



CONSUMER BUYING BEHAVIOUR RELATING TO PURCHASE OF GOLD IN KOLHAPUR CITY

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ABSTRACT

Consumer is a 'King' in the market. Everybody like to purchase of Gold or Gold ornaments. Specially, women consumers are interested in the purchase of gold. Gold has occupied prestigious place in human life. So many consumers purchase the gold for self- liking , purpose of marriage , purpose of investment , for fashion , and many other purposes. Nowadays, the rate of gold is increasing in the gold market day-by-day. Today the rate of 'Gold' is Rs. 19,400/- only for 10 grams. In Kolhapur city 'Gujari lane ' is much more famous for gold market or goldsmith shops. The season of marriage, the period of 'Dasara ' , 'Diwali' festivals are the periods of Gold market. The study aims at understanding consumer behavior while purchase of gold and ornaments. Gold is expensive commodity. While purchasing various other products consumer is influenced by different variables. This an eefort to understand whether consumer while buying the gold is also passes through the different stages of consumer decision making process or not?

KEYWORDS: Dasara, Gold, Gujari Lane, Ornaments, Purity of Gold, Loan

1.1 INTRODUCTION

In the market goldsmiths publish attractive advertisements and give offer of new schemes , for the purpose of persuade the customers so that they can buy the gold in their shops. Whenever peoples need money urgently, they can convert the gold ornaments in cash, re-sell of gold and thought the loan from bank on ornaments. This is the important use of ornaments.

In the celebrations / programs of marriage the maximum peoples give preference to the

purchase of gold. It is a 'tradition' of Indian culture. Many consumers are also interested in gold ornaments. Some people purchase gold , whenever the price of gold is low and re-sell the price of gold when it is high . They take profit from this re-sell of gold. Maximum consumers purchase gold very carefully, and they check the purity of gold, carrot of gold etc . But in society, low class consumers can't purchase the pure gold , because of rate of gold is higher in the market

These consumers give preference to purchase of bentex ornament. Gold or gold ornaments are a prestigious part in human life. So everybody think of purchasing pure gold for them-selves. Another important merit of gold is we can convert gold in cash urgently then the loan taken from bank on ornaments and resell of gold, whenever consumers need money

1.2 NEED OF THE STUDY

The consumers do purchase the gold ornaments regularly. For marriage purpose, for self-liking, for investment purpose, and for fashion etc. are the reasons of purchasing the gold. Gold ornaments has occupied important place in human life and it is a traditional culture of Indian society. Nowadays the rate of gold has increased in the market. Hence, the need of this study, to understand the affect of this changing rate on consumers, while they purchase the gold. How do they check the purity of gold etc.

1.3 OBJECTIVES OF THE STUDY

1. To study the different consumers behaviour in market for purchase of gold.
2. To study the opinion of consumers about purchase of gold / gold Ornaments.
3. To identify the purpose of consumers while purchase of gold.
4. To assess the selection of shops , while purchase of gold .

1.4 COLLECTION OF DATA

In order to study the related problems in details , researcher has made use of different sources to collect the 'reliable information' pertaining to the buying behaviour of consumers . Data were collected thought Primary Data and Secondary Data.

1] PRIMARY DATA

Primary Data is first hand information , it is not a published data. 'Primary data' is the data which is collected directly from the respondents. Primary data was collected throught , Direct discussion , Observations and Structured Questioner's method etc. With the view to collect the useful information pertaining to the consumers buying behaviour of 'gold ornaments'.

Researcher has prepared a questionnaire based on set objectives and personally conducted interviews with , the selected respondents from the 'A, B, C, D, & E Wards' in "Kolhapur City". In order to obtain more relevant information ,which is not covered in 'questionnaires', researcher has made use of personal discussion with respondents .

1.5 SAMPLING DESIGN

Kolhapur City is divided in '5 wards.' A ward, B ward, C ward, D ward, & E ward respectively. Researcher studied "A Study on Consumer Behaviour" related to purchase of gold in Kolhapur city. Researcher collected the '100 samples' in these 5 wards, 20 respondents in each ward respectively. Sampling design adopted is Quota convenient Random Sampling.

2] SECONDARY DATA

Secondary data was collected thought the News papers, Books, Advertisements, and Web sists. www.goldmarketinindia.com and www.bankofindia.com/viewgoldcoin.

1.6 SCOPE AND LIMITATIONS

The present study is conducted in Kolhapur city only. It is has following limitations. Conclusion drawn from the survey is limited to 5 wards in Kolhapur city. This may not be applicable to any other region. The study is limited to consumers buying behaviour , which is a part of with special reference to purchase of gold and gold market.

1.7 DATA ANALYSIS AND INTERPRETATION

The data for the study in collected from the survey conducted in five wards in Kolhapur city. The data obtained is tabulated for analysis. As to examine the different hypothesis in the study, researcher compute chi- x^2 test and present the research. The graph and chi - square research help as to and obtain as an insight into the purchase behavior of consumers for gold ornaments in Kolhapur city. In this chapter we present the selected analysis.

Table No.1- Gold buying vs Gender

	Value	d. f.	Asymp.Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Person Chi-Square	.463(b)	1	.496		
Continuity Correction (a)	.060	1	.807		
Likelihood Ratio	.448	1	.503		
Fisher's Exact Ratio				.667	.392
Linear-by-linear Association	.458	1	.498		
N of Valid Cases	100				

a. Computed only for a 2 x 2 table.

b. 2 cells (50%) have expected count less than 5. The minimum expected count is 2.22.

India is the one of the largest consumers of gold in the world. The purchase one made for occupation such as festival, marriages and other social occupations. In the recent years, gold is being consumers as an gold investment option. The purchase are made both by male and female. In order to know whether there is difference between the purchase of gold, such as male and female, on that χ^2 is performed. The result are presented in Table. The table as shows that, the calculated value of χ^2 is

0.46. The table value of χ^2 at 2 d. f. in 2.58. The calculated value is less then the table value. we accept the such hypothesis, that there is no significant difference between the gold purchase made by male and female in Kolhapur city. The above analysis shows that there is equal percentage of male and female purchasing gold in Kolhapur. The male mainly use it as an investment option, while the female for the ornament purposes.

Table No.2 Qualification Vs Source of Information about gold.

	Value	d. f.	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.377(a)	12	.497
Likelihood Ratio	15.430	12	.219
Linear-by-Linear Association	2.188	1	.139
N of Valid Cases	100		

a 12 cells (60.0%) have expected count less than 5.

The minimum expected count is .18.

Every consumers collect information about gold before purchasing it. They collect information thought, Goldsmiths, Relatives, Newspapers, Advertisement etc. for purity, rate of gold etc. after satisfaction about information of gold they purchase the gold and gold ornaments. In order to know whether there is difference between gold purchase, chi-square test performed. The result are presented in the Table. The table shows that, the calculated value of χ^2 is 11.37. The table value of χ^2 at 12 d. f.

is 11.34. Since the calculated value is more than table value, we reject chi square hypothesis. That there is difference between purchase of gold made by source of collect information in Kolhapur city. The above analysis shows that, there is un-equal percentage of consumers purchase of gold ornaments on source of information basis. Maximum consumers are collect information about gold from goldsmiths before purchasing.

Table No. 3- Income Vs Aware of Hallmark.

		Aware of Hallmark		Total
		Yes	No	
Income	Less than 5000	17	8	25
	6,000-10,000	17	14	31
	11,000-15,000	20	6	26
	16,000-20,000	8	3	11
	21,000-25,000	7	0	7
Total		69	31	100

	Value	d. f.	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.898(a)	4	.141
Likelihood Ratio	8.811	4	.066
Linear-by-Linear Association	3.102	1	.078
N of Valid Cases	100		

a 3 cells (30.0%) have expected count less than 5.

The minimum expected count is 2.17.

Aware of Hallmark is very important factor in the process of purchasing the gold / gold ornaments. While consumers purchase the gold ornaments they, give attention to aware of hallmark. The purchase of gold are made by aware of Hallmark. In order to know whether there is difference between the gold purchased, chi-square test performed . The result are pre

sented in the Table The table shows that, the calculated value of χ^2 is 6.89. The table value of χ^2 at 4 d. f. is 3.35. Since the calculated value is more than table value, we reject chi-test hypothesis. That there is difference between the aware of Hallmark in Kolhapur city. The above analysis shows, that there is unequal percentage of aware of Hallmark, while purchasing it

Table No.4 - Reason of Gold Purchase Vs Occupation

		Occupation			Total
		House-Wife.	Service	Business	
Reason of Gold Purchase	For Self Linking	15	19	3	37
	For Prestige	3	2	2	7
	For Investment	21	24	3	48
	For Gift	2	1	0	3
	For Marriage Purpose	5	0	0	5
Total		46	46	8	100

	Value	d. f.	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.547(a)	8	.173
Likelihood Ratio	12.255	8	.140
Linear-by-Linear Association	3.131	1	.077
N of Valid Cases	100		

a 11 cells (73.3%) have expected count less than 5.

The minimum expected count is .24.

Every consumer is purchased gold for their purposes. The purposes are different from consumers to consumers. The purchase are made by reasons of gold purchase on the occupation basis. In order to know whether there is no difference between for marriage purposes, purchase of gold ornaments, chi-square test performed. The result are presented in the Table . The table shows that,

the calculated value of χ^2 is 11.54. The table value of χ^2 at 8 d. f. is 7.34. Since the calculated value is more than table value, we reject chi-square hypothesis. Difference between purchase of gold in Kolhapur. The above analysis shows, that there is unequal percentage of reasons of gold purchased in Kolhapur city. The maximum House-Wife and Service consumers purchase the gold for their self-liking and investments purposes.

1.8 FINDINGS

- 1] We received result of consumers behaviour about gold, and maximum 'female consumers' are interested and purchased the gold ornaments than 'male consumers' in Kolhapur city.
- 2] Only few consumers have purchased only Gold, and other consumers have purchased Gold Ornaments. 21st to 60th years age groups consumers are more interested for purchasing the gold. But 18 to 20 years age group consumers are not interested for purchasing the gold and gold ornaments.
- 3] On the qualification basis illiterate consumers are not purchased gold, but they purchase gold ornaments. But few educated consumers prefer both gold and gold ornaments. Few educated consumers do purchase the gold.
- 4] The House-wife and Service holders consumers have purchase maximum gold ornaments, for their own purposes and self-liking in Kolhapur city.
- 5] The Rs. 5000/- to Rs.15000/- income group (p.m.) consumers are more interested in purchasing the gold ornaments.
- 6] The maximum 74% consumers have purchased their gold ornaments in the 'local shop' and only 26% consumers have purchased their gold ornaments in their 'favorite shop', So that, maximum consumers prefer to local shop for purchasing the gold ornaments in Kolhapur city.
- 7] The maximum consumers have purchased the gold ornaments on the 'long relationship' basis and only few consumers have purchased gold ornaments in the 'Good Name in the Market' basis. This statement and analysis shows that maximum consumers have give preference to the 'Long-Relationship', because of their own experience and faith on 'Goldsmiths'.

1.9 SUGGESIONS

On the basis of analysis of Consumers Buying Behaviour about gold in Kolhapur city, some suggestions have drawn are as follows.

- 1] Before purchasing the gold ornaments, every respondents collected the information about gold. So that goldsmith should try to give maximum and proper information to his consumers, and they should use advertising media for doing attractive advertisements and other information's.
- 2] Every goldsmiths should take care of his consumers especially whoever purchased the gold in their shop. Goldsmiths should provide good sales services, because of this is a important point increase the sale of gold or ornaments.
- 3] Family members opinion affects in process of decision making of purchasing gold. So that goldsmiths should try to give maximum and proper information to consumers, they could use of advertising media. If family members are satisfied by information, they will purchased the gold.
- 4] The maximum consumers give preference to new type fashion ornaments and light-weight ornaments. If goldsmiths give to thought of consumers likes and made such types ornaments, their sale will increase.
- 5] More than 80% respondents purchase the gold in 'long-relationship' basis, because their experience and faith on goldsmiths. So every goldsmiths should try to achieve consumers faith.

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