

A study on impact of advertisement of consumer behaviour towards gems and jewellery at chengalpattu.

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ABSTRACT

The gems and jewelers industry occupies an important position in the Indian industry especially in the Indian economy. It is a leading foreign exchange earner, as well as one of the fastest growing industries in the country. The Indian gems and jewelers industries are largely unorganized at present. There are over 15000 players across the country in the in the gold processing industry, of which only about 80 major players have a turnover of over Rs.200 million. In this study, an attempt is made to find out the factors, which influence the consumers to buy the Gems And Jewellery at chengalpattu. Convenience sampling method is applied for selecting sample customers. . The questionnaire method is adopted as the instrument for data collection. The questionnaire is distributed directly to 120 consumers. The statistical techniques such as percentages, Chi-Square test, Correlation was used for analyzing the data and results were interpreted. India was one of the first countries to start making fine gems and jewelers industry today, most of the gems and jewelers industry in India is handmade.

Majority of the women consumers read the instructions on the package and very particular about brand, which color of gems suitable to them, date of packing and MRP. This behavior is an outcome of women empowerment through education and development. The behaviors pattern of the gems and jewelers industrial users revealed by the study is very useful to the gems and jewelers product manufacturers and marketers in their policy making process and strategic decisions.

Key Words: Gems and jewelers industry, MRP (Maximum Retail Price), Handmade

INTRUDUCTION

The gems and jewelers industry occupies an important position in the Indian economy. It is a leading foreign exchange earner, as well as one of the fastest growing industries in the country. The two major segments of the sector in India are gold jewelers and diamonds. The Indian gems and jewelers sector is largely unorganized at present. There are over 15000 players across the country in the gold processing industry, of which only about 80 players have a turnover of over Rs.200 million. There are about 450000 gold smiths spread throughout the country. India was one of the first countries to start

making fine jewelers from minerals and metals and even today, most of the jeweler made in India is hand made.

ADVERTISEMENT

Advertisement is the process of spreading product information among the potential buyers through a public medium in order to maximize sales. Every major medium is used to deliver these messages, including television, radio, movies, magazines, newspapers and internet. Advertisement is often placed by an advertising agency on behalf of a company. Advertisements can also be seats of grocery carts, on the walls

on an airport walkway, seen on the sides of buses, heard in telephone hold messages and in-store public address systems. Thus, the role of advertising becomes very crucial and significant where it acts as lifeblood in increasing chances of success.

STATEMENT OF THE PROBLEM

A consumer is an individual who buys products or services for personal use and not for manufacturing or resale. A consumer is someone who can make the decision whether or not to purchase item at the store and someone who can be influenced by advertisements. Advertisement helps in gaining and retaining attention of people as prospective customers thus creating a relationship and a bond by touching the emotional or the need front through alluring commercials and adobe all it is the strongest medium for mass marketing. It serves as a global tool for accessing people throughout the globe the risk factor. Advertisement works as a profitability indicator and the feedback received helps in further decision making, forecasting and in making business strategies for future promotion. Hence the present study has been undertaken to study the impact of advertisement on consumer behavior towards gems and jewellery at Chengalpattu.

OBJECTIVES OF THE STUDY

1. To know the profile of gems and jewellery industry
2. To study the socio-economic status of the consumers
3. To analyses the impact of advertisement on consumer behavior towards gems and jewellery.

SCOPE OF THE STUDY

The present study is geographically limited to Chengalpattu town of Chengalpattu district in Tamilnadu. It concentrates on the examination of impact of advertisement on consumer behavior towards gems and jewellery.

METHODOLOGY

Both primary and secondary data have been used in this study. Secondary data have been gathered from standard text books, news papers, journals, and websites and so on. The primary data have been collected through administering a separate Questionnaire with consumers. The population for the study consist of all those who makes a visit to the visit to the jewellery shops at Chengalpattu. A sample size of 120 was considered adequate. The actual samples were taken by using convenient sampling technique. The study used the tools like percentage, weighted arithmetic mean, correlation and chi-square test.

GENDER CLASSIFICATION

While considering the gender of the consumers, it is observed that, 65 per cent of the respondents are female consumers.

TABLE 1- GENDER CLASSIFICATION

SL.No.	Gender	Number of Respondents	Percentage
1.	Male	42	35
2.	Female	78	65
	Total	120	100

Source: Primary Data

AGE WISE CLASSIFICATION

From the age-wise classification of the consumers, it is clear that most of the buyers

(31.6 per cent) are in the age group between 25-35 Years, of which 7 are male respondents and 31 are female respondents.

TABLE 2- AGE-WISE CLASSIFICATION

Sl. No.	Age (in Years)	Number of Respondents		Total	Percentage to Total
		Male	Female		
1.	Below 25	14	12	26	21.7
2.	25-35	7	31	38	31.6
3.	35-45	9	18	27	22.5
4.	45 & above	12	17	29	24.2
	Total	42	78	120	100.0

Source: Primary Data

EDUCATIONAL QUALIFICATION

The data on educational qualification of the consumers reveals that a maximum of 40.8 percent of the respondents had up to higher secondary education, of which 17 respondents are males and 32 respondents are females.

TABLE 3 -EDUCATIONAL QUALIFICATION

Sl.No.	Level of Education	Number of Respondents		Total	Percentage to Total
		Male	Female		
1.	Upto Higher Secondary	17	32	49	40.8
2.	Under Graduate	15	25	40	33.3
3.	Post Graduate	6	15	21	17.6
4.	Technical	4	6	10	8.3
	Total	42	78	120	100.0

Source: Primary Data

OCCUPATION

The study of occupation of the consumers reveals that a maximum of 53.3 per cent of the respondents are employed. The remaining 46.7 percent of the respondents are not employed.

TABLE 4 – OCCUPATION OF THE RESPONDENTS

Sl.No.	Occupation	Number of Respondents	Percentage
1.	Employed	64	53.3
2.	Not Employed	56	46.7
	Total	120	100.0

Source: Primary Data

CATEGORY OF EMPLOYMENT -IF EMPLOYED

The analysis of category of employment (if employed) reveals that a majority of 42.9 per cent of the consumers are private employees.

TABLE 5 – CATEGORY OF EMPLOYMENT -IF EMPLOYED

Sl.no	Category	Number of Respondents	Percentage
1.	Government Employee	16	25.4
2.	Private Employee	27	42.9
3.	Professional	6	9.5
4.	Business	14	22.2
	Total	63	100.0

Source: Primary Data

CATEGORY OF EMPLOYMENT UNEMPLOYED

The analysis of category of employment (Unemployed) reveals that a maximum of 73.7 per cent of the consumers come under the category of housewife.

TABLE 6 – CATEGORY OF EMPLOYMENT - UNEMPLOYED

Sl.No.	Category	Number of Respondents	Percentage
1.	Student	11	19.3
2.	House Wife	42	73.7
3.	Job Seeker	4	7.0
	Total	57	100.0

Source: Primary Date

MARITAL STATUS OF THE RESPONDENTS

As for as marital status is concerned 98 (81.7 per cent) are married, of which 34 respondents are male consumers and 64 respondents are female consumers.

TABLE 7 – MARITAL STATUS OF THE RESPONDENTS

Sl.No.	Marital Status	Number of Respondents		Total	Percentage to Total
		Male	Female		
1.	Married	34	64	98	81.7
2.	Unmarried	8	14	22	18.3
	Total	42	78	120	100.0

Source: Primary Date

SIZE OF FAMILY

The study of size of family reveals that the average size of family is 4 and the maximum of 41 families have the size of 4 persons

TABLE 8- SIZE OF FAMILY OF THE RESPONDENTS

Sl.No.	Number of Persons	Number of Families	Total number of persons in the Families
1.	Two Persons	5	10
2.	Three Persons	36	108
3.	Four Persons	41	164
4.	Five Persons	38	190
	Total	120	472

Source: Primary Data

ANNUAL INCOME OF THE FAMILY

The analysis of the annual income of the respondent's family indicated that 40.8 per cent of the consumers come under the income group of Rs.60000 to Rs.80000.

TABLE 9 – ANNUAL INCOME OF THE FAMILY

Sl.No.	Annual Income	Number of Respondents	Percentage
1.	Below Rs.60,000	27	22.5
2.	Rs.60,000 to Rs.80,000	49	40.8
3.	Rs.80,000 to Rs.1,00,000	23	19.2
4.	Rs.1,00,000 to Rs.1,20,000	10	8.3
5.	Above Rs.1,20,000	11	9.2
	Total	120	100.0

Source: Primary Data

TYPE OF PURCHASE

The various kind of purchase of gems and jewellery has been analyzed and it reveals that 43.33 per cent of the respondents preferred plain gold jewellery.

TABLE 10- TYPE OF PURCHASE

Sl.No.	Type	Number of Respondents	Percentage
1.	Plain Gold Jewellery	52	43.33
2.	Plain Gold with Stone Jewellery	28	23.33
3.	Diamond Jewellery	10	8.34
4.	Gemstone Jewellery	18	15.00
5.	Silver Jewellery	12	10.00
	Total	120	100.00

Source: Primary Data

RELATIONSHIP BETWEEN SOCIO-ECONOMIC VARIABLES AND TYPE OF PURCHASE OF GEMS AND JEWELLERY

Chi-square test, the simplest and most widely used non- parametric tests, has been applied for testing the hypotheses. The quantity of chi-square describes the magnitude of the discrepancy between theoretical and observed values. The calculated and table values of Chi-square relating to the five hypotheses are tabulated below.

TABLE 11- CALCULATION OF CHI-SQUARE VALUE

Sl.No.	Relationship Between	Hypothesis	Calculated Value	Table Value	Acceptance of Null Hypothesis
1.	Gender and Type of Purchase	Ho 1	35.58	9.488	Not Accepted
2.	Age and Type of Purchase	Ho 2	0.382	21.026	Accepted
3.	Educational Qualification and Type of Purchase	Ho 3	4.177	21.026	Accepted
4.	Marital Status and Type of Purchase	HO 4	21.563	9.488	Not Accepted
5.	Annual Income and Type of Purchase	Ho 5	12.72	26.296	Accepted

REASONS FOR BUYING GEMS AND JEWELLERY

The reasons for buying gems and jewellery are examined and it can be seen that 50.8 per cent of the consumers bought for marriage purpose.

TABLE 12 – REASONS FOR BUYING GEMS AND JEWELLERY

Sl.No.	Reasons	Number of Respondents	Percentage
1.	For Investment Purpose	42	35.0
2.	For Marriage Purpose	61	50.8

3.	For Presentation and other Purposes	17	14.2
	Total	120	100.0

Source: Primary Data

RESPONDENTS OPINION ABOUT THE QUALITY OF GEMS AND JEWELLERY

A majority of 77.5 per cent of the respondents told that the quality of gems and jewellery used by them is good. The weighted mean score is 4.158.

TABLE 13 – OPINION ABOUT THE QUALITY OF GEMS AND JEWELLERY

Sl.No.	Opinion	Number of Respondents	Percentage	Weighted Total Scores
1.	Very Good (5)	23	19.2	115
2.	Good (4)	93	77.5	372
3.	Neutral (3)	4	3.3	12
4.	Bad (2)	0	0	0
5.	Very Bad (1)	0	0	0
	Total	120	100.0	499

Source: Primary Data

ANNUAL EXPENDITURE OF PURCHASE OF GEMS AND JEWELLERY

The analysis of the annual expenditure on purchase of gems and jewellery brings to light that a maximum of 63.3 per cent of the respondents spent Rs.5000 to Rs.10000.

TABLE 14 – ANNUAL EXPENDITURE

Sl.No.	Expenditure (Rs)	Number of Respondents	Percentage
1.	Below Rs.5,000	23	19.2
2.	Rs.5,000 to Rs.10,000	76	63.3
3.	Rs.10,000to Rs.15,000	4	3.3
4.	Rs.15,000toRs.20,000	12	10.0
5.	Above Rs,20,000	5	4.2
	Total	120	100.0

Source: Primary Data

RELATIONSHIP BETWEEN ANNUAL INCOME AND EXPENDITURE

In order to find out the relationship between annual income and expenditure Kari persons Co-efficient of Correlation is used.

TABLE 15 – RELATIONSHIP BETWEEN ANNUAL INCOME AND EXPENDITURE.

Expenditure (Rs./Year)	Income (Rs./Year)					Total
	Below 6000	6000-8000	8000-10000	10000-12000	Above 12000	
Below Rs.5,000	15	5	0	3	0	23
Rs.5,000 to Rs.10,000	10	40	19	5	2	76
Rs.10,000 to Rs.15,000	0	0	3	1	0	4
Rs.15,000 to Rs.20,000	2	4	1	1	4	12
Above Rs,20,000	0	0	0	0	5	5
Total	27	49	23	10	11	120

Source: Primary Data

The result ($r = +0.547$) shows that, there is a high degree of positive correlation between annual income and expenditure on purchase of gems and jewellery.

RESPONDENTS OPINION ABOUT PRICE OF GEMS AND JEWELLERY

Majority of 60.8 per cent of the respondents expressed that their expenditure on purchase of gems and jewellery is high. The weighted mean score is 2.475.

TABLE 16 – RESPONDENTS OPINION ABOUT PRICE

Sl.No.	Opinion	Number of Respondents	Percentage	Weighted Total Scores
1.	High (3)	73	60.8	219
2.	Moderate (2)	31	25.8	62
3.	Low (1)	16	13.4	16
	Total	120	100.0	297

Source: Primary Data

INFLUENCE BY ADVERTISING

Out of 120 respondents, 73.3 per cent of the respondents are influenced by advertisement and 26.7 per cent of them are not influenced by advertisement.

TABLE 17 – INFLUENCE BY ADVERTISING

Sl.No.	Opinion	Number of Respondents	Percentage
1.	Influenced	88	73.3
2.	Not Influenced	32	26.7
	Total	120	100.0

Source: Primary Data

REASONS FOR INFLUENCING ADVERTISEMENT

Out of 88 respondents influenced 31.8 per cent of them opinioned that the advertisement is highly informative.

TABLE 18 – REASONS FOR INFLUENCING ADVERTISEMENT

Sl.No.	Opinion	Number of Respondents	Percentage
1.	Effective Presentation	22	25.0
2.	An attractive	27	30.7

	one		
3.	An informative	28	31.8
4.	Frequent Appeal	11	12.5
	Total	88	100.0

Source: Primary Data

ADVERTISING MEDIA

Advertisement through television is more effective than any other media of advertisement. In this study, television advertisement is attracted by 63.3 per cent of the respondents.

TABLE 19 – ADVERTISING MEDIA

Sl.No.	Opinion	Number of Respondents	Percentage
1.	Radio	8	6.7
2.	Television	76	63.3
3.	Newspapers	24	20.0
4.	Brochures	8	6.7
5.	Internet	4	3.3
	Total	120	100.0

Source: Primary Data

REACTION OF THE RESPONDENTS

Quality plays an important role in influencing the purchase decision 48.3 per cent of the respondents feel that are cheated.

TABLE 20 – REACTION OF THE RESPONDENTS

Sl.No.	Reactions	Number of Respondents	Percentage
1.	Feel cheated	58	48.3
2.	Discourage others to buy	28	23.3
3.	Preferring complaints to the Sellers	20	16.7
4.	Lodging complaints with consumer	14	11.7

	forum		
	Total	120	100.0

Source: Primary Data

ATTITUDE OF CONSUMER ABOUT THE ADVERTISEMENT

Majority of 69.2 per cent of the respondents are of the opinion that gems and jewellery advertisements are highly informative.

TABLE 21 – ATTITUDE OF CONSUMER ABOUT THE ADVERTISEMENT

Sl.No	Opinion	Number of Respondents	Percentage
1.	Highly informative	83	69.2
2.	Less informative	37	30.8
	Total	120	100.0

Source: Primary Data

SPECIFIC INFORMATION REQUIRED BY THE CONSUMER IN ADVERTISEMENT

Out of 37 respondents, 64.9 per cent of the respondents want that the advertisement must be marked with BIS Hall mark.

TABLE 22 – SPECIFIC INFORMATION REQUIRED BY THE CONSUMER

Sl.No	Information	Number of Respondents	Percentage
1.	BIS Hall mark	24	64.9
2.	916 KDM	13	35.1
	Total	37	100.0

Source: Primary Data

FINDINGS

1. While considering the gender of the consumers, it is observed that, 65 per cent of the respondents are female consumers.
2. From the age-wise classification of the consumers, it is clear that most of the

buyers (31.6 per cent) are in the age group between 25-35 Years, of which 7 are male respondents and 31 are female respondents.

3. The data on educational qualification of the consumers reveals that a maximum of 40.8 percent of the respondents had up to higher secondary education, of which 17 respondents are males and 32 respondents are females.
4. The study of occupation of the consumers reveals that a maximum of 53.3 per cent of the respondents are employed. The remaining 46.7 percent of the respondents are not employed.
5. The analysis of category of employment (if employed) reveals that a majority of 42.9 per cent of the consumers are private employees.
6. The analysis of category of employment (Unemployed) reveals that a maximum of 73.7 per cent of the consumers come under the category of housewife.
7. As for as marital status is concerned 98 (81.7 per cent) are married, of which 34 respondents are male consumers and 64 respondents are female consumers.
8. The study of size of family reveals that the average size of family is 4 and the maximum of 41 families have the size of 4 persons
9. The analysis of the annual income of the respondent's family indicated that 40.8 per cent of the consumers come under the income group of Rs.60000 to Rs.80000.

10. The various kind of purchase of gems and jewellery has been analyzed and it reveals that 43.33 per cent of the respondents preferred plain gold jewellery.
11. The reasons for buying gems and jewellery are examined and it can be seen that 50.8 per cent of the consumers bought for marriage purpose.
12. A majority of 77.5 per cent of the respondents told that the quality of gems and jewellery used by them is good.
13. The analysis of the annual expenditure on purchase of gems and jewellery brings to light that a maximum of 63.3 per cent of the respondents spent Rs.5000 to Rs.10000.
14. In order to find out the relationship between annual income and expenditure Kari persons Co-efficient of Correlation is used. The result ($r= +0.547$) shows that, there is a high degree of positive correlation between annual income and expenditure on purchase of gems and jewellery.
15. Majority of 60.8 per cent of the respondents expressed that their expenditure on purchase of gems and jewellery is high. The weighted mean score is 2.475.
16. Out of 120 respondents, 73.3 per cent of the respondents are influenced by advertisement and 26.7 per cent of them are not influenced by advertisement.
17. Out of 88 respondents influenced 31.8 per cent of them opinioned that the advertisement is highly informative.
18. Advertisement through television is more effective than any other media of advertisement. In this study, television advertisement is attracted by 63.3 per cent of the respondents.
19. Quality plays an important role in influencing the purchase decision 48.3 per cent of the respondents feel that are cheated.
20. Majority of 69.2 per cent of the respondents are of the opinion that gems and jewellery advertisements are highly informative.
21. Out of 37 respondents, 64.9 per cent of the respondents want that the advertisement must be marked with BIS Hall mark.

SUGGESTIONS

1. The seller must give the regular advertisements to influence the consumers.
2. Frequent advertisements are given only during festivals should be minimized to avoid consumers mental stress.
3. Advertisements should be given in local media like cable T.V to attract female consumers.
4. Regular offers can be given to attract the rural consumers.
5. Extraordinary artificial matters on advertisement should be reduced.
6. Balanced advertisements should be made to attract both highly educated sectors and rural mass.
7. Offers and discounts announced through advertisements must be given upto the specified date.

CONCLUSION

A product without advertisement is as like as a human body without soul. Mahatma Gandhi

said, a consumer is the most important visitor on our premises. He is not dependent on us; we are on him. He is doing a favorably giving us opportunity to serve him. Now a So, misleading advertisements and false advertisements should not be aired or published. Because the concept of Caveat Emptor (let the buyer beware) has been changed to Caveat Vendor) let the select beware). The Government has also framed strict laws for the protection of consumers. It is concluded that, advertisement must be beneficial to both seller as well as buyer.

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