

A Study on Consumer buying behaviour of towards diamond Jewellery at Surat regional

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Abstract - Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. Understanding consumer behaviour can help you be more effective at marketing, design, product development, and every other initiative that impacts your customers. In this research mainly focused on to analysing the buying behavior of consumer of Surat towards purchase of diamonds. The research made use of primary data, which was collected using structured questionnaire. The sample population taken from different directional zones of Surat. In this research Chi-square and Cross tabulation techniques are used for data analysing.

keywords - Behaviour, jewellery, preference, consumers

INTRODUCTION

Jewellery is valued as an important savings and investment vehicle in India. Even in present times, Jewellery remains the Indian bride's 'Streedhan', the wealth she takes with her when she marries and which remains hers. Gold jewellery is the preferred jewellery worn by women in India irrespective of their religious beliefs. In marriages, gold jewellery is the gift preferred by the near relatives of the bride and the groom. Jewellery is very popular among farmers, with an upsurge in gold sales after a good agricultural season. Various benefits to health and well-being were ascribed to jewellery. There were numerous beliefs concerning the efforts of specific types of jewellery on the health, and it was used to guard against specific diseases such as a small pox. Gold on the nose was thought to guard against colds. stones were considered to have an effect on health and temperament. Buying of gold Jewellery is an important part of every stage of an Indian citizen's life- at birth, marriage, health, construction of home, festivals, religious ceremonies and setting up of new business.

REVIEW OF LITERATURE

Dr. Ketan R rawal (2009) has competed research on "A study of consumer buying behaviour for purchasing of diamond jewellery from branded retailers". The purpose of this research is to identify the buying motives of consumer while selecting branded jewellery products. Sample size of this research is 100 members. The sample research area for the study is Mumbai city. In these statistical tools such as Tabulation, Charts and Chi-square test of Independence of Attributes were used for analyzing the data. This author done this research from 2 magazines: Solitaire International, Diamond Digest. **Shahana Parveen& Dr. Deepa saxena (2017) have been done research on "A study on buying behavior of woman towards gold jewellery in Rewacity"**. This research purpose is to study the various factor affecting buying behavior of women towards jewellery. In this sample size is total 50 respondents. Its conclusion is Gold has resale value and this creates gold of great profit and of great asset value to buy and In the maximum parts of the world, gold holds a very essential value in several cultures since it is a symbol of achievement, power and wealth. In India this research work is basically descriptive as well as analytical in nature. **T Chitradevi (2016) has done research on "A study on consumer behaviour towards diamond jewellery products in Tiruchirappalli district"**. The purpose of this research is that why consumer wants to make investment in diamond jewellery. He selected 500 consumers living in Tiruchirappalli district using the random sampling method and self-prepared Structured Questionnaire to use for data collection. Primary data was collected from the customers around Tiruchirappalli District. The secondary data was collected through journals, text books and through internet. **Sindy Yurezka Amelia and Herry Hudrasyah (2016) have done research on "CONSUMERS PURCHASE BUYING BEHAVOUER TOWARDS DIAMOND JEWELRY IN INDONESIA"**. The methodology was in-depth interview taken from 7 respondents. The major common reply of respondents for diamond jewellery wanted to buy for showing status in society and for investment. The price was found to be the most frequent barrier when they make decisions to purchase or not. According to researcher this data was collected and analysis, consumer motivations towards purchase and price, quality and design was most important motivators when intending to purchase diamond jewellery. **Manish Panvala(2017) has done a research on " Consumer buying behavior of diamond jewellery- A study for Surat"**. The purpose of this research is to identify consumer preference while purchasing diamond jewellery online. Sample size of this research is 100. The response is analysed using Microsoft excel software. A study concludes that effective online purchasing will increase jewellery buying.

RESEARCH METHODOLOGY

A. Research Objective

- To analysis the buying behavior of consumer of Surat towards purchase of diamonds.

- To find out criteria considered by consumer while purchase diamond jewellery.
- To find out demographic factors affecting while purchasing diamond jewellery

B. Research Design

The lower sample size decreases the quality of result and large sample size will increase time and so the researcher has selected **150 respondents** for better quality. The sample population taken from different directional zones of Surat. questionnaire used open-ended questions, close-ended questions, multiple-choice questions and scaling questions. In this research Chi-square and Cross tabulation techniques are used for data analysing. Excel and SPSS software are used for data analysing.

HYPOTHESIS

- H0: there is no association between age and Prefer more diamonds in Jewellery.
- H0: there is no association between age and Branded diamond jewellery products are better than unbranded products.
- H0: there is no association between age and Purchase jewellery only in festivals.
- H0: there is no association between age and Purchase jewellery only for investment.
- H0: there is no association between occupation and price is most important factors in selecting diamond jewellery.
- H0: there is no association between occupation and brand of jewellery is most important factors in selecting diamond jewellery.
- H0: there is no association between occupation and purchase Brand of diamond is most important factors in selecting diamond jewellery.
- H0: there is no association between occupation and quality of the diamond is most important factors in selecting diamond jewellery.
- H0: there is no association between occupation and design of the piece is most important factors in selecting diamond jewellery.
- H0: there is no association between occupation and size of the diamond is most important factors in selecting diamond jewellery.

DATA ANALYSIS

Profile of the Respondents

Profile Variables	particulars	No. of Respondent	Percentage
Gender	Male	65	43.34
	Female	85	56.66
Occupation	Business	45	30.00
	Job	66	44.00
	Student	22	14.67
	Housewife	17	11.34
	Others	00	00.00
Marital Status	Single	44	29.34
	Married	106	70.67

Interpretation:

The above table shows that majority of the study comprised on female with 56.66% and male 43.34% in count. It can be observed that maximum respondent are job person 44.00%, housewife are 11.34%, Businessman are 30.00%, and there are 14.67% of the respondents have choose student. The highest marital status of the respondents is married with 70.67%, following 29.34% respondents are Single.

Frequency of motive to buy diamond

	Responses		Percent of Cases
	N	Percent	
investment	138	31.9%	92.0%
fashion	29	6.7%	19.3%
status	133	30.7%	88.7%
festivals	132	30.5%	88.0%
others	1	.2%	.7%
Total	433	100.0%	288.7%

Interpretation:

The above table indicated that 138 respondents are buying a diamond for investment purpose, 29 respondents buying a diamond for fashion purpose, 133 respondents buying a diamond for status purpose, 132 respondents buying a diamond for festival purpose, 1 respondent buying a diamond for other purpose.

Frequency of prefer to buy diamond jewellery

	Responses		Percent of Cases
	N	Percent	
Online retailers	30	11.7%	20.0%
Branded retail stores	84	32.7%	56.0%
Traditional family jewellers	143	55.6%	95.3%
Total	257	100.0%	171.3%

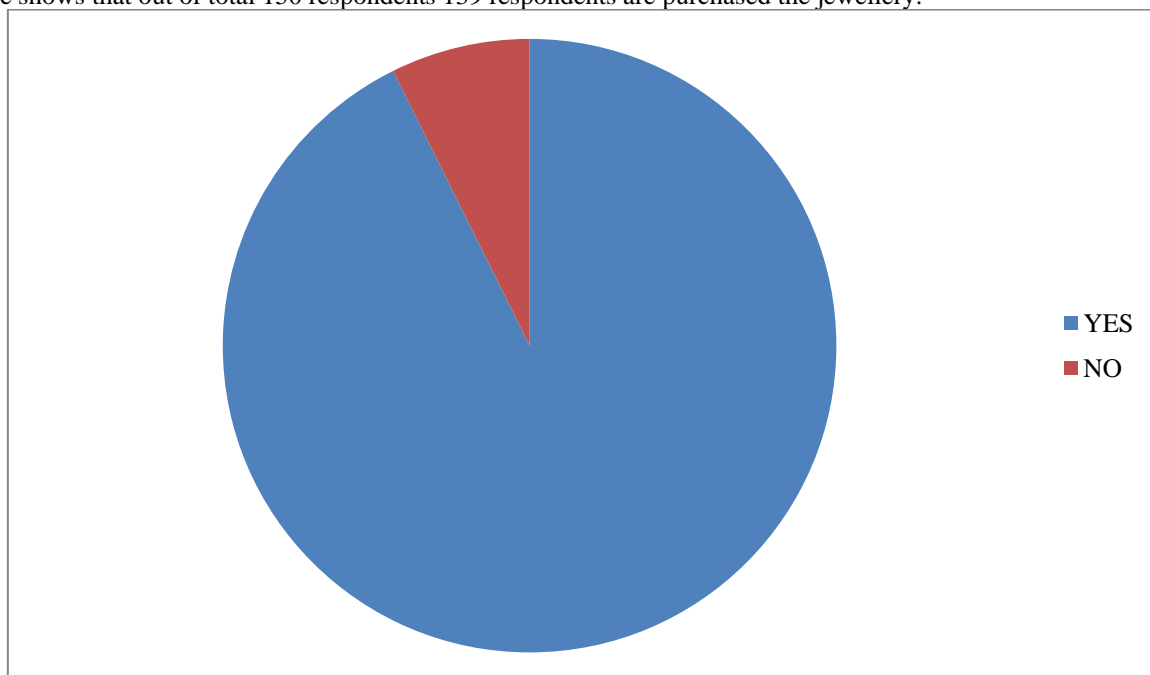
Interpretation:

The above table shows the where respondents are prefer to buy Diamond Jewellery. 30 respondents selected online retailers, 84 respondents selected branded retail stores, 143 respondents selected Social traditional family jewellers.

Frequency of interested in buying a jewellery

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	yes	139	92.7	92.7
no	No	11	7.3	7.3
Total	Total	150	100.0	

This table shows that out of total 150 respondents 139 respondents are purchased the jewellery.



Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Age and prefer more diamonds in Jewellery.	12.404	8	.134
Age and branded diamond jewellery products are better than Unbranded products.	9.554	4	.049
Age and purchase jewellery only in festivals.	12.374	8	.135
Age and purchase jewellery only for investment.	12.266	4	.015
Occupation and price is most important factors in selecting diamond jewellery.	4.247	3	.236
Occupation and brand of diamond is most important factors in selecting diamond jewellery.	2.656	3	.448
Occupation and quality of the diamond is most important factors in selecting diamond jewellery.	2.346	3	.504
Occupation and design of the piece is most important factors in selecting diamond jewellery.	5.812	3	.121
Occupation and size of the diamond is most important factors in selecting diamond jewellery.	2.967	3	.397

As per the Asymptotic Significance value signifying ‘p-value’, the null hypothesis for no association between ‘gender and purchase jewellery only for investment.’ has been rejected as the p-value is less than 0.05 which means that there is an association between the gender of the population and purchase jewellery only for investment and branded diamond jewellery products are better than Unbranded products. At the same time, the p-value for other associates is greater than 0.05 which reflects that gender has no association with purchasing decision of the audience with regards prefer more diamonds in Jewellery and purchase jewellery only in festivals. Also, the p-value reflects that occupation has no association with purchasing decision of the customer

with regards price, brand of diamond, design of the piece quality of the diamond, size of the diamond are most important factors in selecting diamond jewellery. Here, the gender differentiated audience is more likely to be influential towards digital advertising compared to other marketing tools.

Findings

The study analysis finds that there is a no any relationship between demographic factor like occupation and income with colour is a most important factor for purchase jewellery, this study shows that there is a positive relationship between Occupation and cut and no any relationship between income and cut, out of total 150 respondents 139 respondents are interested to buy a jewellery, total 100 people can prefer to buy a jewellery from traditional jewellers, out of total 150 respondents, 86 people belonging of age group of 31-50 years prefer more diamond in jewellery, total 53 respondents belonging of income group of 10-20 lakhs prefer more diamond in jewellery, females prefer more to purchase jewellery from branded diamond jewellery products, total 86 married respondents are more prefer to buy jewelry only in festivals.

Conclusion

The study strives to achieve the customer's perception towards product of Yogeshwar diamond. The study reveals that all the respondents buy the product of Yogeshwar diamond. There is no association between marital status and buying jewellery. There is a positive relationship between Occupation and cut and no any relationship between income and cut. Most of the female prefer to purchase jewellery from branded diamond jewellery products. As far as the visibility of jewellery diamonds is concerned, it is an ever fermenting trend which will never go out of demand because of the admiration towards diamond has always been in-charge of people's fame and personality.

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