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## A STUDY ON CUSTOMER SATISFACTION ON JEWELLERY PURCHASE IN VELLORE DT, TAMIL NADU

### Article Particulars

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### Abstract

*The study of consumer behaviour enables marketers to understand and predict consumer behaviour in the market place, it also promotes understanding of the role that consumption plays in the lives of individuals. Consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is concerned not only with what consumer buy, but also with why they buy it. It is concerned with learning the specific meanings that products hold for consumers. A consumer's decision to buy a jewel is influenced by number of factors as Purity, Cost, Pattern, Advertisement, Store Ambience, Promotional Offers and Loyalty. Consumers differ from one another in terms of their Sex, Age, Income Level, Educational background or Occupation and Personal characteristics which influence their buying behaviour. The needs of elderly consumers are different from those of young consumers. Consumers in urban areas have needs which are totally or to some extent different from the semi-urban area consumers. To successfully market to consumers with different personal characteristics, the marketer must accordingly modify his marketing strategies.*

**Key words:** Consumer Satisfaction, Jewellery, Vellore District.

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### Introduction

Our society is a study in diversity. We see diversity among consumers, among marketers, among customs, among nations, even among consumer behaviour theoretical perspectives. Apart from the prevailing diversity in our society, there also are many similarities. Segmenting target audience on the basis of such similarities makes it possible for marketers to design marketing strategies with which consumers will identify.

The study of consumer behaviour enables marketers to understand and predict consumer behaviour in the market place, it also promotes understanding of the role that consumption plays in the lives of individuals. Consumer research designed to predict consumer behaviour is called positivism; research designed to understand consumption behaviour is called interpretive. Consumer behaviour has become an integral part of strategic market planning. The belief that ethics and social responsibility should also be integral components of every marketing decision embodies in a revised marketing concept-the societal marketing concept-which calls on marketers to fulfill the needs of their target markets in ways that improve society as a whole.

### **Scope of the Study**

Jewellery is decorative object made for the adornment of body, usually, but not always of materials such as gold and precious stones that have a high intrinsic value. The gold, silver and diamond are the important components of jewellery. Generally, Indian women feel that their beauty and status in society will be improved by wearing different kind of jewels. Now a days wearing a jewel among women is considered a sign a cultures and prestige irrespective of caste, creed and community. Thus the consumer behaviour in selecting a jewel and a jewellery mart varies according to their personal characteristics and their residing area. To know the behaviour of the consumer in urban and semi urban area, this study is being done. Jewel is a valuable asset for a consumer especially for a women consumer. Decision to buy such a valuable item depends on many factors as store Ambience, Purity and Pattern for urban people and cost, discounts and incentives, design and cost will be the main determinants to buy a jewel for semi-urban consumers. This study is based on the consumer behaviour in jewellery in urban and areas of Tamilnadu. Against this background the present study sets the following objectives to pursue further.

### **Objectives of the Study**

- To review the literary background of the concept of consumer behaviour and the distinguished aspect of the consumer decision making process.
- To assume some select basis on which the changes in consumer behaviour is identified and analyzed.
- To identify and analyze the factors determining changes in the consumer behaviour in general and the purchase of Jewellery in specific.
- To evaluate the basis and the determinants of consumer behaviour in respect of Jewellery.

### **Statement of Problem**

The present research examines the problem of customer satisfaction general attitude towards purchasing jewellery and their featured offered by jewellery shops in Vellore District. Based on the collected samples of 100 respondents the researcher

carried out this study in Vellore district and tries to find problem of customer satisfaction of income level and their level of purchasing power. This study also tries to identify the yardstick to assess the level of satisfaction In order to trace the truth and find out the hidden facts to know the level of satisfaction in this the survey was conducted among different levels of customers only those who understand and are able to respond to the questionnaire in different age groups by way of distributing the structured questionnaires to the customers who commence their purchase in different shops in vellore district and which leads them to abstract and purchase jewellery.

### **Studies of Certain Authors have been Reviewed for this Research**

(Solomon, 2009) A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product.

(Kotler & Keller, 2009) When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations.

(Tse & Wilton, 1988) Client happiness, which is a sign of customer satisfaction, is and has always been the most essential thing for any organization. Customer satisfaction is defined by one author as "the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption"

(Giese & Cote, 2000) "Customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post-consumption)". Customer satisfaction has also been defined by another author as the extent to which a product's perceived performance matches a buyer's expectations.

(Schiffman & Karun 2004) Customer satisfaction is defined as the individual's perception of the performance of the products or services in relation to his or her expectations.

(Levy, 2009; NBRI, 2009). Measuring customer satisfaction could be very difficult at times because it is an attempt to measure human feelings. It was for this reason that some existing researcher presented that "the simplest way to know how customers feel, and what they want is to ask them" this applied to the informal measures

(Levy 2009) in his studies, suggested three ways of measuring customer satisfaction:

- A survey where customer feedback can be transformed into measurable quantitative data:
- Focus group or informal where discussions orchestrated by a trained moderator reveal what customers think.
- Informal measures like reading blocs, talking directly to customers.

(NBRI, 2009). The National Business Research Institute (NBRI) suggested possible dimensions that one can use in measuring customer satisfaction, e.g.

- quality of service
- Innocently
- speed of service
- pricing
- complaints or problems
- trust in your employees
- the closeness of the relationship with contacts in your firm
- other types of services needed
- your positioning in clients' minds

(Oliver, 1980) Customer satisfaction is viewed as a post-choice evaluation judgement of a specific purchase occasion until present date, researchers have developed a rich body of literature focusing on this antecedents and consequences of this type of customer satisfaction at the individual level. (Fornell, 1992, Johnson & Fornell 1991) Cumulative customer satisfaction is an overall evaluation based on the total purchase and consumption experiences with a product or service over time. (Solomon 2009) Quality is one of the things that consumers look for in an offer, which service happens to be one.

(Kotler et al., 2002) Quality can also be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs. (Parasuraman, 1988). Service quality in the management and marketing literature is the extent to which customers' perceptions of service meet and/or exceed their expectations for example as defined by Parasuraman defines service quality as "the differences between customer expectations and perceptions of service". (Zeithaml et al., 2006)s stated that "service quality is a focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy, and tangibles". They added that among these dimensions, "reliability" has been shown consistently to be the most important dimension in service quality.

(Grönroos 1983) Consumers make service evaluations based on the technical dimension that is what is delivered and on the functional dimension that is how, why, who, and when it is delivered. (Jain et al., 2004) sCustomers have changed their behaviours in ways that do not suit organizational behaviour. Till date, it is unclear as to which of SERVQUAL and SERVPERF is superior in measuring service quality.

Laroche et al., (2004) made an assessment of the dimensionality of should and will service expectations. They used a survey measuring customers' post encounter expectations and vis-à-vis a well-known airline with a sample of 363 and examined the existence of hypothesized functional and technical dimensions of should and will expectations and determined the casual relationships between two types of expectations and hypothesized dimensions.

## **Research Methodology**

The following methodology is adopted in the study with a view to carry out a systematic detailed research on the current research problem.

### **Research Design**

The present study is both explanatory and analytical. The explanatory portion covers the review of literature, while analytical part cover the classification of respondents on some select basis and measuring the determinants of consumer behaviour. It adopted simple tools of mathematics and statistics as tools for data analysis

### **Source of Data**

In this study, involves collection of primary and secondary data. The primary data for the study were collected through personal questionnaire of the passenger respondents during the dissertation period.

### **Sample Size and Sampling Method**

Sample size taken in this study is 100. As all the possible items are considered for research, the sampling method adopted in this study is convenience sampling.

### **Data Analysis**

Statistically to arrive at meaningful conclusions, data were analyzed by using the following statistical tools. To test the significance of the data it is analyzed by using average and simple percentage.

### **Limitations of the Study**

- The present study is conducted at Vellore district only, to represent the urban and semi-urban area.
- The study does not cover the technical aspects of the jewellery.
- The scope of the study is limited to the current trend in jewellery sales and conducted during the current year only.
- The findings of the study are based on the facts and figures available with the respondent consumer of urban and semi-urban sectors.
- This is not an exhausted study, only partial; further research on this can fill-up the gaps.

### **Satisfaction**

Satisfaction is the fulfillment of customers' response Passenger satisfaction refers to how satisfied passenger are with the buses or services they receive from particular agency. The level satisfaction is determined not only by the quality and type of passenger experience but also by the passenger's expectations. Passenger satisfaction is one of the main objects of any transportation. Every transportation tries to know the passenger satisfaction about their services. So a study on passenger satisfaction helps the organization as well as me to gain a vast knowledge over the real world tastes and preferences of passenger.

**Consumer Behaviour**

The Dictionary of Marketing and Advertising defines consumer behaviour as "observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on". According to Ostrow and Smith's Dictionary of Marketing, the term consumer behaviour refers to the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumer".According to Loudon and Della Bitta, Consumer Behaviour is "the decision on process and physical activity individuals engage in when evaluating, acquiring, using or disposing of good and services".

**Importance of Consumer Behaviour**

As the consumers and marketers are diverse, the reason for the study of consumer behaviour is also diverse. The field of consumer behaviour holds great interest for everyone as consumers, as marketers, are as students of human behaviour. As consumers, we benefit from insights into our own consumption-related decisions: what we buy why we buy, & the promotional influences that persuade us to buy. The study of consumer behaviour enable us to become better i.e. wiser consumers.

**Types of Buyer Behaviour**

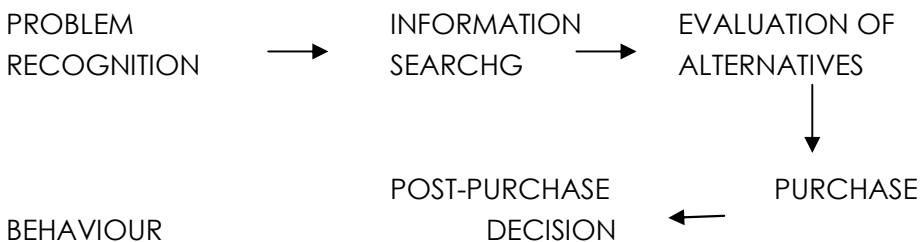
Consumer decision making varies with the type of buying decision. There are great differences between buying toothpaste, a tennis racquet, a personal computer and a new car. The more complex and expensive decisions are likely to involve more buyer deliberation and more buying participants. Assail distinguished four types of consumer buying behaviour based on the degree of buyer involvement in the purchase and the degree of differences among brands.

**Four Type of Buying Behaviour:**

**High Involvement Low Involvement**

Significant difference between brands	Complex buying behaviour	Variety seeking buyer behaviour
Few differences between brands	Dissonance-reducing buying behaviour	Habitual buying behaviour

**FIVE STAGE MODEL OF THE BUYING PROCESS**



Source: S.L.Gupta.

## Findings, Suggestions and Conclusion

### Findings

The basis consists of age, sex, income, educational background and occupation. The analysis carried out in the above third chapter, the findings there on are listed below.

- Among the different age groups, the respondents in the age group of 20-30 buy the jewellery for its purity, pattern and advertisement.
- From the age group analysis, the consumer are more conscious and buy the jewellery for its purity, cost and pattern.
- In the respondents of various age group, the factors like purity, pattern and cost play a lead role in choosing the jewellery which is supplemental by store ambience.
- The respondents are very much conscious about the purity of the jewellery.
- The cost does not play that much role in selecting jewellery among the respondents of different age group, this may be due to uniformity in gold price where ever they buy.
- As per as the pattern is considered, it is irrespective of whether there are in urban area or in semi urban area, they buy the jewellery of latest pattern.
- From the age group analysis, the respondents are very much forwards the store ambience.
- Among the various age groups, the respondents by the jewellery mostly for its purity, pattern and advertisement both in urban and semi urban areas.
- Male respondents are not that much conscious. While the female respondents are found to be over conscious of purity, cost and advertisement.
- Purity, pattern and cost are the three major variables determine the purchase behaviour of female respondents.
- Among the different income groups the overall purchase decision is revolving around purity, pattern and advertisement in urban and semi urban area.
- Purity, pattern and store ambience are the determinants of jewellery purchase irrespective of the price among the different income groups.
- With respect to educational background the purity, pattern advertisements are the common factors among the respondents from respondents having school background.
- In the graduate segment they give balanced approach to all the factors except loyalty and promotional offers.
- Among the respondents of professional segment, they are also meet carried away by any single factor. Their purchase decision are based on rational thinking and reasonability.
- In the business class segment the give importance to purity, advertisement, cost and store ambience.

- With reference to occupation the student's category are found to be indifferent toward any factors.
- The housewife segment fully dependent on pattern, purity and advertisement. Their bother less about cost of the jewels.
- The employed are also keen on purity, pattern and cost of the jewellery.

#### **Findings on Factor Wise Analysis:**

- Purity of jewellery plays major role and ranked first in all basis of classification i.e., irrespective of respondent's income, age, sex, educational background and occupation. Only otherwise rank the pattern first in deciding the purchase of jewellery.
- Pattern of the jewellery ranked second and found as a common factor among all the respondents irrespective of income, age, sex, educational background and occupation and place.
- Advertisement stands third in order, as one of the factors leading the respondents to buy jewellery. Its respondent from women category, semi urban category and housewives carries the advertisement away.
- Cost factor plays only a moderate role in the purchase of gold irrespective of the respondents from place, income, age, sex, education and occupation.
- The promotional offers do not influence the respondents much irrespective for the category.
- Loyalty is the least factor is to be considered while choosing the jewellery by any type of people.

#### **Conclusion**

Modern marketing is consumer oriented. If a manufacturer does not understand his customer, does not identify his needs, does not identify his expectation from the product and fails to keep him satisfied, he cannot be successful in the market. In those days consumers were at the many of the manufacturers but in the present trends the manufactures are at the many of consumers. Therefore consumer satisfaction is the most needed one. Keeping the customer satisfied is a cumbersome task as understanding the customer expectation inwards so many problems and competitions. Above, the behaviour of consumer toward any particular product can be understood with its price, quality, performance and other aspects. But, the behaviour of the consumers of jewellery is unique in character, which depends on the age, gender, income, education background, occupational background and place. In addition to the above product related factors we also to be considered there are purity, cost, pattern, advertisement, store ambience, promotional offers and loyalty.

Against this background, this study is designed to identify, analyse and evaluate the factors on the basis of income, age, sex, education background and occupation with reference to the place in which they live. The information was gathered from 100



sample respondents and analyses were carried out on that above-mentioned analysis. After the analysis it is found that personal factors of the respondents are dependent on purchase of a jewellery. The product related factors also were found necessary. Among the studied, out of which only four major factors viz, purity, pattern, advertisement and cost played critical role in purchasing the jewellery and concluded that these factors and basis were responsible for changes in the behaviour of the respondents selected for this study. However, the above study is not an exhaustive one, but only partial, and has more scope for further research to seal the gap in this research.

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