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A Study on Customer Level of Satisfaction Towards Gold Ornaments in Selected Companies at Coimbatore City

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ABSTRACT : The study investigates customer satisfaction towards gold ornaments in selected companies in Coimbatore City, focusing on key factors influencing purchasing decisions and post-purchase experiences. Its objectives are to evaluate customer satisfaction regarding pricing, service quality, and after-sales support; identify preferences for various gold ornament brands; and provide actionable recommendations for enhancing customer satisfaction. Using a mixed-method approach that combines quantitative surveys and qualitative interviews, the research analyzes how factors like product quality, value for money, store ambiance, customer service, and brand reputation impact overall satisfaction. The findings aim to reveal customer expectations and highlight strengths and areas for improvement in the gold ornament industry.

KEYWORD: Satisfaction, Experience, Service quality

I. INTRODUCTION

Gold ornaments have always been an integral part of Indian culture, representing wealth, tradition, and status. In Coimbatore, a city known for its rich heritage and booming retail sector, jewellery has not only served as a symbol of cultural values but also as an investment for many families. Over the years, the demand for gold jewellery has steadily increased due to its symbolic importance during festivals, weddings, and other important occasions.

Among the various jewellery stores in Coimbatore, several companies have established themselves as trusted and popular brands. The leading players in the city's jewellery retail market include Joyalukkas, Sree Kumaran, Pothys, Kirtilal, GRT, Thangamayil, and Kalyan. These brands have not only shaped the gold ornament industry in the region but have also played a pivotal role in meeting the diverse preferences of customers, from traditional gold designs to modern, contemporary styles. Each of these stores has developed a reputation for quality, craftsmanship, and customer-centric service.

OBJECTIVES
- ➤ To evaluate customer level of satisfaction with their overall experience, including pricing, service quality, and support received after the purchase.
- ➤ To evaluate customer preference of gold ornament brands.
- ➤ To provide well-researched and actionable suggestions for improving customer satisfaction with gold ornaments in selected companies in Coimbatore City.

II. STATEMENT OF THE PROBLEM

Gold ornaments hold a significant cultural and economic value in India, particularly in Coimbatore, a city renowned for its gold jewelry craftsmanship and market presence. With an increasing number of jewelry brands and retailers competing for customer attention, understanding customer level of satisfaction has become crucial for doing businesses to sustain and grow. Despite the availability of a wide variety of designs, pricing strategies, and service offerings, many customers still experience concerns related to product quality, purity, pricing transparency, customer service, and after-sales support. Additionally, evolving consumer preferences, trust issues regarding gold authenticity, and competitive market dynamics further impact customer level of satisfaction levels.

SCOPE OF THE STUDY

The scope of this study focuses on evaluating customer satisfaction regarding the purchase of gold ornaments from selected jewelry companies in Coimbatore. It aims to assess how satisfied customers are with their experiences, exploring various factors that contribute to their satisfaction. Key areas of investigation include product quality, which encompasses the durability, design, and craftsmanship of the gold ornaments; design preferences, which look at the variety and appeal of ornament designs offered by different companies; pricing, which examines how the cost of gold ornaments compares to competitors and whether customers feel they receive good value for their money; and the purity of gold, which is crucial for building customer confidence. Additionally, the study will analyze demographic factors such as gender and income level to understand their influence on customer satisfaction and purchasing behavior. Finally, it will explore the impact of brand reputation and trust on customer choices, particularly regarding product quality and authenticity.

III. RESEARCH METHOLOGY

Research methodology is a way to systematically solve the research problem. It deals with the objective of a research study, the method of defining the research problem, the type of data collected, method used for data collecting and analysing the data etc. The methodology includes collection of primary data and secondary data.

RESEARCH DESIGN

Research design in the blue print of the proposed of study it represents the overall scheme of the study. All research design is the logical and systematic planning and it helps directing piece of research.

SOURCE OF DATA

Both primary and secondary data are used in this study. Primary data was collected through survey method using questionnaire to conduct the study successfully. A questionnaire was designed for this purpose.

PRIMARY DATA

Primary data is collected directly for the purpose of this research. For this study, primary data was obtained through a structured questionnaire specifically designed to gather insights a study on customer level of satisfaction of gold ornaments in selected companies at coimbatore city.

SECONDARY DATA

Secondary data consists of pre-existing information that was collected for other purposes. In this study, secondary data was obtained from various sources including industry publications, magazines, journals, books, and reputable websites.

SAMPLING

It is not always necessary to collect data from whole universe. A small representative sample may serve the purpose. A small means a small group should be cross section and really "representative" in character. This selection process is called sampling.

SAMPLING SIZE

The sample are collected in the various places in Coimbatore. The data was collected from 50 consumers .

TOOLS AND DATA ANALYSIS

For the purpose of analysis various statistical tools such as

- SIMPLE PERCENTAGE ANALYSIS
- CHI-SQUARE ANALYSIS

LIMITATIONS OF THE STUDY

The limitations of this study are influenced by several factors. The research is conducted in selected companies in Coimbatore city, meaning the findings may not be representative of customer satisfaction in other regions with different market dynamics or cultural influences. The sample size is limited, and while efforts are made to ensure diversity, it may not fully capture the entire spectrum of customer demographics, leading to a potential bias in the results. The subjectivity of customer satisfaction itself poses a challenge, as responses are based on individual perceptions, which may lead to inconsistencies.

IV. REVIEW OF LITERATURE

Samuel Anbu Selvan & Ramraj (2022) said that the majority of consumers shifted from making monthly purchases to doing so once a year during this pandemic. Additionally, the survey indicates that ten factors influence a person's decision to purchase gold jewelry: cost, quality, safety and dependability, marketing, brand, liquidity, and usability, openness, family and friend referrals, and store display.

T.M.Hemalath, Pavithra S. (2018) In their studies, Ronay and Kim (2006) and Shahana Parveen and Dr. Deepa Saxena (2017) examined women's purchasing patterns, including their awareness, preferences, and motivations for purchasing gold. Their research revealed that gender plays a major role in determining the kind of investments. Compared to women, men were more willing to take risks.

Shilpa Joshi & Avinash Totlani, (2014) claims that "Gold is a foundation of wealth and savings in India and an essential part of Indian society." Demand for gold jewelry and investments is expected to increase further as consumers have raised their pricing expectations, and this trend is expected to persist over time as local investors are purchasing gold with the purpose of accumulating riches. Additionally, India's economy has been in a highly volatile state since 2016–17 as a result of the adoption of the GST and demonetization. Gold has become more and more in demand in India. Additionally, a sizable portion of investors have never purchased gold before but would think about doing so in the future, according to the World Gold Council.

V. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No	Particulars	No. of respondents	Percent
1	**Age group**		
	Below 20 years	25	50
	21 to 30 years	12	24
	31 to 40 years	10	20
	41 to 50 years	2	4
	Above 50 years	1	2
	Total	**50**	**100**
2	**Gender**		
	Gender	**No. of respondents**	**Percent**
	Male	15	30
	Female	35	70
	Total	**50**	**100**
3	**Type of family**		

Type of family	No. of respondents	Percent
Nuclear Family	32	64
Joint Family	18	36
Total	**50**	**100**
4 **Family Monthly Income**		
Family Monthly Income	**No. of respondents**	**Percent**

	Below Rs.25,000	22	44
	Rs.25,001 – Rs.50,000	12	24
	Rs.50,001 – Rs.1,00,000	10	20
	Above Rs.1,00,000	6	12
	Total	**50**	**100**
5	**Occupation**		
	Occupation	**No. of respondents**	**Percent**
	Farmer	7	14
	Teacher	6	12
	Engineer	2	4
	Doctor	7	14
	Businessperson	3	6
	Retired	8	16
	Unemployed	5	10
	Others	12	24
	Total	**50**	**100**
6	**Educational Qualification**		
	Education Qualification	**No. of respondents**	**Percent**
	SSLC	12	24
	High school	8	16
	Diploma	6	12
	Bachelor's degree	14	28
	PhD	10	20
	Total	**50**	**100**
7	**Most Well-Known Gold Ornament Company in Coimbatore**		
	Most Well-Known Gold Ornament Company in Coimbatore	**No. of respondents**	**Percent**
	Joyalukkas	15	30
	Sree Kumaran	2	4
	Pothys	3	6
	Kumaran	12	24
	GRT	8	16
	Thangamayil	2	4
	Kalyan	3	6

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		No. of respondents	Percent
	Others	5	10
	Total	**50**	**100**
8	**Current Place of Residence in Coimbatore**		
	Current Place of Residence in Coimbatore	**No. of respondents**	**Percent**
	Coimbatore East	13	26
	Coimbatore West	10	20
	Coimbatore North	12	24
	Coimbatore South	15	30
	Total	**50**	**100**
9	**Awareness of Gold Product Range Offered by Companies**		
	Awareness of Gold Product Range Offered by Companies	**No. of respondents**	**Percent**
	Necklaces	10	20
	Bangles	7	14
	Rings	13	26
	Earrings	5	10
	Chains	7	14
	Bridal collections	8	16
	Total	**50**	**100**
10	**Source of Awareness About Gold Companies**		
	Source of Awareness About Gold Companies	**No. of respondents**	**Percent**
	Television/Radio	8	16
	Social Media	12	24
	Friends/Family	7	14
	Advertisements in malls/stores	13	26
	Newspapers/Magazines	4	8
	Others	6	12
	Total	**50**	**100**
11	**Frequency of Exposure to Advertisements**		
	Frequency of Exposure to Advertisements	**No. of respondents**	**Percent**
	Daily	10	20
	Weekly	8	16
	Monthly	12	24

	Rarely	15	30
	Never	5	10
	Total	**50**	**100**

INTERPRETATION

Table No. 4.20 reveals that among the respondents, the highest percentage for best quality of gold is attributed to Sree Kumaran (16.2%), followed by Kumaran and Kalyan (15.6%). For best value for money, Kalyan (21.4%) ranks the highest, followed by Sree Kumaran (16.9%). Regarding trustworthiness, Kumaran (18.2%) is rated the most trustworthy, followed by Joyalukkas (15.6%) and Pothys (14.9%). In terms of most unique designs, Sree Kumaran and Thangamayil (17.5%) receive the highest recognition, followed by Kumaran (16.9%). For best promotions or discounts, Thangamayil (18.2%) leads, followed by Pothys (16.9%).

Chi-Square Table - Gender and Preference for Physical vs. Online Gold Shopping

Gender * Preference for Physical vs. Online Gold Shopping Crosstabulation				
Count				
		Preference for Physical vs. Online Gold Shopping		Total
		Physical stores	Online	Both equally	
Gender	Male	13	7	14	26
	Female	37	10	15	24
Total		**50**	**17**	**29**	**50**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	1.018[a]	2	.601
Likelihood Ratio	1.006	2	.605
Linear-by-Linear Association	.989	1	.320
N of Valid Cases	50		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.84.			

INFERENCE :

Table No. 4.x reveals that the Pearson Chi-Square value is 1.018 with a significance value of 0.601, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between gender and preference for physical vs. online gold shopping. Thus, the null hypothesis (H_0) is accepted, confirming that gender does not influence the preference for physical or online gold shopping.

Chi-Square Table - Educational Qualification and Awareness of Gold Product Range Offered by Companies

Education Qualification * Awareness of Gold Product Range Offered by Companies Crosstabulation

Count

		Awareness of Gold Product Range Offered by Companies						Total
		Necklaces	Bangles	Rings	Earrings	Chains	Bridal collections	
Education Qualification	SSLC	0	0	0	1	0	0	1
	High school	3	3	4	1	0	7	20
	Diploma	2	2	1	0	1	0	6
	Bachelor's degree	3	10	0	18	0	3	13
	PhD	2	1	2	0	2	0	10
Total		**7**	**16**	**7**	**20**	**3**	**7**	**50**

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.497[a]	20	.490
Likelihood Ratio	17.984	20	.588
Linear-by-Linear Association	.895	1	.344
N of Valid Cases	50		

a. 23 cells (76.7%) have expected count less than 5. The minimum expected count is .08.

Source : Primary data
INFERENCE :

Table No. 4.30 reveals that the Pearson Chi-Square value is 19.497 with a significance value of 0.490, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between educational qualification and awareness of the gold product range offered by companies. Thus, the null hypothesis (H₀) is accepted, confirming that educational qualification does not influence awareness of the gold product range offered by companies.

VI. FINDINGS

- Majority (56.5%) of the respondents belong to the below 20 years age group.
- Majority (59.7%) of the respondents are female.
- Majority (71.4%) of the respondents belong to nuclear families.
- Most (38.3%) of the respondents have a family monthly income below Rs. 25,000.
- Majority (61.7%) of the respondents fall under the 'Others' category.
- Majority (77.9%) of the respondents hold a Bachelor's degree.
- Most (28.6%) of the respondents consider Joyalukkas as the most well-known gold ornament company in Coimbatore.
- Most (31.2%) of the respondents reside in Coimbatore South.
- Most (25.3%) of the respondents are aware of rings in the gold product range offered by companies.
- Most (35.1%) of the respondents became aware of gold companies through television/radio.
- Most (36.4%) of the respondents are exposed to advertisements weekly.

VII. CONCLUSION

The study on customer satisfaction regarding gold ornaments in selected companies at Coimbatore City highlights various factors influencing consumer preferences and buying behavior. The findings suggest that brand reputation, product quality, variety, and marketing strategies play a crucial role in shaping customer perceptions. While Joyalukkas emerged as the most well-known brand, Sree Kumaran was recognized for quality, Kalyan for value, and Thangamayil for promotions. The majority of respondents prefer purchasing gold from physical stores, indicating that in-store experience remains significant despite the growing influence of digital engagement.

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