

ATTITUDE OF WOMEN TOWARDS THE PURCHASE OF GOLD ORNAMENTS IN TENKASI

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ABSTRACT

The modern consumer behaviour has developed as a complex system involving interactions of various social and economic factors. Although consumer behaviour was a part of the subject matter of human beings, studies got it's identity as a separate area of the research study in recent past only. Almost marketing of every product is considered as consumer oriented. The present day marketing is mostly influenced by consumers' life styles. Lifestyles vary according to the status of consumers. The rate of social change has a great deal to do with variations in lifestyle. The increase in number of double income families have resulted in completely different lifestyles since 1980 in India which increased the standard of living. It resulted in a large portion of the population's income spent on wants and desires like cosmetics, textiles and jewellery in addition to basic needs. This study focus on the buying behaviors of women towards gold ornaments analyze the socio-economic characteristics and to investigate the preference of the buyers, their purchase details and the problems in the purchase of gold ornaments, examine the role of influencers in the purchase of gold ornaments and the extent of consideration of their suggestion in the purchase decision

Key words:

Purchase ,Consumer. Economic, Jewellery, Women's, Gold ornaments

Introduction

Consumer behaviour is perceived as the cornerstone of a successful marketing strategy. Consumer behaviour is 'the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product and service' (Batra and Kazmi, 2004).

Jewellery (also spelled as Jewelry or Jewelery) has been used by people as decorative accessories since the dawn of time. The value and uniqueness of a jewel are usually determined according to the raw material it is made from, its rareness and the level of craftsmanship put into it. In ancient times, man created jewelry out of wood, ivory, clams and bones. In later times, the materials used for making jewelry became costlier metals, such as gold, silver and platinum, and also precious stones, like diamonds, and others.

Gold, although not specifically mentioned as an artifact, is also a valued possession according to its significant role in Indian culture (Dempster, 2006). Gold is an artifact because the status it holds in the Indian culture designates membership to that culture (Craig and Douglas, 2006). In that light, the fact that jewelry carries a considerable ceremonial significance in different cultures is not surprising at all.

A very important aspect of India in the recent past is the emergence of the New Age woman. Though women in India are predominantly homemakers, this perspective is changing in many places, especially in metros and other cities. The increase in the cost of living has also contributed to the rise in this aspect. This shows the increase of women's level of education and work participation has lead to their importance in terms of consumption is undeniable and facts suggest they will continue to be more and more important as consumers and buyers. Hence, the researcher has made an attempt to conduct the study about purchase behaviour of women and women are taken as the respondents of the study. Consumer behaviour is said to be an applied discipline as their decisions are significantly affected by their behaviour or expected actions.

An attempt is made by the researcher to segment market by looking at consumer characteristics based on geographic, demographic and psychographic factors. Demographics of the Jewellery Market deal with the kinds of households that buy jewellery and how do different demographic

characteristics impact and influence jewellery buying behaviour and the different demographic segments within the jewelry market.

Review

Harris and Todaro (1970) pointed out that the higher expected earnings in the modern sector relative to those in the traditional sector sustain a continuum of migration to the urban areas in search of employment. Higher expected earnings however do not be equated with the real wage gap between the rural and urban areas. Wages in the urban sector are kept at a higher level than that the free market would allow because of unionism or government legislation or because it is in the employees' interest to keep on stable and loyal labour force.

Barnum and Sabot (1976)¹¹ examined the relationship between educational status and migration of seven urban areas in Tanzania. They found out that the tendency for migration was greater among the more formally educated rural people. The study also revealed that rural-urban income differential as well as probability of finding employment in urban areas determined the magnitude of rural urban migration. The study gave emphasis only on human capital investment, education and the relationship with migration behavior of the rural residents.

Premi (1980)¹⁴ examined some of the characteristics of female migration in India. The analysis was based mainly on 1971 census data. The study showed that the number of female migrants was more than double that of male migrants, but their migration was largely limited to the rural-to-rural stream within the district of enumeration. As the distance of migration increased the sex-ratio fell sharply. The proportion of married female migrants below the age of 25 declined consistently with the increase in the distance of migration.

Wells, (1975) The demographic profile is a fixture in marketing research; profiles are collected as a matter of routine in the belief that age, income, education and other measurable factors can indicate product or brand preference, media preference or preference about programming choices

Objectives

1. Analyze the role of retailers, the services provided and the problems faced by them and the level of satisfaction of their customers.

2. To analyze the opinion of the buyers on the factors motivating the purchase of gold ornaments and find the relationship between the motivating factors and the overall buying decision behaviour.

Scope of the study

This study is mainly concerned with the women gold ornaments. The researcher makes an attempt to study the socio- economic background of the women gold ornaments in tenkasi. the trace the factors contributing towards the backwardness of the women gold ornaments, the opinion of the buyers on the factors motivating the purchase of gold ornaments and find the relationship between the motivating factors and the overall buying decision behaviour.

Hypothesis of the Study

Based on the objectives of the studies the following null Hypothesis was formed.

1. There is no significant relationship between the age of the respondents and their level of satisfaction.
2. There is no significant relationship between the educational qualification of the respondents and their level satisfaction.

Research Methodology

Designing suitable methodology and selection of analytical tool is important for a meaningful analysis of any research problems. This selection is denoted to the statement of the methodology, Data were collected from both primary data and secondary data were collected from the annual credit plan of the lead bank scheme, sampling procedure, Method of analysis and tools for a analysis. Sampling Design: There are taluks,. For the purpose of collecting primary data from the beneficiaries, The 100 beneficiaries are selected under convenient sampling method.

Sample design:

The research has selected the convenience sampling methods. The researcher has chosen 100 laborers on of the women gold ornaments were from the population as per the convenience of the researcher.

Limitation of the study

This study suffers from all the limitation of a student's research work. Time and money being the main constraints, the study was confined to only a few villages of a state with a total sample of 100 female landless labourers. However, proper care and considerate thought have been exercised in making the study as empirical systematic as possible.

Educational Status and Level of Attitude:

The literacy of the buyers of gold jewellery makes them aware of hall marking, gold karat, schemes, new designs introduced by the jewellery companies, and so on from time to time. Hence, educational status and level of attitude are analyzed together. Table

The respondents are asked to classify the influencers according to their age and the collected information is presented in Table

Educational Status Vs. Level of Attitude of Women Buyers

| Sl. N | Educational Status | TENKASI | | | Total |
|-------|--------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| | | Low | Medium | High | |
| 1 | Illiterate | 12 (45.6) | 11 (42.9) | 8.0 (30.1) | 46 (46.0) |
| 2 | School Level | 4.0 (56.6) | 10 (10.0) | 4.0 (56.6) | 10 (10.0) |
| 3 | College Level | 2.0 (13.1) | 14 (14.0) | 2.0 (13.1) | 14 (14.0) |
| 4 | Professional | 6.0 (18.0) | 30 (14.0) | 6.0 (18.0) | 30 (14.0) |
| | Total | (100) | (100) | (100) | 100 |

Source : Computed from Primary Data

The researcher has attempted to ascertain whether any significant relationship exists between the educational status and level of attitude of women buyers. Chisquare test has been

used to test the following null hypothesis: Null Hypothesis: “There is no significant relationship between the educational status of women buyers and their level of attitude towards buying of gold ornaments”.

The calculated chi-square test reveals the following results: Calculated Chi-square Value : 7.690 Table Value at 5% Level of Significance : 12.592 Degree of Freedom : 6 Hypothesis Result : Accepted As the calculated value (7.690) is less than the table value (12.592) at 5 per cent level of significance, the null hypothesis is accepted. So, it is concluded that“ there is no significant relationship between the educational status of women buyers and their level of attitude towards buying of gold ornaments”.

Efficiency class:

| Efficiency class | TENKASI | |
|--------------------|-------------|-------------|
| | Frequency | Percentage |
| <.50 | - | - |
| .50-.60 | - | - |
| .61-.70 | - | - |
| .71-.80 | - | - |
| .81-90 | - | - |
| .91-1.00 | 4.20 | 34.6 |
| total | 3.42 | 24.3 |
| Maximum Efficiency | 3.2 | 21.1 |
| Minimum Efficiency | 5.2 | 11.1 |
| Mean Efficiency | 3.6 | 21 |

Source : Computed from Primary Data

The nature of occupation to a greater extent decides the earning capacity of buyers. Irrespective of occupation most of the people wants to improve their socioeconomic status by way of availing loan from bank and buy gold ornaments. Hence, occupation has been taken as one of the variable influencing the level of attitude of women buyers.

CORRELATION AND REGRESSION ANALYSIS

CORRELATION AND REGRESSION ANALYSIS

To understand the statistical relationship among economic variables relating to buyers of gold ornaments in women's in both the study taluks, correlation and regression analysis have been carried out. The variables have been chosen on the basis of logical connection among them, which is generally correlated in many related studies. Before going for regression models, the correlation between the variables has been worked out. If the variables are strongly and significantly related, the regression results may be considered reliable. In order to understand the association between the variables, simple linear correlation coefficient matrix has been worked out for each of the study taluks. The results show that the direction and strength of the relationship between the variables are not uniform and indicating the taluk specific differences. The association between the variables identified may be studied systematically. When education X2 is for example, the average of the Schooling, years has got positive association with the number of days employed by women agricultural labour households X3 in both the taluks

Correlation Coefficient Matrix – Women Agricultural Labour Households

| | X1 | X2 | X3 | X4 | X5 | X6 | X7 | X8 | X9 |
|----|------|-----|------|------|-----|-----|-----|-----|-----|
| X1 | 1.03 | 5.5 | 3.56 | 5.76 | 5.6 | 7.8 | 6.7 | 8.9 | 7.9 |
| X2 | | 5.6 | 4.0 | 4.4 | 5.6 | 6.7 | 5.7 | 7.8 | 7.3 |
| X3 | | | 6.8 | 5.6 | 4.4 | 5.5 | 3.3 | 3.3 | 3.1 |
| X4 | | | | 3.1 | 1.1 | 2.2 | 1.3 | 2.1 | 3.3 |
| X5 | | | | | 2.3 | 2.1 | 3.3 | 3.4 | 5.6 |
| X6 | | | | | | 6.6 | 4.7 | 6.4 | 3.3 |
| X7 | | | | | | | 2.2 | 1.1 | 3.2 |
| X8 | | | | | | | | 2.1 | 1.1 |

| | | | | | | | | | |
|----|--|--|--|--|--|--|--|--|---|
| X9 | | | | | | | | | 1 |
|----|--|--|--|--|--|--|--|--|---|

‘a’ Significant at 1 per cent level ‘b’ Significant at less than 1 per cent level

X1 Purchase of gold ornaments is the symbol of family pride

X2 Purchase and possession of gold ornaments give a feeling of prestige to the possessor

X3 Purchased gold ornaments give the pleasure of wearing

X4 Gold ornaments help to get better alliance for daughters at the time of their marriage

X5 wearing gold ornaments creates importance in social gatherings

X6 Purchase of gold ornaments shows the prosperity of the buyers

X7 Possession of gold ornaments give a secured feeling to the possessor

X8 Gold ornaments can be pledged to raise funds at any time

X9 Gold ornament is an asset of last resort in case of emergencies

FINDINGS:

1. finding out the mean score, the total score for each reason has been divided by the total number of samples responded. The mean score obtained thus has been arranged in descending order for giving the final result. Table 6.17 displays the results of Garrett's Ranking technique for the lower class women respondents.

2. An attempt has been made by the researcher to compare the result of analysis of upper, middle and lower class respondents for dissatisfaction towards buying gold ornaments. The result of Garrett's ranking indicates that the reasons, viz. 'high value addition' and 'other reasons', were unanimously ranked as the first and the sixth by all the sample women buyers in the sample study irrespective of their income category. The remaining reasons were ranked differently by upper, middle and lower class women buyers and thus the behaviour was different from one to another respondent. From the above analysis, it is concluded that the main reason for

dissatisfaction towards gold ornaments is 'high value addition' charged by the sellers at the time of purchase.

3. It is evident from that as the satisfaction score for the variable 'variety of designs' is more than that of the other variables it may be concluded that this parameter, i.e. variety of design, is the most important variable influencing satisfaction of gold ornaments in respect of the lower class category women buyers. Since the satisfaction score for this parameter is 73.80 per cent and it falls in the range between 50 and 75, it is concluded that it is moderately satisfied by the sample women buyers towards gold ornaments. Similarly, the satisfaction score for all other variables fall between 50 and 75 per cent, which also contributes to moderate level of satisfaction by the sample women buyers towards gold ornaments.

CONCLUSION:

Women labourers are employed generally in transplanting, weeding, winnowing, pluckers of seedlings, sowing and harvesting. Women's wages even in operations such as weeding and transplanting, for which they are particularly suited, are much lower than men's wage. The rationale of Equal Remuneration Act is to provide wage to women labourers on par with male labourers. It is clear that there is definitely social injustice in the study area and it has to be removed without delay. Many alternative ways are available to fight this injustice.

The enforcement of the Equal Remuneration Act strictly is the most important fact. Even though strict enforcement will require a large administrative set up and consequently huge administrative cost, gender injustice has to be removed.

Laws can be passed to punish the erring employers and officials are to be appointed to see that equal wage is given to male and female labourers. Second alternative is to provide equality and creating awareness since village women are not only illiterate but also ignorant of their rights and privileges. Government and voluntary agencies can spread the message of the need for gender equality and creating legal awareness about the Equal Remuneration Act. Public media such as television, radio, magazines and books can be used to remove this social injustice.

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