CHAPTER - I

INTRODUCTION AND DESIGN

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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 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.

Consumer research takes places, at every phase of the consumption process, before the purchase, during the purchase and after the purchase consumer behaviour is interdisciplinary i.e. it is based on concepts and
theories about people that have been developed by scientists in such diverse disciplines as psychology, sociology, social psychology, cultural anthropology and economics. Consumer research is the methodology used to study consumer behaviour.

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.

IMPORTANCE OF THE STUDY:

Consumer behaviour is the study of how, why, what, where and how often do consumers buy and consume different products and services, knowledge of consumer. Behaviour is helpful to the marketing manager in understanding the needs of his different consumer segments and developing appropriate marketing strategies for each. The study of consumer behaviour
also provides an insight into how consumer arrives at the purchase decision and variable which influences this decision.

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.

**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 semi-urban 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 analysed.
- To identify and analyse 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.

• To suggest for measures, if any.

LIMITATIONS OF THE STUDY:

• The present study is conducted at Salem City; and Attur 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.

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.

DATA SOURCE:

This study is mainly based on primary data, collected directly from the select respondents. The use of secondary data is also been made to frame a strong theoretical basis, for this study.

SAMPLE SIZE:

The number of samples determined for the study is 100. The sample size is bifurcated into seventy percent from urban respondents and thirty percent from the semi-urban respondents, covering different age groups, gender, income groups, educational background and occupational status. These samples were chosen at random.

DATA COLLECTION METHOD:

A printed questionnaire consisting of more than 20 questions are served with the select 100 respondents by conducting oral survey on them.
The simple random sampling model was adopted for selecting the respondents.

PERIOD OF COVERAGE:

The study concentrated on current situation in the jewellery market.

DETERMINATION OF PLACE:

The study is originally conducted on the respondents in Salem City as an urban area and Attur as a semi-urban area, for the convenience of the researcher to carry out the sample survey.

ANALYTICAL FRAME WORK:

The data collected from 100 respondents are classified on the basis of age, sex, income, education and occupation. Analysis has been carried out both basis wise and factor wise. During the analytical process simple tools like percentage and averages are adopted for interpretations and to make the findings thereon.

CHAPTER ARRANGEMENTS:

The First Chapter introduces the research problem, its importance, scope, objectives, limitations and the methodology adopted for data analysis and interpretations.
Chapter Two reviews the literary background of the research problem with the help of secondary sources available on the subject matter.

The Third Chapter presents the result and interpretations of various analytical processes carried out in this study.

The findings of the study are summarized in the Concluding Chapter.