

A Study On Customer Satisfaction Towards Jewellery In Nagercoil Region

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ABSTRACT

Customer Satisfaction is a function of perceived performance and expectations if the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied. Jewellery is used for personal adornment, such as brooches, rings, necklaces, earrings, and bracelets. The wide range of materials is used to make these Jewellery but gem stones, precious metals like gold, beads, and shells have been most often used. The Study deals with customer satisfaction towards Jewellery in Nagercoil Region. And also to study the Demographic and Economic factors influencing customer behaviour, customer perception towards Gold Jewellery, customer preferences towards various Jewellery models, designs, type of Jewellery and their buying pattern. The researcher has selected 150 customers for the present study. The researcher used both primary and secondary data for the analysis. A questionnaire was used by the researcher for collecting data. The statistical tools have been used for the analysis. The results of the study reveal the customer have purchased gold Jewellery for the purpose of investment. Design has been considered as an important factor influencing the customers purchase decision followed by purity

Keywords:-Customer Satisfaction, Economic, Jewellery

INTRODUCTION

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. The process by which individual search for, select, purchase, use and dispose of goods and services, in satisfaction of their needs and wants.. If a firm understands its customers, it becomes successful in the market place.

OBJECTIVES OF THE STUDY

1. To measure the male and female customer satisfaction towards Jewellery
2. To analyze the customers satisfaction level and expectations
3. To understand the customer status about their economic and social viability on buying Jewellery.

METHODOLOGY

In order to collect information from the customers about their satisfaction towards Jewellery. Data would be collected through primary and secondary sources.

PRIMARY DATAS

Structured questionnaire, formal interviews, would be used and applied for gathering details from the respondent's.

SECONDARY DATAS

Secondary data's was collected from different sources like previous reports, books, journals, magazines and so on.

SAMPLE SIZE

A sample size of 150 customers was chosen for the study

TOOLS OF ANALYSIS

The collected data had been processed with the help of appropriate statistical tools. The statistical tools were selected on the basis of the objectives of the study and also the nature of data included for the analysis and it was tabulated and analyzed through percentage analysis and t test.

AREA OF THE STUDY

The study covers only the area of Nagercoil Region. Data was collected from the Customers.

ANALYSIS AND INTERPRETATION**TABLE:1 . Frequency Distribution of Gender of Respondents**

Sl.No.	Gender	Frequency	Percent
1	Male	40	26.7
2	Female	110	73.3
3	Total	150	100.0

Source: Primary data

The above table shows that 73.3 per cent of the customers are female and 26.7 per cent of the customers are male. Compared to Male customers, Female customers are higher in representation.

Table 2. Frequency Distribution of Age of Respondents

Sl.No.	Age	Frequency	Percent
1	Below 20 years	10	6.7
2	20 to 30 years	45	30.0
3	30 to 40 years	50	33.3
4	40 to 50 years	25	16.7
5	50 to 60 years	15	10.0
6	Above 60 years	5	3.3
7	Total	150	100.0

Source: Primary data

The above table indicates that 6.7 per cent of the customers belong to age group Below 20years, 30.0 per cent of the customers belong to age group between 20years and 30years, 33.3 per cent of the customers belong to age group between 40years and 50years, 10.0 per cent of the customers belong to age group between 50years and 60years and 3.3 percent belong to above 60 years. Customers belonging to age group between 20 and 30, followed by customers belonging to age group between 30 and 40 are higher in representation.

Table 3. Frequency Distribution of Type of family of Respondents

Sl.No.	Type of family	Frequency	Percent
1	Joint family	30	20.0
2	Nuclear family	120	80.0
3	Total	150	100.0

Source: Primary data

The above table shows that 20.0 per cent of the customers belong to Joint family and 80.0 per cent of the customers are from Nuclear family. Compared to Joint family customers, Nuclear family customers are higher in representation.

Table 4. Frequency Distribution of Most preferred Jewellery design

Sl.No.	Most preferred Jewellery design	Frequency	Percent
1	Bridal design	15	10.0
2	Floral design	55	36.7
3	Spiritual design	50	33.3
4	Astronomical designs	10	6.7
5	Geometrical Designs	20	13.3
6	Total	150	100.0

Source: Primary data

The above table shows that 10.0 per cent of the Customers prefer Bridal design, 36.7 per cent Customers prefer Floral design, 33.3 per cent Customers prefer Spiritual design ,6.7 per cent of the Customers prefer Astronomical designs and 13.3 per cent of the Customers prefer Geometrical Designs. Customers preferring floral design are higher in representation.

Table 5. Frequency Distribution of Method of Buying of Jewellery

Sl.No.	Method of Buying of Jewellery	Frequency	Percent
1	Traditional Family Jewelers	90	60.0
2	Branded store	50	33.3
3	Online Retailers	10	6.7
4	Total	150	100.0

Source: Primary data

The above table shows that 60.0 per cent of the Customers buy jewels from Traditional Family Jewelers, 33.3 per cent buy from Branded store and 6.7 per cent of the Customers buy from Online Retailers. Customers buying jewellery Traditional Family Jewelers are higher in representation.

Table 6. Frequency Distribution of Occasion of buying gold Jewellery

Sl.No.	Occasion of buying gold jewellery	Frequency	Percent
1	Special days	1	.7
2	Marriage/other ceremonies	34	22.7
3	Birthdays/ Anniversaries	7	4.7
4	Festival Days	4	2.7
5	Diwali	2	1.3
6	Pongal	1	.7

7	Christmas	2	1.3
8	Ramzan	1	.7
9	New Year	3	2.0
10	Auspicious Days	2	1.3
11	Aadiperuku	19	12.7
12	Akshaya Tritiya	22	14.7
13	Special income days	4	2.7
14	After harvest	9	6.0
15	On receiving bonus	5	3.3
16	Maturity of savings	2	1.3
17	Price decrease	25	16.7
18	No such occasion	7	4.7
19	Total	150	100.0

Source: Primary data

The above table shows that 0.7 per cent of the Customers buy Jewellery during Special days, 22.7 per cent of the Customers buy Jewellery during Marriage/other ceremonies, 4.7 per cent of the Customers buy Jewellery during Birthdays/ Anniversaries, 2.7 per cent of the Customers buy Jewellery during Festival Days, 1.3 per cent of the Customers buy Jewellery during Diwali, 0.7 per cent of the Customers buy Jewellery during Pongal, 1.3 per cent of the Customers buy Jewellery during Christmas, 0.7 per cent of the Customers buy Jewellery during Ramzan, 2.0 percent of the Customers buy Jewellery during New Year, 1.3 per cent of the Customers buy Jewellery during Auspicious Days, 12.7 per cent of the Customers buy Jewellery during Aadiperuku, 14.7 per cent of the Customers buy Jewellery during Akshaya Tritiya, 2.7 per cent of the Customers buy Jewellery during Special income days, 6.0 per cent of the Customers buy jewellery during After harvest, 3.3 per cent of the

Customers buy jewellery during On receiving bonus, 1.3 per cent of the Customers buy jewellery during Maturity of savings, 16.7 per cent of the Customers buy jewellery during Price decrease and 4.7 per cent of the Customers do not buy jewellery during any such occasion. Customers buying jewellery during Marriage/other ceremonies are higher in representation.

Table 7. Frequency Distribution of Kinds of gold Jewellery

Sl.No.	Kinds of gold Jewellery	Frequency	Percent
1	Handmade gold jewellery	60	40.0
2	Machine made gold Jewellery	90	60.0
3	Total	150	100.0

Source: Primary data

The above table shows that 40.0 per cent of the Customers buy Handmade gold jewellery and 60.0 per cent of the Customers buy Machine made gold Jewellery. Customers buying Machine made gold Jewellery are higher in representation.

Table 8. Frequency Distribution of Branded Jewellery

Sl.No.	Branded jewellery	Frequency	Percent
1	Bhima	40	26.7
2	Lalitha	50	33.3
3	Jos alukkas	35	23.3
4	Kallaracals	25	16.7
5	Total	150	100.0

Source: Primary data

The above table shows that 26.7 per cent of the Customers buy jewellery from Bhima, 33.3 per cent of the Customers buy jewellery from Lalitha, 23.3 per cent of the Customers buy jewellery from Jos alukkas and 16.7 per cent of the Customers buy jewellery from Kallaracals. Customers prefer Lalitha Jewellery are higher in representation.

HYPOTHESIS I

Null Hypothesis: There is no significant difference between Gender of Respondents with respect to Type of jewellery

Table: 9. Student t test for significant difference between Genders of Respondents with respect to Type of Jewellery

Sl.No.	Particulars	Gender of Respondents				t Value	P Value
		Male		Female			
		Mean	SD	Mean	SD		
1	Type of jewellery	1.00	.000	1.70	.644	7.678	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Female customers (1.70) have more concern on the Type of jewellery than the male customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between male and female customers with respect to Type of jewellery.

HYPOTHESIS II

Null Hypothesis: There is no significant difference between Gender of Respondents with respect to Features considered buying gold jewellery

Table: 10. Student t test for significant difference between Genders of Respondents with respect to Features considered buying gold Jewellery

Sl.No.	Particulars	Gender of Respondents				t Value	P Value
		Male		Female			
		Mean	SD	Mean	SD		
1	Bureau of Indian Standard	1.04	.254	1.70	.461	10.729	0.000**
2	Hall mark year(a-k)	1.36	.670	2.00	.000	5.093	0.000**
3	22kt (916)	0.99	.984	1.20	.402	3.512	0.001**

4	Jewellery mart stamp	1.10	.040	1.70	.461	10.729	0.000**
5	Hall mark	1.27	.317	1.50	.503	7.024	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Female customers have more concern on the Features considered buying gold jewellery than the male customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between male and female customers with respect to Features considered buying gold jewellery.

HYPOTHESIS III

Null Hypothesis: There is no significant difference between Gender of Respondents with respect to Purchase gold through online shopping

Table: 11. Student t test for significant difference between Genders of Respondents with respect to Purchase gold through online shopping

Sl.No.	Particulars	Gender of Respondents				t Value	P Value
		Male		Female			
		Mean	SD	Mean	SD		
1	Purchase gold through online shopping	1.96	.198	1.89	.000	2.028	0.044*

Source: Statistically analyzed data

Note: * Denotes significance at 5 % level

The above table indicates that based on Mean score, Male customers have more concern on the Purchase gold through online shopping than the Female customers. Since P value is less than 0.05, the null hypothesis is rejected at 5 per cent level of significance. Hence there is significant difference between male and female customers with respect to Purchase gold through online shopping.

HYPOTHESIS IV

Null Hypothesis: There is no significant difference between Gender of Respondents with respect to Customer satisfaction

Table: 12. Student t test for significant difference between Genders of Respondents with respect to Customer satisfaction

Sl.No.	Particulars	Gender of Respondents				t Value	P Value
		Male		Female			
		Mean	SD	Mean	SD		
1	Customer satisfaction	1.90	1.129	7.23	1.734	19.725	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Female customers have more concern on Customer satisfaction than the male customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between male and female customers with respect to Customer satisfaction.

HYPOTHESIS V

Null Hypothesis: There is no significant difference between Gender of Respondents with respect to Customer expectation

Table: 13. Student t test for significant difference between Genders of Respondents with respect to Customer expectation

Sl.No.	Particulars	Gender of Respondents				t Value	P Value
		Male		Female			
		Mean	SD	Mean	SD		
1	Customer expectation	2.06	1.236	7.70	1.679	21.060	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Female customers have more concern on Customer expectation than the male customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between male and female customers with respect to Customer expectation.

HYPOTHESIS VI

Null Hypothesis: There is no significant difference between Type of Family of Respondents with respect to Frequency of buying jewelers

Table: 14. Student t test for significant difference between Types of Family of Respondents with respect to Frequency of buying Jewelers

Sl.No.	Particulars	Type of Family of Respondents				t Value	P Value
		Nuclear		Joint			
		Mean	SD	Mean	SD		
1	Frequency of buying jewelers	2.27	.583	4.17	.555	16.600	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, customers from Joint family have more concern on Frequency of buying jewelers than the customers from Nuclear family. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Nuclear and Joint family customers with respect to Expectation.

HYPOTHESIS VII

Null Hypothesis: There is no significant difference between Type of Family of Respondents with respect to Occasion of buying gold jewellery

Table: 15. Student t test for significant difference between Type of Family of Respondents with respect to Occasion of buying gold Jewellery

Sl.No.	Particulars	Type of Family of Respondents				t Value	P Value
		Nuclear		Joint			
		Mean	SD	Mean	SD		
1	Occasion of buying gold jewellery	1.97	.183	12.01	4.648	11.801	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, customers from Joint family have more concern on Occasion of buying gold jewellery than the customers from Nuclear family. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Nuclear and Joint family customers with respect to Occasion of buying gold jewellery.

HYPOTHESIS VIII

Null Hypothesis: There is no significant difference between Type of Family of Respondents with respect to Branded jewellery

Table: 16. Student t test for significant difference between Type of Family of Respondents with respect to Branded jewellery

Sl.No.	Particulars	Type of Family of Respondents				t Value	P Value
		Nuclear		Joint			
		Mean	SD	Mean	SD		
1	Branded jewellery	2.14	.872	1.63	.908	9.777	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on mean score, customers from nuclear family have more concern on Branded jewellery than the customers from Joint family. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Nuclear and Joint family customers with respect to Branded jewellery.

HYPOTHESIS IX

Null Hypothesis: There is no significant difference between Type of Family of Respondents with respect to Customer satisfaction

Table: 17. Student t test for significant difference between Type of Family of Respondents with respect to Customer satisfaction

Sl.No.	Particulars	Type of Family of Respondents				t Value	P Value
		Nuclear		Joint			
		Mean	SD	Mean	SD		
1	Customer satisfaction	1.07	.254	6.55	2.215	13.505	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, customers from Joint family are more satisfied than the customers from Nuclear family. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Nuclear and Joint family customers with respect to satisfaction.

HYPOTHESIS X

Null Hypothesis: There is no significant difference between Type of Family of Respondents with respect to Customer expectation

Table: 18. Student t test for significant difference between Type of Family of Respondents with respect to Customer expectation

Sl.No.	Particulars	Type of Family of Respondents				t Value	P Value
		Nuclear		Joint			
		Mean	SD	Mean	SD		
1	Customer expectation	1.20	.407	6.98	2.262	13.893	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, customers from Joint family have more expectation than the customers from Nuclear family. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Nuclear and Joint family customers with respect to expectation.

HYPOTHESIS XI

Null Hypothesis: There is no significant difference between Marital Status of Respondents with respect to Most preferred jewellery design

Table: 19. Student t test for significant difference between Marital Status of Respondents with respect to Most preferred Jewellery design

Sl.No.	Particulars	Marital Status of Respondents				t Value	P Value
		Married		Unmarried			
		Mean	SD	Mean	SD		
1	Most preferred jewellery design	2.42	.796	4.039	.930	14.437	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Unmarried customers have more concern on preferring jewellery design than the Married customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Married and Unmarried customers with respect to Most preferred jewellery design.

HYPOTHESIS XII

Null Hypothesis: There is no significant difference between Marital Status of Respondents with respect to Reasons for buying Machine or Handmade jewellery

Table: 20. Student t test for significant difference between Marital Status of Respondents with respect to Reasons for buying Machine or Handmade jewellery

Sl.No.	Particulars	Marital Status of Respondents				t Value	P Value
		Married		Unmarried			
		Mean	SD	Mean	SD		
1	Reasons for buying Machine or Handmade jewellery	3.54	1.852	7.39	.618	10.745	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Unmarried customers have more concern on buying Machine or Handmade jewellery than the Married customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Married and Unmarried customers with respect to Reasons for buying Machine or Handmade jewellery.

HYPOTHESIS XIII

Null Hypothesis: There is no significant difference between Marital Status of Respondents with respect to Purchase gold jewellery as an investment

Table: 21. Student t test for significant difference between Marital Status of Respondents with respect to Purchase gold jewellery as an investment

Sl.No.	Particulars	Marital Status of Respondents				t Value	P Value
		Married		Unmarried			
		Mean	SD	Mean	SD		
1	Purchase gold jewellery as an investment	2.23	.423	1.21	.417	8.110	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Married customers have more concern on purchasing gold jewellery as an investment than the Unmarried customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance.

Hence there is significant difference between Married and Unmarried customers with respect to Purchase gold jewellery as an investment.

HYPOTHESIS XIV

Null Hypothesis: There is no significant difference between Marital Status of Respondents with respect to Customer satisfaction

Table: 22. Student t test for significant difference between Marital Status of Respondents with respect to Customer satisfaction

Sl.No.	Particulars	Marital Status of Respondents				t Value	P Value
		Married		Unmarried			
		Mean	SD	Mean	SD		
1	Customer satisfaction	4.78	2.594	9.80	.410	8.606	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Unmarried customers are more satisfied than the Married customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Married and Unmarried customers with respect to satisfaction.

HYPOTHESIS XV

Null Hypothesis: There is no significant difference between Marital Status of Respondents with respect to Customer expectation

Table: 23. Student t test for significant difference between Marital Status of Respondents with respect to Customer expectation

Sl.No.	Particulars	Marital Status of Respondents				t Value	P Value
		Married		Unmarried			
		Mean	SD	Mean	SD		
1	Customer expectation	9.18	2.799	4.56	.720	7.683	0.000**

Source: Statistically analyzed data

Note: ** Denotes significance at 1 % level

The above table indicates that based on Mean score, Married customers have more expectation than the Unmarried customers. Since P value is less than 0.01, the null hypothesis is rejected at 1 per cent level of significance. Hence there is significant difference between Married and Unmarried customers with respect to expectation.

FINDINGS

The Findings of the Study are described below:-

- The satisfied customers are mostly Female Jewellery products
- The Highest per cent of 33.3 of customers are under the Age group of 30 to 40 years.
- Customers mostly prefer Floral Design of Jewellery
- Customers mostly buy Jewellers for Marriage Functions
- 60 per cent of Customers prefer Machine Made Gold Jewellery
- Most of the Customers purchase Gold Jewellery as an Investment
- Customers mostly use Jewellery on different Occassions

SUGGESTIONS

Based on the analysis and findings the following suggestions are made:-

To make customer satisfaction the retail Jewellers can improve their service by providing adequate information to the customers relating to their purchase. Giving immediate attention by receiving them quickly, recognize the needs of the product and helping them to choose one makes the branded jewellery becomes more preferable by the customers. Quality of the Gold Jewellery is an important factor influencing the purchase of the customers. Retailers can improve the quality by reducing the other metals which are mixed with gold. Customers are aware of branded and non branded jewelers. The retailers can attract more customers by providing quality products. The design and price of the product will easily attract the customers and influence the buying behavior of customers. At the time of some special occasions such as Marriage days and other festival season, the customers wanted more offers. The offers and discounts can also be provided in the Branded retailers to get more customers towards them.

CONCLUSION

Several goods and products are available in the market and customers are buying goods and products every day. But buying Gold Jewellery is unique and it is a special activity of every family of India. Buying Gold and Jewellery is an auspicious occasion for every Indian citizen and it is intertwined with their culture and religion. Gold is considered as the symbol of Hindu Goddess Lakshmi without worrying the price of Gold consumers used to accumulate Gold and Gold jewellery for consumption purpose, investment purpose and gift purpose. Several Jewellery shops are selling Gold and Gold Jewellery in the market. Various types and designs of Jewellery available with different Quality in the market to meet the demand of the consumers. The purchase of gold Jewellery in India needs no occasion. However during festival time there is renewed enthusiasm as everyone wishes to buy at least a small piece of gold Jewellery . People also buy gold Jewellery on special occasions like weddings, child birth, birthdays and anniversaries for the purpose of gifting to their dear ones. Gold has resale value and this creates gold of great benefit and of great asset value to buy . Based on the above the customer satisfaction towards jewellery in Nagercoil Region has played a significant role.

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