

A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD JEWELRY IN TENKASI DISTRICT

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ABSTRACT

Customer satisfaction in the gold jewellery market is a multifaceted concept influenced by several key factors. Product quality is often the most critical determinant, as customers seek assurance of purity, durability, and craftsmanship in their purchases. In addition to quality, the variety of designs plays a significant role in attracting diverse customer preferences, with consumers often looking for unique and modern styles alongside traditional options. This study investigates customer satisfaction with gold jewellery in Tenkasi District. The research aims to understand the key factors influencing customer satisfaction, including product quality, pricing, customer service, and brand reputation. Data were collected through a structured questionnaire administered to a sample of 50 customers from various jewellery stores in the district. The findings reveal that quality and trust in the jeweller are the most significant factors affecting customer satisfaction, followed by competitive pricing and variety of designs. The study also explores demographic differences in customer preferences and satisfaction levels. The results provide valuable insights for jewellers and marketers to enhance customer experience and loyalty in the gold jewellery market in Tenkasi District.

Key Words: Customer, Satisfaction, Gold jewellery, Customer preference, Loyalty, Experience, etc.,

INTRODUCTION

The gold jewellery industry has long been a symbol of cultural heritage, wealth, and personal expression. In many societies, gold jewellery is not only a fashion statement but also an investment and a mark of social status. As the market continues to evolve with changing consumer preferences and economic conditions, understanding customer satisfaction becomes increasingly crucial for jewellers to maintain competitive advantage and ensure customer loyalty. This study aims to explore the factors influencing customer satisfaction in the gold jewellery sector. By examining aspects such as product quality, design variety, pricing, customer service, and brand reputation, this research seeks to identify key determinants that contribute to consumer satisfaction. Additionally, it will analyze how demographic variables such as age, gender, and income level impact customer perceptions and expectations.

Through a combination of quantitative and qualitative methodologies, including surveys and interviews, this study gathers insights from customers across different regions and demographic groups. The findings will provide valuable information for jewellers and industry stakeholders to enhance their offerings and customer experience, ultimately leading to increased customer satisfaction and loyalty. This research is timely and relevant, given the growing competition in the gold jewellers market and the increasing importance of customer-centric strategies in retail. The results will not only contribute to academic literature but also offer practical recommendations for businesses aiming to excel in this vibrant and traditional industry.

REVIEW OF LITERATURE

Baby Alex and Revathy (2018) in their study states that shopper observation alludes to how buyers see a certain item in light of their own decisions. The achievement of a business relies on its capacity to draw in and hold clients who will buy merchandise and enterprises at costs that are beneficial to the organization. Buyer recognition depicts how clients and potential clients see an organization and its items and administration. Purchaser discernment is critical to organizations since it can impact shopper conduct, which at last influences the productivity of a business. Numerous organizations spend a lot of assets to impact purchaser recognitions. The present article examines the customer observation towards jewellery adornments. Tools like Chi square test, Garrett Positioning, Percentage Analysis are applied.

Rajeshwari and Jeeva (2017) in their research paper expressed that 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 reveal the satisfaction of customer on branded jewellery with special reference to Joyalukkas at Bangalore.

OBJECTIVES OF THE STUDY

- ✓ To study the demographic profile of the respondents in the study area.
- ✓ To identify the pattern of buying gold jewelry by the respondents in Tenkasi district.
- ✓ To examine the satisfaction level of customers towards gold jewelry in the study area.

RESEARCH METHODOLOGY

The present study is descriptive in nature. The study uses both primary and secondary data. The primary data has been collected from a sample group of 50 respondents in Tenkasi district. The secondary data has been collected from various secondary sources such as books, journals, magazines etc.,

Analysis and interpretation

This section presents the analysis of data and its interpretation.

Table 1

Demographic Profile of the Respondents

Demographic variables	Categories	No of Respondents	Percentage
Age	Less than 25 years	6	12
	25-35 years	13	26
	35-45 years	21	42
	Above 45 years	10	20
Marital Status	Single	18	36
	Married	32	64
Nature of family	Nuclear family	27	54
	Joint family	23	46

Source: Primary data

The above table 1 shows that 12% of the respondents are less than 25 years of age, 26% of the respondents are 25-35 years of age, 42% of the respondents are 35-45 years of age and 20% of the respondents are above 45 years of age. The table also shows that 36% of the respondents are single and the remaining 64% of the respondents are married. It is found from the table that 54% of the respondents are from nuclear family and 46% of the respondents are from joint family.

Table 2

Frequency of Purchasing Gold Jewellery

Particulars	No of Respondents	Percentage
Less than 6 months	9	18
6 months – 1 year	14	28
1-2 years	21	42
More than 2 years	6	12

Source: Primary Data

The table 2 depicts that 18% of the respondents purchase gold jewellery in less than 6 months, 28% of the respondents purchase gold in 6months to 1 year, 42% of the respondents purchase in 1-2 years and 12% of the respondents purchase gold in more than 2 years.

Relationship between Customer Satisfaction Towards Gold Jewellery Purchase and their Demographic Profile – Chi Square Test

In order to examine the satisfaction level of the customers, the researcher has identified 5 variables namely, Availability of Design, Price and value for money, Brand reputation, Quality and Customer service. The following null hypothesis has been framed to test the relationship between the satisfaction level of the customers towards gold jewellery and their demographic profile,

H₀: There is no significant relationship between the demographic profile of the respondents and their level of satisfaction towards gold jewellery.

Table 3

Customer Satisfaction Towards Gold Jewellery Purchase – Chi Square Test

Customer Satisfaction	Value	Gender	Marital Status	Nature of family
Availability of Design	χ^2 value p- value	13.212 (0.040)	6.094 (0.000)	5.088 (0.001)
	χ^2 value p- value	11.831 (0.001)	26.609 (0.003)	1.433 (0.000)
Price and Value for money	χ^2 value p- value	0.987 (0.010)	5.943 (0.000)	2.310 (0.000)
	χ^2 value p- value	1.546 (0.000)	1.290 (0.030)	8.627 (0.003)
Brand Reputation	χ^2 value p- value	2.100 (0.000)	32.109 (0.001)	2.089 (0.001)
	χ^2 value p- value	0.066 (0.001)	1.427 (0.000)	3.218 (0.030)
Quality	χ^2 value p- value	1.047 (0.010)	11.910 (0.001)	3.960 (0.000)
	χ^2 value p- value	2.548 (0.000)	1.116 (0.003)	3.106 (0.041)
Customer Service	χ^2 value p- value	16.500 (0.021)	4.701 (0.003)	9.221 (0.001)
	χ^2 value p- value	2.063 (0.004)	14.790 (0.000)	37.012 (0.000)

Source: Primary Data

The table 3 shows the relationship between the satisfaction level of customers towards gold jewellery and their demographic profile. It is clear from the above table that the null hypothesis is rejected as the p value is < 0.05. Hence, there exist significant relationship between the customer satisfaction towards gold jewelry and their demographic profile.

SUGGESTIONS

- Jewellers should prioritize high-quality materials and craftsmanship to meet customer expectations. This includes sourcing certified gold, ensuring precise workmanship, and offering products that comply with purity standards.
- Expanding the range of designs can cater to diverse customer preferences. Offering a blend of traditional and contemporary styles can attract a wider customer base, appealing to various tastes and cultural backgrounds.

- Implementing clear and transparent pricing strategies, including detailed breakdowns of costs such as making charges and taxes, can build trust and encourage purchases. Offering competitive pricing without compromising quality is essential.
- Providing excellent customer service, from attentive sales staff to efficient after-sales support, can significantly enhance customer satisfaction. Training staff to be knowledgeable and courteous can create a positive shopping experience.
- Establishing a reputation for honesty and reliability is crucial in the gold jewellery market. Jewellers can build trust by offering certification for gold purity, implementing return and exchange policies, and maintaining open communication with customers.

CONCLUSION

The study on customer satisfaction towards gold jewellery in Tenkasi District reveals that several critical factors influence customer satisfaction in this market. Product quality and trust in the jeweller emerged as the most significant determinants, underscoring the importance of ensuring high standards of purity, craftsmanship, and ethical business practices. Additionally, the variety of designs and competitive pricing significantly impact customer satisfaction, reflecting the diverse preferences and budget considerations of customers. Effective customer service, encompassing personalized attention and after-sales support, also plays a vital role in enhancing the overall shopping experience. The insights gained from this study provide valuable guidance for jewellers and marketers in Tenkasi District to improve their offerings, build stronger customer relationships, and increase customer loyalty. Future research could explore evolving trends and preferences in the gold jewellery market to further refine strategies for customer satisfaction.

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