CHAPTER VIII

FINDINGS, SUGGESTIONS AND CONCLUSION

The primary data collected from the gold jewellery consumers have been analyzed by using the SPSS package version 16.00, and the following statistical tools are used to obtain torrent of results regarding the objectives of the study. They are Cluster analysis, One-Sample t-test, One-way Analysis of Variance, and Karl Pearson co-efficient of correlation and multiple regressions.

The application of these statistical tools on primary data derived the following findings.

FINDINGS OF THE STUDY

FINDINGS PERTAINING TO OBJECTIVE ONE

Factors Motivating Consumer Behaviour towards Gold Jewellery

It is found that in the sample of 600 respondents, 48.2 percent belong to the age group of less than 30 years were more attracted to buy and wear gold jewellery. It is also found that 38.8 percent of the total sample falls under the category of male and 61.2 percent falls under the category of female consumers.

The analysis revealed that 59.7 percent of the consumers are married, to maintain their family status they purchase more gold jewellery than unmarried consumers.
It is clear that 48.2 percent of respondents who earn up to Rs.1, 00,000 make more purchase of gold jewellery, even though the annual income levels of the consumers are less than Rs.1,00,000 per annum, they have the habit of buying gold jewellery, and they buy at least minimum grams of gold jewellery in a year. This reflects the Indians’ desire to buy gold and gold jewellery every year and it is proved that Indian economy is a saving economy.

It is found that 32.7 percent of the consumers of the samples are qualified up to Undergraduate level. It shows that the respondents are capable and aware of day to day gold jewellery market information.

It is clear that majority of the respondents are employed in private sectors their income also high compared to other respondents and they buy more gold jewellery. In the sample of 600 respondents, majority of the respondents 82.3 percent are dominated by Hindus. It is believed that buying gold jewellery and keeping them is symbol of wealth and status by the Hindu religion.

It is revealed that 72 percent belong to nuclear family and the remaining 28.0 percent belong to joint family. In the sample respondents, majority of the respondents 62.7 percent belonged to family size in between three and five members have dominated for buying gold jewellery.

It is concluded that, 40.5 percent of the respondents wish to buy gold jewellery for the wedding purpose.

The researcher concluded that the majority of the respondents 58.5 percent are purchase in single shop (traditional) because of the availability of quality,
design, making charges and wastages are less compared to other shop and good
behaviour of retailers were the important reasons. Extension of credit by retailers
was also one of the reasons for shopping, at one shop. It is concluded that, 69.80
percent of the respondents like to choose particular shop and buy gold jewellery
due to quality and purity of gold.

It is concluded that out of 249 respondents, 68.67 percent of the
respondents like to buy gold jewellery in many shops because of better quality,
new designs and the shops are situated in a particular place. It is clear that, out of
600 respondents 21.7 percent of the respondents stated that they purchase gold
jewellery when they get bonus/ extra money.

It is found that out of 600 respondents 35.0 percent of the respondents
decisions by both husband and wife, 25.0 percent of the respondents felt that the
decisions are taken by entire family members towards buying gold jewellery.

The researcher identified that, out of 600 respondents majority of the
respondents 75.2 percent had received gift. It is ascertained that, majority of the
respondents, 73.6 percent are received bags as gifts from the jewellery sellers.

The researcher came to know that out of 600 respondents, majority of the
(78.0 percent) prefer to pay by cash at the time of buying gold jewellery.

The researcher concluded that television commercial advertisements
(65.2 percent) is the prime factor which helps consumers recalls the jewellery,
design, and price while actually being in the market and thus, at the time buying
gold jewellery the media of television advertisement plays a vital role especially selection of designs.

**FINDINGS PERTAINING TO OBJECTIVE TWO**

**Consumers’ Awareness about Gold Jewellery in Tamil Nadu**

In the sample of 600 respondents, majority of the respondents 66.5 percent are like to buy hand-made gold jewellery. Hand-made gold jewellery is generally weighted than machine made jewellery. Its weight range is normally high. It is found that, out of 399 respondents, 32.8 percent of the respondents aware and like to buy hand-made gold jewellery due to the sturdiness. This is totally dependent on the financial soundness of the consumer.

It is clear that out of 201 respondents, 46.7 percent of the respondents aware and like to buy machine made gold jewellery due to availability of more designs.

It is concluded that, out of 600 sample respondents majority of the respondents 76.5 percent to knew and considered buying gold jewellery of 22kt (916). It is found that, out of 600 respondents, majority of the respondents 87.8 percent of the respondents are checked the quality of gold jewellery at the time of purchase. It is revealed that out of 527 respondents, majority of the respondents 77.61 percent check quality while buying 22kt (916) gold jewellery.

In the sample respondents, out of 600 respondents, majority of the respondents 57.8 percent are aware of karat meter. It is found that out of 600 respondents majority of the respondents 83.5 percent are well known about the market rate of gold jewellery, and they were eagerly wait to know the market price
because the gold price is set twice a day and strongly influenced by supply and
demand. It is concluded that out of 501 respondents, majority of the respondents
62.28 percent are known the market price of gold jewellery through Television
news.

It is also ascertained that out of 600 respondents, 61.2 percent were known
the price fixation of gold jewellery. The gold jewellery price is same in all over the
world but the making charges and wastages are differing place to place and shop to
shop. It is out of 367 respondents concluded that majority of the respondents, 85.83
percent are known that the gold jewellery price included making charges of gold
jewellery.

It is also found that, majority of the respondents (Table No. 4.7) 79.2 percent were many times watched gold jewellery commercial advertisements
in a day. It is clear that, out of 600 respondents (Table No. 4.8) majority of the
respondents 50 percent were viewed kalyan jewellery advertisement, and it would
they repeated that attract more consumers due to innovative advertisements.

It is opined that the majority of the respondents (Table No. 4.9) 83.3 percent
received the bill from jewellery shop. It is also found that, majority of the respondents
(Table No. 4.10) 89.3 percent not like to buy gold jewellery through online shopping
because most of the consumers not aware of internet online shopping, and do not have
online banking facility. It is observed that the youth, only 10 percent like corporate
employees like to buy through online shopping because they should not spend hours
and at their convenience day.
It is concluded that out of 64 respondents (Table No. 4.11) 57.81 percent of the respondents have purchased through online by using their debit card. It is stated that 100 percent of the respondents were selected gold jewellery through web portals of jewellery shops and they have received the parcel safety.

It is also found that, majority of the respondents 63.7 percent are unaware about the branded gold jewellery and 45.41 percent have bought Tanishq brand gold jewellery. The reasons for buying from brand jewellery shops are, for latest designs, precise cuts, exact match of pairs and the best quality of gold, stones and gems.

**FINDINGS PERTAINING TO OBJECTIVE THREE**

**Consumers' Preference towards Gold Jewellery in Tamil Nadu**

The study reveals that out of 600 sample respondents, majority of the respondents (51.7 percent) are regular buyer of gold jewellery. It is inferred that, among the regular buyers of 310 respondents, 27.4 percent of the respondents are used to buy gold jewellery once in a year during festival season.

It is identified that, out of 600 respondents 46.2 percent of the respondents stated that they gave prefer to buy gold jewellery in hometown and the remaining consumers’ preferred to buy either in big towns or jewellery shops located in towns. It is safety for the gold jewellery buyers.

It is concluded that, out of 600 respondents, 38 percent of the respondent are buying gold jewellery from traditional jewellery shop observed that quality and Bureau of Indian Standards Hallmark certified gold jewellery are assured in the traditional jewellery shop.
It is ascertained that out of 600 respondents, 41.5 percent of the respondents prefer to buy plain gold jewellery, because it can be resold at reasonable market price without incurring much cash loss.

The researcher observed that majority of the respondent’s 84.7 percent (Table 5.5) is expecting more designs before buying gold jewellery. In the modern world, most of the consumers willing to buy and wear new design gold jewellery.

It is observed that out of 508 respondents (Table 5.5.1) majority of the respondents 65.6 percent are felt that expected design are ‘available’.

From the result, it is inferred that, (Table No. 5.6) 42.3 percent of consumers’ prefer hallmark certified gold jewellery and few consumers’ prefer to buy gold jewellery from the traditional jeweller with hallmark certification.

It is found (Table 5.7) that the consumers of gold jewellery frequently preferred to buy gold finger rings which ranked number one.

It can be concluded that most of the gold jewellery buyers prefer to buy new designs followed by readymade gold jewellery and place the order of gold jewellery. The gold jewellery buyers moderately agree for preferring the family gold jeweler and gold jewellery made in India.

Consumers’ preference is ascertained through three clusters namely Indigenous Buyers, Meticulous Buyers and Transparent Buyers.

There is an association between age of the gold jewellery consumers and their preference for the purchase of gold jewellery. It implies that age of the gold
jewellery consumers decides their preference to purchase gold jewellery and age
decide whether to buy the indigenously made gold jewellery or not. It also proved
that the meticulous approach in purchasing the gold jewellery and demanding
transparency during the purchase depends upon the age of the gold jewellery
purchase.

There is no association between gender and their preference for the
purchase of gold jewellery. It implies both male and female consumers of the gold
jewellery or equal in their preferential difference towards the gold jewellery
purchases. These two genders are equally distributed over all the three clusters of
purchase preference.

There is no association between marital status of the gold jewellery buyers
and their preference for the purchase of gold jewellery. It implies both married and
unmarried consumers of the gold jewellery or equal in their preferential difference
towards the gold jewellery purchases.

There is no association between annual income of the gold jewellery
consumers and their preference for the purchase of gold jewellery. It implies six
annual income group viz., up to Rs.1,00,000, Rs. 1,00,000 – Rs. 1,50,000,
Rs. 1,50,001 – Rs. 2,00,000, Rs. 200,001 – Rs. 2,50,000, Rs.2,50,001 – Rs. 3,00,000
and More than Rs. 3,00,000 of gold jewellery consumers are equal in their
preferential difference towards the gold jewellery purchase. These six annual
income groups are equally distributed over all the three clusters of purchase
preference.
There is an association between educational qualification of gold jewellery consumers and their preference for the purchase of gold jewellery. It implies six groups like illiterate, up to 10th standard, 12th standard, undergraduate, postgraduate and other (diploma, professional, technical) educational qualifications of gold jewellery consumers are equal in their preferential difference towards the gold jewellery purchase. These six education groups are equally distributed over all the three cluster of purchase preference.

There is an association between occupation of the gold jewellery consumers and their preference for the purchase of gold jewellery. It implies occupation of the gold jewellery consumers decides their preference of the purchase of gold jewellery and also occupation decides whether to buy the indigenously made gold jewellery or not. It is also proved that the meticulous buyers are demanding transparency during the purchase gold jewellery.

There is no association between religion of the gold jewellery consumers and their preference for the purchase of gold jewellery. It implies three religions viz., Hindu, Muslim, Christian consumers of the gold jewellery are equal towards the gold jewellery purchase. These three religions are equally distributed over all the three clusters of purchase preference.

There is no association between family of the gold jewellery consumers and their preference for the purchase of gold jewellery. It implies both nuclear and joint family buyers of the gold jewellery are equal towards the purchase of gold jewellery. These two types of family are equally distributed over all the three clusters of purchase preference.
There is no association between size of the family of the gold jewellery consumers and their preference for the purchase of gold jewellery. It implies that the size of the family viz., less than three, from three to five, from six to eight and more than nine family members of the gold jewellery buyers are equal in their preferential difference towards the gold jewellery purchases. These four family sizes are equally distributed over all the three clusters of purchase preference.

It is concluded that the most of the branded gold jewellery consumers’ prefer gold jewellery with precious stone be reliable, followed by difficult to exchange branded gold jewellery. The branded gold jewellery consumers moderately agree for less expensive, comparatively on the higher side; than the unbranded, last longer, difficult to repair, frequently watch new advertisements, and like to wear only branded gold jewellery.

It is found that most of the factors motivated the branded gold jewellery consumers are goodwill, reasonable price, great look, and quality, easy availability of service, hallmark and accurate weight. The branded gold jewellery consumers moderately agreed for the factors motivating the advertisement style and fashion, distinct from another gold jewellery product and price differentiation.

**FINDINGS PERTAINING TO OBJECTIVE FOUR**

**Consumers’ Perception towards Gold Jewellery**

It is identified that most of the gold jewellery consumers’ perception have value than the price followed by more cash is needed to buy gold jewellery. The gold jewellery buyers moderately agree for perception that regretted giving more
cash that the price, resale at reasonable price, rise, and fall in the gold price affects the consumers and price discount was genuine.

Consumers’ perception is ascertained through three clusters namely Price Carrying buyers, Discount Seekers and Cynical Buyers.

There is no association between different age group of the gold jewellery consumers and their perception towards the purchase of gold jewellery. It implies that five age groups like less than 30 years, 31-40 years, 41-50 years, 51-60 years, and more than 60 years of the gold jewellery consumers decide their perception differences towards the gold jewellery purchases. These five age groups are equally distributed over all the three clusters of consumer’s perception.

There is no association between gender and their perception towards the purchase of gold jewellery. It implies that both male and female consumers are equal in their perception difference towards the gold jewellery purchases. These two genders are equally distributed over all the three clusters of purchase perception.

There is an association between marital status and their perception towards the purchase of gold jewellery. It implies both married and unmarried buyers of the gold jewellery are equal on their perception differences towards the gold jewellery purchases. These two marital status groups are equally distributed over all the three clusters of the purchase perception.

There is an association between annual income of the gold jewellery consumers and their perception towards the purchase of gold jewellery. It implies that annual income of the gold jewellery buyers decides their perception of the
purchases and also annual income level decide whether to buy the gold jewellery or not. It also proved that the discount seekers want to negotiate the lowest price while buying the gold jewellery and cynical buyers while the purchase depends upon the annual income of the gold jewellery purchasers.

There is an association between educational qualification of the gold jewellery consumers and their perception towards the purchase of gold jewellery. It implies that the educational qualification of the gold jewellery consumers decides their perception of the purchase of gold jewellery and also education decide whether to buy the price carrying gold jewellery or not. It also proved that the discount seekers in purchasing the gold jewellery, when price is low and cynical buyers also depend upon the education of the gold purchasers.

There is no association between occupation of the gold jewellery consumers and their perception towards the purchase of gold jewellery. It implies seven groups like government employees, private employees; professional, housewife, farmers, businessmen, and others are the occupations of the consumers of the gold jewellery. All are equal in their perception difference towards the gold jewellery purchases. These seven occupations are equally distributed over all the three clusters of purchase perception.

There is an association between religion and their perception towards the purchase of gold jewellery. It implies that religion also decides their perception of the purchase of gold jewellery and also it decides whether to buy the price carrying gold jewellery or not. It is also proved that the discount seekers have purchased if the price is low and cynical buyers are also depending upon the religion of the gold jewellery purchasers.
There is no association between family and their perception towards the purchase of gold jewellery. It implies both nuclear family and joint family consumers of the gold jewellery are equal in their perception differences towards the gold jewellery purchases. These two families are equally distributed over all the three clusters of the purchase perception.

There is no association between size of family and their perception towards the purchase of gold jewellery. It implies that four groups of family size like Less than three, from three to five, from six to eight, and more than nine members of gold jewellery consumers of the gold jewellery were equal in their perception differences towards the gold jewellery purchases. These family sizes were equally distributed over all the three cluster of the purchase perception.

**FINDINGS PERTAINING TO OBJECTIVE FIVE**

**Customers’ Satisfaction towards Gold Jewellery**

It is concluded that the most of the gold jewellery customers’ satisfied about the purity of the gold jewellery followed by gold jewellery price and new designs. The gold jewellery consumers moderately satisfied for weight, resale value and durability of gold jewellery.

Customers’ satisfaction is ascertained through three clusters namely Fashion and Design Seekers, protective Buyers and Demanding Buyers.

There is an association between age of the gold jewellery customers and their satisfaction for the purchase of gold jewellery. It implies that the age of the gold jewellery customers decides their level of satisfaction towards to the gold
purchased, and also age decides whether to buy the fashion seekers design of the
gold jewellery or not. It also proved that the protective buyers respond to the
stimulus the gold jewellery customers and demanding buyers during the purchase
depend upon the age of the gold purchasers.

There is no association between gender of the gold jewellery customers and
their level of satisfaction for the purchase of gold jewellery. It implies that both
male and female buyers of the gold jewellery were equal in their satisfaction
difference towards the gold jewellery purchases. These two gender customers were
equally distributed over all the three clusters of purchase satisfaction.

There is no association between marital status of the gold jewellery
customers and their satisfaction for the purchase of gold jewellery. It implies both
married and unmarried customers of the gold jewellery or equal in their
satisfaction differences towards the gold jewellery purchases. These two marital
are equally distributed over all the three cluster of purchase satisfaction.

There is an association between annual income of the gold jewellery
customers and their satisfaction for the purchase of gold jewellery. It implies
annual income of the gold jewellery customers decide their satisfaction of the
purchase gold jewellery and also annual income decide whether to buy the fashion
and design seekers of gold jewellery or not. It also proved that the protective
buyers satisfied in purchasing the gold jewellery and demanding buyers during the
purchase depends upon the annual income of the gold jewellery purchasers.

There is no association between education of the gold jewellery customers
and their satisfaction for the purchase of gold jewellery. It implies six groups like
illiterate, up to 10th standard, 12th standard, undergraduate, postgraduate and other qualifications customers of the gold jewellery were equal in their satisfaction differences towards the gold jewellery purchasers. These education buyers are equally distributed over all the three clusters of purchase satisfaction.

There is an association between occupation of the gold jewellery customers and their satisfaction for the purchase of gold jewellery. It implies that occupation of the gold jewellery customers decides their satisfaction of the purchase of gold and also occupation decides whether to buy the gold jewellery based on quality and design of gold jewellery or not by the fashion and design seekers. It is also proved that the protective buyers satisfied in purchasing the gold jewellery and demanding buyers during the purchase depends upon the occupation of the gold purchase satisfaction.

There is no association between religion of the gold jewellery customers and their satisfaction for the purchase of gold jewellery. It implies that three groups of gold jewellery customers of the gold jewellery are equal in their satisfaction difference towards the gold jewellery purchases like Hindu, Muslim and Christian. These religions are equally distributed over all the three clusters of purchase satisfaction.

There is no association between size of the family of the gold jewellery customers and their satisfaction for the purchase of gold jewellery. It implies that both nuclear family and joint family buyers of the gold jewellery were equal had difference towards the gold jewellery purchase. These two families were equally distributed over all the three cluster of purchase satisfaction.
There is no association between size of the family of the gold jewellery customers and their level of satisfaction for the purchase of gold jewellery. It implies that four groups like less than three, from three to five, from six to eight and more than nine members of gold jewellery were equal in their level of satisfaction difference towards the gold jewellery purchases. These family size buyers were equally distributed over all the three clusters of purchase satisfaction.

There is an association between consumers’ preference of the gold buyers and their customers’ satisfaction for the purchase of gold jewellery. It implies that level of customers’ satisfaction of the gold jewellery consumers decides their preference of the purchase gold jewellery and also satisfaction decides whether to buy the indigenously made gold jewellery or not. It also proved that the meticulous approach in purchasing the gold jewellery and demanding transparency during the purchase depends upon the customers’ satisfaction of the gold jewellery purchasers.

There is an association between consumers’ perception of the gold jewellery consumers and their customers’ satisfaction for the purchase of gold jewellery. It implies that level of customers’ satisfaction of the gold jewellery consumers opinion on their perception of the purchase of gold jewellery and also level of satisfaction decides whether to buy the protective made gold jewellery or not. It also proved that the discount seekers approach in purchasing the gold jewellery and demanding cynical buyers during the purchase depends upon the level of customers’ satisfaction of the gold jewellery purchase.

It is observed that the consumers falling in the age group of 41 and 50 years (Mean = 4.16) were highly satisfied over the gold jewellery purchase.
It is identified that the female consumers (Mean = 3.90) have a high perception over the gold jewellery purchase.

It is concluded that married customers (Mean = 3.98) have equally distributed with satisfaction level over the gold jewellery purchase.

It is found that the gold jewellery consumers in the annual income group Rs.2,50,001 – Rs.3,00,000 (Mean = 4.21) have high level of perception and also annual income group of Rs.2,00,001 – Rs.2,50,000 (Mean = 4.24) have high customers’ satisfaction towards gold jewellery purchase.

It is revealed that the other educational qualifications like diploma holders (Mean = 4.2667) have high preference, (Mean = 4.0333) have high perception and consumers with up to 10th standard education (Mean =4.0319) have high level of satisfaction over the gold jewellery purchase.

It is clear that businessmen (Mean = 4.13) have a high level of satisfaction towards purchase of gold jewellery.

It is inferred that the gold jewellery consumers from “Christians” religion (Mean = 4.09) have high perception over the gold jewellery purchase and consumers from “Muslims” religion (Mean = 4.1563) have high level of satisfaction towards gold jewellery purchase.

It is ascertained that the consumers from the nuclear family (Mean = 3.92) have high level of positive perception over the gold jewellery purchase.
It is observed that the consumers in the family with three to five members (Mean = 3.93) have a high level of positive perception over the gold jewellery purchase.

It is concluded that husband and wife are have decision-making power in the family (Mean = 4.03) and they have a positive perception over the gold jewellery purchase.

It is observed that the customers who have purchased by paying cash (Mean = 4.02) have high satisfaction over the gold jewellery purchase.

It is revealed that, the source of information for buying gold jewellery are commercial advertisements. Among the commercial advertisements, advertisements starred by cinema celebrities (Mean = 3.97) influenced the consumers, and they have a high level of perception over the gold jewellery purchase.

It is found that the consumers in the type of gold jewellery are mostly prefer hand-made (Mean = 4.13, Mean = 3.95, Mean = 4.00) have high level of preference, and their perception regarding to hand-made gold jewellery and satisfaction also high towards hand-made gold jewellery.

It is revealed that the consumers have the habit of buying gold jewellery from a single shop (Mean = 4.12; Mean = 3.97) have a high level of preference and satisfaction over the gold jewellery purchase.

It is clear that the frequency of gold jewellery commercial advertisements watched by the consumers as many times (Mean = 3.94) have high perception and
customers have high satisfaction regarding gold jewellery commercial advertisement watched thrice a day (Mean = 4.02).

Consumers prefer Lalitha Jewellery advertisement (Mean = 4.19) have created more awareness and consumers highly satisfied with their commercial advertisements (Mean = 4.03). Therefore, it can also be concluded that the Kalyan jewellery shop’s commercial advertisement have created consumers’ awareness (Mean = 3.99) and that consumers have a high perception towards gold jewellery purchase.

It is inferred that the consumers gave preference to buy gold jewellery in hometown (Mean = 3.96) have high perception over the gold jewellery purchase and also have high level of satisfaction towards purchase of gold jewellery in hometown (Mean=4.00). It is clear that the majority of the consumers’ prefer to purchase gold jewellery in hometowns because it more convenient to them and also safety.

It is revealed that the gold jewellery consumers give preference to buy gold jewellery in big mall (Mean = 4.15) have a high preference over the gold jewellery purchase, the perception of the consumers is to buy good quality in big mall (Mean=3.97). It is also clear that consumers who have purchased from a big mall have high level of satisfaction (Mean = 4.03) towards the purchase of gold jewellery.

It is concluded that the gold jewellery customers like plain gold jewellery (Mean = 4.01) have high satisfaction over the gold jewellery purchase.
It is observed that the gold jewellery consumers’ prefer traditional without hallmark certification (Mean = 4.22) have high preference over the gold jewellery purchase and they are satisfied with branded gold jewellery with hallmark certification (Mean = 3.99).

It is identified that the new design preference and the readymade gold jewellery influenced their satisfaction level. It is also ascertained that gold jewellery satisfaction level directly influenced by wish to place order for buying new jewellery and Indian jewellery are qualitatively better than made in abroad of the gold jewellery. The above-mentioned four factors of the consumers’ preference lead to the level of customers’ satisfaction in their purchase.

It is concluded that more value than the price and more cash is needed to buy gold jewellery are the influencing factors for their satisfaction level. It is further ascertained that gold jewellery satisfaction level directly influenced by regretted about overpaid than the cash value, at the time of resale, gold jewellery was sold at reasonable price and the gold jewellery price discount was also genuine. The above-mentioned five factors of the consumers’ perceptions lead to the level of customers’ satisfaction in their purchase.

SUGGESTIONS

The following suggestions are based on the opinions offered by the respondents during the field survey and is presented below for the benefit of the consumers of gold and gold jewellery.
1. However, the consumers aware about 22kt gold and BIS hallmark, still consumers in the rural area are not aware of the purity and hallmark. Therefore, a massive advertisement programme should be arranged by the Bureau of Indian Standards to enlighten the consumers about the purity of 22kt (9116) gold, and how to identify the real hallmark symbol provided by the BIS. Because, fake hallmark symbol is used on the jewellery by some scrupulous jewellery shops.

2. Magnifying glasses (loupe) must be provided by every jewellery shop to the consumers while buying. To check the defects of the jewellery if any and the purity

3. Weight and price tag must be attached with every piece of jewellery so that consumers can pre-plan their purchase.

4. There should be transparency in determining the making charges and wastage charges of the jewellery. Consumers must demand explanation for the wastage and making charges, and they must demand the wasted gold during the process of making.

5. Precise (net) weight of the gold used for the jewellery must be made known the customers. The gross weight of the artificial stones and lac if used, must be deducted from the gross weight of the jewellery, accordingly the selling price should be fixed.

6. Karat meter must be made available to all the jewellery shops to test the purity of the gold jewellery for the benefit of the consumers.
7. An awareness programme should be arranged to sensitise the people, how gold import affects Indian economy.

8. There is no warranty or guarantee assured by the jewellery shops for their jewellery products. Thus, consumers should demand warranty or guarantee from the jewellery shops before purchasing. To ensure this consumer must demand purchase bill after purchase.

9. Gold saving scheme offered by the jewellery shops should be discouraged by the consumers, and instead of entering into the gold saving scheme offered by the jewellery shops, consumers can save their money with bank recurring deposit schemes, and after the maturity period is over, they can withdraw the money and make use of it for purchasing gold jewellery.

10. All jewellery shops must provide after sales service for the jewellery products for a particular period to the buyers who purchased from their shop.

**SCOPE FOR FURTHER RESEARCH**

The present study is focused only on consumer behaviour towards gold jewellery only. Hence, the researcher is confident that some new areas of research are possible on the following title.

1. A study of consumer behaviour towards silver jewellery in Tamil Nadu.
2. A study of consumer behaviour towards diamond jewellery in Tamil Nadu.
3. A study of consumer behaviour towards platinum jewellery in Tamil Nadu.
CONCLUSION

The present study on “Consumer behaviour towards gold jewellery in Tamil Nadu,” reveals that there is a strong passion for gold and gold jewellery among the consumers. Consumers are looking gold and gold jewellery not only for adornment but also for a symbol of wealth, and are not bothering price fluctuations. The level of awareness among the consumers about the purity, and BIS hallmark is limited, and the awareness among the consumers must be improved. Brand awareness and brand preference is also increasing among the educated consumers. The perception of the consumers also changing, consumers are seeking new stylish and trendy, light-weight jewellery. Consumers are not emphasizing on purchase bill; this attitude must be changed among the consumers for their safety, and they can demand their claims in the future. It is very clear from the study that buying gold jewellery is an auspicious activity, and it is inter-twined with the heritage and culture of the consumers, and they will not stop buying gold jewellery.