CHAPTER IV

SUMMARY OF FINDINGS AND CONCLUSION
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This chapter summaries the findings in two segments viz. findings on basis and findings on factors, from the above detailed analysis carried out with the help of 100 respondent samples chosen at random from urban and semi urban sector on the basis of age, sex, income, educational background and occupation of the respondents.

FINDINGS ON THE BASIS OF CLASSIFICATION:

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 urban sector consumer are more conscious and buy the jewellery for its purity, cost and pattern.

- In the semi urban sector 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.
• Both the respondents from urban and semi urban sectors of different age groups are very much conscious about the purity of the jewellery.

• The cost does not play that much role in selecting jewellery among the semi urban respondents of different age group, this may be due to uniformity in gold price where ever they by.

• 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.

• Among the different age groups, the advertisements do not influence the semi urban customers.

• From the age group analysis, the semi urban 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 in both urban and semi urban area 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 in both urban and semi urban areas.

• 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.
• Employed category is also indifferent towards 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 FACTORWISE 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 where 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 us 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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