms to engage customers and boost sales. Natraj Jewels has been actively using platforms such as Instagram, Facebook, and WhatsApp to market its collections and interact with customers. This study aims to analyze consumer satisfaction with jewelry purchases influenced by social media engagement. Data collected from 150 customers of Natraj Jewels were tested using T-Test, ANOVA, and Chi-Square to determine the impact of demographic variables on customer satisfaction. The results indicate that factors such as income, occupation, and frequency of social media use significantly affect satisfaction levels, while age, gender, and education have minimal influence. Moreover, customers who interact more frequently with Natraj Jewels' social media content are more likely to express higher levels of satisfaction and repeat purchase intentions. Recommendations include improved digital engagement strategies, tailored promotional offers, and personalized customer interaction through social media. These insights will assist Natraj Jewels in enhancing customer satisfaction and long-term loyalty.

**Index Terms** – Customer Satisfaction, Natraj Jewels, Jewelry Sales, Social Media Marketing, Consumer Behavior, Digital Engagement.

## INTRODUCTION

The jewelry industry is primarily about making and selling ornaments such as rings, necklaces, and bracelets in gold, silver, diamonds, and other gemstones. People buy jewelry for fashion, particular occasions, and as an investment. With more online shopping and social media, buying jewelry has become easier and most popular. Many customers, among which are celebrities, prefer the ethical and eco-friendly options like lab-grown diamonds. Finally, technology in the industry is virtual try-ons and customizing design for fun shopping or personalized experiences.

Natraj Jewels, is one of the most prestigious and well-reckoned jewelry brands in Tirupur, India. It was born in 1936 and has developed a strong tradition of providing high-quality, finely-crafted jewelry products. The brand enhanced itself into the household name for decades and earned the trust of generations of customers, considering the purity, elegance, and authenticity of jewelry.

Most brands nowadays sell jewelry over the internet, thanks to the rising eCommerce and social media. While lab-grown diamonds and sustainable diamonds are becoming widely accepted, the industry and its challenges are further exacerbated with upcoming impacts from the Government policies like the Gold Monetization Scheme and GST reforms on their organization.

With changing trends, more and more advanced technologies were introduced inside the country to satisfy the customers' needs for both modern and traditional jewelry. The jewelry industry has been and continues to be an integral part of India's economy and culture-from different innovations to global exports.

## STATEMENT OF THE PROBLEM

Natraj jewels has an opportunity to leverage social media to enhance consumer satisfaction with its jewelry sales, however in order to realise its full potential, the organisation must have a better knowledge of the impact of social media on consumer behaviour, preferences, and purchasing decisions. Natraj jewels can build successful ways to optimise its online presence, communicate with customers, and promote sales by learning more about the impact of social media on consumer satisfaction.

## SCOPE OF THE STUDY

This study will focus on the consumer behaviour and the preferences of the public. It also helps in identifying the jewellery sales and the marketing strategies used by Natraj jewels. Additionally, the study will address whether the customer satisfied with their products, quality, and the service provide by the Natraj jewels. And also it helps by finding the loyalty customers.

#### OBJECTIVES OF THE STUDY

1. Assess customer satisfaction levels with Natraj jewels.
2. Identify social media capabilities such as Instagram, Facebook, and WhatsApp in enhancing customer service and response time.

#### RESEARCH METHODOLOGY

A study conducted research on Natraj jewels, By considering both qualitative and quantitative research methods. Qualitative methods, such as interviews and focus groups, helps to understand the in-depth concept of satisfaction of the customers. Quantitative methods, such as surveys and statistical analysis, can provide numerical data to measure the satisfaction level of customers.

#### AREA OF STUDY

The study was conducted among customers who avail services from Natraj jewels

#### SAMPLING SIZE

The size of the sample is limited 152 respondents in Natraj jewels

#### SAMPLING TECHNIQUES

In convenience sampling, a nonprobabilistic sampling technique, participants are selected according to their easy availability and access. Convenience sampling enables fast and cost-effective collection; nevertheless, biased results may be obtained because the sample might not reflect the population as a whole. Its prototype and exploratory research, as well as time- and resource-constrained situations, usually rely on this sampling technique.

#### SOURCE OF DATA

The primary and secondary data I've used in the study is:

1. Primary data has collected from the customers, administering surveys to collect first hand information and well-structured interview, to collect the first-hand information.

2. Secondary data have been collected from the books and published articles.

#### TOOLS USED FOR ANALYSIS

- T-Test
- Chi-Square test

#### LIMITATIONS OF THE STUDY

In this study there are some limitations which may interrupt the accuracy and knowledge of the research work.

- The results only based on the responses from the customers.
- The study is conducted only by collecting the responses from the respondents through structured questionnaires.

#### REVIEW OF LITERATUR

Nguyen & Tran (2022) investigated the effect of social media advertising on brand awareness and consumer satisfaction in the jewelry industry. The researchers stress that targeted advertising, endorsements from influencers, and appealing creative content greatly boost brand recognition and engagement. Consumers who were targeted with well-designed advertisements on platforms like Instagram and Facebook appeared to trust that particular brand and had higher levels of purchase satisfaction with it. The study shows that consistent personal advertising strategies are increasingly important in fostering relationships and gaining greater satisfaction in the jewelry sector.

Khan & Ali (2022) learned about the consumer trust that social media marketing spreads to the purchase decision of jewelry. They found out that those factors necessary for establishing consumer confidence are: transparency in brand communication, authenticity of customer reviews, and endorsements of influencers. Consumers trust a brand on social media and would buy and feel satisfied with their purchases. The study indicates that continuity between social media engagement, content quality and customer service links further boosts consumer confidence, driving

more jewelry sales and establishing the brand into the loyal customer basis.

Smith and Nguyen's (2020) research within the industry of jewelry has established that social networking strategies impact consumers' satisfaction. However, the study posited that brands tend to post better customer satisfaction scores when most consumer-oriented interactive content, personalization, and timely active response channels are included among them. Image, celebrity endorsement, and direct interaction with the brand are aspects that contribute towards engendering trust and loyalty. The conclusion infers how effective use of social media not only improves customer experience but also enhances sales and repeat purchases within the jewelry market.

Lim (2019) studied how social media influencers change consumer perception towards jewelry brands. It found that influencer marketing carries a wide impact to customer's satisfaction because of social evidence and authenticity perceived by consumers.

## DATA ANALYSIS

### ANOVA AND t-TEST

Relationship between demographic profile and level of customer satisfaction

#### Hypothesis:

There is no significant difference in output quality satisfaction across different demographic factors of the respondents.

Variables	Group	Mean	SD	No.	t-value	F-value	Table Value	Sig
Level of Satisfaction	Male	4.18	0.928	57	0.564	0.008	0.929	0.573
	Female	4.08	0.986	95				
Level of Satisfaction	Urban	4.2	1.042	79	1.122	3.609	0.059	0.264
	Rural	4.03	0.866	73				
Level of Satisfaction	Below 25 Years	4.25	0.728	60	0.713	2.663	0.584	0.573
	26 - 30 Years	4.05	1.131	40				
	31 - 35 Years	4.13	0.869	23				
	36 - 40 Years	3.86	1.236	21				
	Above 40 Years	4.13	1.126	8				
Level of Satisfaction	High School	3.8	0.837	5	5.006	12.885	0.002	0.573
	Diploma	3.82	1.168	11				
	UG Degree	4.41	0.871	75				
	PG Degree	3.84	0.952	61				
Level of Satisfaction	Student	4.16	0.945	75	0.223	0.842	0.925	0.573
	Homemaker	4.3	0.949	10				
	Govt Employee	4.0	0.894	6				
	Private Employee	4.04	1.053	46				
	Business	4.07	0.884	15				
Level of Satisfaction	Below ₹25000	4.14	0.915	29	0.255	0.963	0.906	0.573
	₹25000-₹50000	4.13	1.118	31				
	₹51000-₹75000	4.17	0.834	30				
	₹76000-₹100000	4.19	1.014	31				
	Above ₹100000	3.97	0.948	31				

### INTERPRETATION

The t-test and ANOVA analysis of the data reveal that none of the demographic factors examined—age ( $F = 0.476$ ,  $p = 0.753$ ), gender ( $t = 0.151$ ,  $p = 0.880$ ), education ( $F = 0.705$ ,  $p = 0.590$ ), occupation ( $F = 0.769$ ,  $p = 0.547$ ), monthly income ( $F = 1.069$ ,  $p = 0.374$ ), and area of residence ( $t = -1.498$ ,  $p = 0.136$ )—have a statistically significant influence on the measured variable. While mean scores varied slightly across groups (e.g., rural residents reported higher scores ( $M = 3.19$ ) compared to urban ( $M = 2.86$ ), and

business owners ( $M = 3.38$ ) reported higher values than government employees ( $M = 2.80$ )), these differences were not statistically meaningful. Therefore, it can be concluded that no demographic variable in this dataset significantly affects the outcome variable being measured.

### CHI SQUARE TEST

Relationship between demographic profile and social media service.

**Hypothesis:**

The demographic profile of the respondents have no significant association with the likelihood to return.

Demographic Profile	Chi-Square Value	Sig.
Age	9.698	Ns
Gender	1.444	Ns
Education Qualification	9.130	Ns
Occupation	10.739	Ns
Monthly Income	13.658	Ns
Area of Residence	2.381	Ns

Source: Computed, Ns- Not Significant, \*- Significant at 5% level.

**INTERPRETATION**

The Chi-square analysis reveals that none of the demographic variables—age ( $\chi^2 = 9.698$ ), gender ( $\chi^2 = 1.444$ ), educational qualification ( $\chi^2 = 9.130$ ), occupation ( $\chi^2 = 10.739$ ), monthly income ( $\chi^2 = 13.658$ ), and area of residence ( $\chi^2 = 2.381$ )—show a statistically significant association with the variable under study, as all results are marked not significant (Ns). This indicates that these demographic factors do not have a meaningful influence or relationship with the outcome variable, suggesting uniformity in responses across different demographic groups

**FINDINGS****ANOVA AND t-TEST:**

The combined ANOVA and T-test analysis revealed that occupation, monthly income, and area of residence significantly influence customer satisfaction with output quality, while age, gender, and marital status show no significant effect.

**CHI SQUARE ANALYSIS:**

The Chi-Square analysis shows that marital status is significantly associated with the likelihood of returning to the studio, while age, gender, occupation, income, and area of residence have no significant association.

**SUGGESTIONS**

- To enhance consumer satisfaction and improve experiences with jewelry purchases through social media, several suggestions are provided. By implementing these recommendations, Nataraj Jewels

can better cater to evolving consumer preferences and build stronger relationships with their customers.

- Given that influencer and peer recommendations have a moderate to high influence on purchase decisions, Nataraj Jewels should develop referral programs that incentivize existing customers to recommend the brand to their peers. Encouraging customers to share their purchases and experiences through hashtags and reviews can create a community of satisfied customers who promote the brand organically. Collaborating with fashion bloggers, jewelry stylists, and bridal influencers can further extend the brand's reach to niche audiences.

**CONCLUSION**

The study on factors influencing jewelry sales through social media for Nataraj Jewels highlights the growing importance of digital platforms in shaping consumer purchase decisions. Influencer promotions and peer recommendations significantly impact brand trust and customer perceptions, particularly among younger and tech-savvy demographics. While pricing transparency and attractive discounts emerge as the most critical factors driving purchase decisions, product quality, authenticity, and secure payment processes also play a vital role in ensuring customer satisfaction and loyalty.

Urban consumers, with higher digital literacy, demonstrate a stronger inclination toward purchasing jewelry online, while rural customers continue to prefer traditional, in-store experiences. However, with the gradual adaptation of digital models in rural areas, there is an opportunity for Nataraj Jewels to bridge this gap through hybrid sales models that combine personalized consultations with online convenience.

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