

A Study in the Erode District on Consumer Preference for Tamil Traditional Gold Ornaments

Dr.R.Gnanasakthi

Assistant Professor, Department of Commerce Erode Arts and Science College, Erode -638009

Abstract—By clearly demonstrating correlations for optimizing customer purchasing behaviour, this study offers a fresh strategy for managing and mitigating traditional gold enterprises in the study area. The study's goal is to determine how people feel about traditional gold decorations in terms of quality, cost, and dependability, as well as their preferences, level of satisfaction, and commitment to their merchandise. 200 customers were surveyed, and the survey data were evaluated using chi-square analysis, descriptive and exploratory research, and simple percentage analysis. The study found that Consumers prefer Traditional gold ornaments because they have faith and trust in them. The study contains only Erode City, and Diamond and Platinum buyers are not covered in the study.

Index Terms—Consumer Preferences, Consumer Buying Behaviour, and Satisfaction, Traditional Gold Ornaments.

I. INTRODUCTION

A few fundamental qualities make gold a special asset. To start, it is essentially a financial asset. Gold has been valued for thousands of years due to its beauty, rarity, and most importantly, its special qualities as a store of value. While countries come and go and currencies change frequently, gold remains. However, there is another equally significant aspect of gold, and that is its daily performance as a stabilizing force in investment portfolios (Ahamed (2022)). Since ancient times, people in India have customarily adorned their bodies. Although a multitude of materials can be used to create decorations, the word "jewellery" suggests the use of diamonds and valuable stones. The fundamental designs of traditional Tamil jewellery are still in demand today. Men and women alike wore an abundance of jewellery. In ancient India, the capacity to identify and evaluate the quality of stones and to

discriminate between genuine and fake gold was seen as a sign of cultural sophistication.

Hence, the marketer makes an effort to comprehend the needs of a wide range of customers as well as their varied purchasing habits, which necessitates research into both the internal and external environments (Fayaz and Yasmin, (2024)). Perception, self-concept, social and cultural background, age, family lifecycle, attitude, belief, values, motivation, personality, and socioeconomic class are just a few of the factors that influence a consumer's purchasing decision. The gold ornaments sector, particularly in Erode District, is expected to grow at a faster rate due to an increase in the working population with greater incomes, which raises living standards even in urban areas. Because the majority of the consumers in this study are women who are interested in purchasing gold ornaments and who understand the value of money, they are being proactive in creating budgets and managing their spending.

II. REVIEW OF LITERATURE

An attempt was made to investigate Rohtak City's jewellery-buying habits by Bhanwar Singh (2018). The study's findings demonstrate that the four elements—perceived quality, promotion and payment methods, retail outlet location, and recommendations—assist respondents in making decisions about what to buy. This study demonstrated that perceived quality, followed by marketing and payment alternatives, has the greatest influence on decision-making.

In their investigation into the level of consumer awareness regarding gold jewellery in the Nagapattinam district, Mathivanan and Sangeetha (2019). Less weight and more designs were the primary motivators for respondents who preferred to

buy machine-made jewellery, according to an analysis of the four factors named types of gold jewellery, awareness of man-made gold jewellery, awareness of machine-made gold jewellery, and way of awareness about the seller. Because of this, people are aware of gold jewellery's price fixing, market rate, receipt, etc. Kalimuthu and Madhu Shree (2021) investigated how consumers purchased gold jewellery. According to the study's analysis, the mid-value indicates that customers are happy with their purchase of gold jewellery, and the Likert scale value was the highest. When this survey was bought, consumer expectations were higher. As a result, the jewellery should have better designs, less waste and manufacturing costs, and better customer service.

III. STATEMENT OF THE PROBLEM

Consumers attach more importance to quality. Manufacturers also concentrate on providing quality products to their consumers. Nowadays the price of gold is always increasing, so people are interested in their money in gold. The objects that the customers can view in the store are not those that they are interested in purchasing. However, they would prefer to create the design themselves and have it manufactured for themselves. Gone are the days when women could only wear jewellery. Manufacturers are now creating items for males as well, and brands are marketing them. Watches, wedding bands, and neckpieces are just a few examples of the exquisite designs that businesses are making just for men. Nonetheless, the purpose of this study is to identify the kinds of data required to address the issue and evaluate the prospects for the conventional jewellery business within the research region.

IV. OBJECTIVE OF THE STUDY

- To comprehend the level of acceptance of traditional jewellery in terms of dependability, affordability, and quality; to examine the variables influencing consumers' purchasing choices.
- To explore the consumers' buying preference towards traditional jewellery in Erode.

Scope of the Study

The goal of the study is to comprehend the different facets of client preferences for purchasing ornaments at different Erode retailers. The responses of Ornament customers in the city alone served as the basis for the study's findings and conclusions. To some extent, this study will be useful in understanding consumer preferences while purchasing traditional ornaments.

V. METHODOLOGY

Primary and secondary data are covered in this descriptive study. A questionnaire was used to get primary data from the respondents, while websites, magazines, and journals were some of the places where secondary data was gathered. A straightforward sampling strategy was used to gather 200 samples in total. Adoption of the study design has occurred. Chi-square test analysis and basic percentage analysis are the statistical methods employed. The purpose of the study is to characterize the Erode District's customers' purchasing preferences for gold ornaments.

VI. LIMITATION OF THE STUDY

1. The study is conducted in Erode District.
2. The sample respondents, including those who bought conventional gold ornaments, provided the primary data.
3. Findings may not apply to other districts in Tamil Nadu.
4. The study is restricted to consumers' preference towards gold ornaments and related items.

Hypothesis

According to the study's aims, five hypotheses have been formulated and tested utilizing the relevant statistical tools for analysis.

VII. RESULT AND DISCUSSIONS

Table 1.1 describes the gender-wise distribution of gold ornament buying for consumers. Out of 200 gold ornaments consumers, 75 (37.5%) are male and 125 (62.5%) are female. In connection to the occupation of the gold ornaments consumers out of 200 traditional gold ornaments consumers, 20 (10%) are business persons, 40 (20%) are agriculture workers, 60 (30%)

are government employees, 50 (25%) are private employees, and 30 (15%) are Professional list. Out of 200 traditional gold ornaments consumers buy, 35 (17.5%) are at the Illiterate level, 55 (27.5%) School

level and College level 65 (32.5%) are professional level 30 (15%) at their educational qualification. Out of 200 gold ornaments consumers, 115 (57.5%) are married and the rest of the 85 (42.5%) are unmarried.

Table - 1.1 Socio-Economic Profile of the Respondents

Gender	Number	Percentage
Male	75	37.5%
Female	125	62.5%
Total	200	100%
Occupation		
Business	20	10%
Agriculture	40	20%
Govt employee	60	30%
Private employee	50	25%
Professional	30	15%
Total	200	100%
Educational Qualification		
Illiterate	35	17.5%
School level	55	27.5%
College level	65	32.5%
Professional	45	22.5%
Total	200	100.0%
Marital Status		
Married	115	57.5%
Unmarried	85	42.5%
Total	200	100.0%

Source: Primary Data

To estimate how age and degree of knowledge about jewellery stores affect the purchase, we first run the X^2 to test hypothesis 1 of the study. The results are presented in Table 1.2 of the study. .

H_0 : There is no significant association between age and with purchase of gold ornaments.

Table - 1.2 Age with jewellery shop information

Age	Purchase gold ornaments					Total
	Relatives/ Friends	Neighbours	Advertisement	News Paper	Online	
Up to 20 years	4	12	10	4	8	38
21-40 years	4	16	36	36	20	94
41-60 years	3	13	12	12	8	48
Above 60 years	2	3	5	4	6	20
Total	13	44	63	38	42	200

Factor	Calculated value of X ²	Table value of X ²	Degree of freedom	Remarks
Age	11.89	21.0	V=12	5%

Source: Primary Data

Table 1.2 above shows that, at a 5% level of significance, the computed chi-square value (11.89) is greater than the table value (21.0). Thus, it is agreed that (H₀). The analysis concludes that age and degree of knowledge about jewellery stores do not significantly correlate.

To estimate how occupation and preference to purchase gold ornaments affect the purchase, we first run the X² to test hypothesis 2 of the study. The results are presented in Table 1.3 of the study.

H₀: There is no significant association between occupation and preference to purchase gold ornaments.

Table - 1.3 Occupation with Prefer to purchase of gold

Occupation	Prefer to Purchasing gold ornaments					Total
	Marriage function	Festival time	Birthday gifts	Gift purpose	Others specify	
Business	5	15	10	10	15	55
Employed	2	20	30	20	8	80
Agriculture	5	7	8	4	2	26
Professionals	1	2	15	4	17	39
Total	13	44	63	38	42	200

Factor	Calculated value of X ²	Table value of X ²	Degree of freedom	Remarks
Occupation	18.21	21.0	V=12	5%

Source: Primary Data

Table 1.3 shows that, at a 5% level of significance, the calculated chi-square value (18.21) is less than the chi-square table value (21.0). Thus, it is agreed that (H₀). Consequently, it can be said that there is no correlation between one's taste for buying gold accessories and their occupation.

To estimate how educational qualification with the purchase of gold ornament designs affects the purchase, we first run the X² to test hypothesis 3 of the study. The results are presented in Table 1.4 of the study.

H₀: There is no significant association between educational qualification with purchase of gold ornaments designs.

Table -1.4 Educational Qualification and Level with Designs to Purchase Gold Ornaments

Educational qualification	Designs to purchase gold ornaments					Total
	Traditional designs	Lightweight designs	Heavy work designs	Latest design	Kundan set designs	
Illiterate	8	4	5	3	2	22
School level	12	20	8	15	16	71
Graduate	21	25	10	14	10	80
Professional	9	5	3	8	2	27
Total	50	54	26	40	30	200

Factor	Calculated value of X^2	Table value of X^2	Degree of freedom	Remarks
Educational qualification	14.14%	21.0	V=12	5%

Source: Primary Data

Table 1.4 shows that, at a 5% level of significance, the calculated chi-square value (18.21) is less than the chi-square table value (21.0). Thus, it is agreed that (H_0). Consequently, it can be said that there is no correlation between one's taste for buying gold accessories and their occupation.

To estimate the association of marital status with problems faced by the purchase of stone ornaments, we first run the X^2 to test hypothesis 4 of the study. The results are presented in Table 1.5 of the study.

H_0 : There is no significant association between marital status with problems faced by the purchase of stone ornaments.

Table - 1.5 Marital status and Level of Problem Face Purchasing Stone Ornaments

Marital status	Problem face purchasing stone ornaments					Total
	Low rate of resale	No value for stone	No guarantee of long life	Not for regular use	Others	
Married	25	37	24	15	14	115
Unmarried	15	29	14	11	16	85
Total	40	66	38	26	30	200

Factor	Calculated value of X^2	Table value of X^2	Degree of freedom	Remarks
Marital status	2.40	9.49	V=4	5%

Source: Primary Data

Table 1.5 above shows that, at a 5% level of significance, the computed chi-square value (2.40) is smaller than the table value of chi-square (9.49). As a result, hypothesis (H_0) is approved. Consequently, it is determined that the degree of difficulty encountered when buying stone decorations has no discernible correlation with marital status.

traditional ornament is worn at any social event, celebration, festival, or religious ceremony, excluding marriages. Customers' perceptions of ornamental products have consistently changed from traditional to modern. The findings indicate that consumer perceptions of design, cost, and information medium are the primary determinants of jewellery buying behaviour. Due to their increased income and interest in safe investments, consumers now have greater purchasing power and prefer classic ornamentation. In Indian culture, gold is associated with riches in a great deal of legends.

VIII. SUGGESTIONS

Consumer purchasing decisions are greatly influenced by advertisements; hence, media and advertising need to receive more attention. Hence, it is suggested that still more efforts may be made to improve the traditional image through celebrity advertisements in all possible modes.

IX. CONCLUSION

There is always a demand for traditional jewellery, which increases during the wedding season. The

REFERENCE

[1] Bhanwar Singh, A.D. (2018). "Understanding consumer buying behavior of Jewellery: An Exploratory Factor Analysis study", Research review International Journal of Multidisciplinary, 03(10): 990-999.

- [2] Mathivanan, M. & Sangeetha, D. (2019). “A Study on Consumer Awareness About Gold Jewellery in Nagapattinam District” *Adalya Journal*, 8 (9): 629-635.
- [3] Kalimuthu, M. & Madhu shree, K. (2021), Consumer Buying Behaviour Towards gold Jewellery (With Special Reference to Coimbatore City), *EPRA International Journal of Multidisciplinary Research (IJMR)*. (n.d.). Retrieved from <https://eprajournals.com/IJMR/article/5637/abstract>
- [4] Dr. Gururaj Phatak, & Suma K M. (2020). Comparative Analysis of Traditional and Modern Jeweler Retailers. *GIS Business*, 15(5), 477-487. Retrieved from <https://www.gisbusiness.org/index.php/gis/article/view/20153>
- [5] K.K.Ramachandran and Dayanasajjanan, (2014). Perception of Consumers Towards Branded Jewellery Products of Malabar Gold in Thiruvananthapuram City. *International Journal of Management (IJM)* Volume:5, Issue:6, Pages:10-20. Retrieved from https://iaeme.com/Home/article_id/10120140506002
- [6] Dr. M.Yasmin, Dr. Fayaz Ahamed (2024). Green Banking: Awareness of Customers in Environmental Protection, *International Journal of Science and Management Studies (IJSMS)*, v7(i1), 156-161. <https://www.ijmsjournal.org/ijms-v7i1p123.html>
- [7] Cavaliere, L. P. L., Dhaliwal, S., Dutta, M., & Ahamed, F. (2022). A Pathway towards Green India: Green Funds and Green Investment. *Journal of Positive School Psychology*, 6(2), 4151–4156. <https://journalppw.com/index.php/jpsp/article/view/2733>