



A Pragmatic Analysis on Evaluating Customer Satisfaction with Jewellery Purchases in Jaipur, Rajasthan

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Abstract

Studying consumer behavior is essential for marketers to understand and anticipate how consumers interact with the marketplace. This field of study helps in comprehending the significant role that consumption plays in individuals' lives. Consumer behavior encompasses the actions taken by individuals while searching for, purchasing, using, evaluating, and disposing of products, services, and ideas that they believe will meet their needs. It not only focuses on what consumers buy but also delves into why they make those choices and the meanings they ascribe to products.

When it comes to purchasing jewellery, several factors influence consumer decisions, including purity, cost, design patterns, advertising, store ambiance, promotional offers, and brand loyalty. Consumers' purchasing behavior varies based on personal characteristics such as gender, age, income level, education, occupation, and individual preferences. For instance, the needs and preferences of elderly consumers often differ from those of younger individuals, and urban consumers may have distinct needs compared to those in semi-urban areas. To effectively reach diverse consumer segments, marketers must tailor their strategies to accommodate these varying characteristics and preferences. Understanding these nuances allows for more targeted and effective marketing approaches.

Key words: Consumer Satisfaction, Jewellery, Jaipur District.

1. INTRODUCTION

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 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.

2. 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 areas of Rajasthan. Against this background the present study sets the following objectives to pursue further.

3. 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 analyzed.
- ↳ To identify and analyze 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.

4. STATEMENT OF PROBLEM

The present research examines the problem of customer satisfaction general attitude towards purchasing jewellery and their featured offered by jewellery shops in Jaipur District. Based on the collected samples of 100 respondents the researcher carried out this study in Jaipur district and tries to find problem of customer satisfaction of income level and their level of purchasing power. This study also tries to identify the yardstick to assess the level of satisfaction In order to trace the truth and find out the hidden facts to know the level of satisfaction in this the survey was conducted among different levels of customers only those who understand and are able to respond to the questionnaire in different age groups by way of distributing the structured questionnaires to the customers who commence their purchase in different shops in Jaipur district and which leads them to attract and purchase jewellery.

5. STUDIES OF CERTAIN AUTHORS HAVE BEEN REVIEWED FOR THIS RESEARCH

(Solomon, 2009) A customer can be a consumer, but a consumer may not necessarily be a customer. Another author explained this difference. I.e. a customer is the person who does the buying of the products and the consumer is the person who ultimately consumes the product.

(Kotler & Keller, 2009) When a consumer/customer is contented with either the product or services it is termed satisfaction. Satisfaction can also be a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with their expectations.

(Tse & Wilton, 1988) Client happiness, which is a sign of customer satisfaction, is and has always been the most essential thing for any organization. Customer satisfaction is defined by one author as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption”

(Giese & Cote, 2000) “Customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, postconsumption)”. Customer satisfaction has also been defined by another author as the extent to which a product’s perceived performance matches a buyer’s expectations.

(Schiffman & Karun 2004) Customer satisfaction is defined as the individual’s perception of the performance of the products or services in relation to his or her expectations.

(Levy, 2009; NBRI, 2009). Measuring customer satisfaction could be very difficult at times because it is an attempt to measure human feelings. It was for this reason that some existing researcher presented that “the simplest way to know how customers feel, and what they want is to ask them” this applied to the informal measures

(Levy 2009) in his studies, suggested three ways of measuring customer satisfaction:

- ☒ A survey where customer feedback can be transformed into measurable quantitative data:
- ☒ Focus group or informal where discussions orchestrated by a trained moderator reveal what customers think.
- ☒ Informal measures like reading blocs, talking directly to customers.

(NBRI, 2009). The National Business Research Institute (NBRI) suggested possible dimensions that one can use in measuring customer satisfaction, e.g.

- ☒ quality of service
- ☒ Innocently
- ☒ speed of service
- ☒ pricing
- ☒ complaints or problems
- ☒ trust in your employees
- ☒ the closeness of the relationship with contacts in your firm
- ☒ other types of services needed
- ☒ your positioning in clients’ minds

(Oliver, 1980) Customer satisfaction is viewed as a post-choice evaluation judgement of a specific purchase occasion until present date, researchers have developed a rich body of literature focusing on this antecedents and consequences of this type of customer satisfaction at the individual level. (Fornell, 1992, Johnson & Fornell 1991) Cumulative customer satisfaction is an overall evaluation based on the total purchase and consumption experiences with a product or service over time. (Solomon 2009) Quality is one of the things that consumers look for in an offer, which service happens to be one.

(Kotler et al., 2002) Quality can also be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs. (Parasuraman, 1988). Service quality in the management and marketing literature is the extent to which customers' perceptions of service meet and/or exceed their expectations for example as defined by Parasuraman defines service quality as “the differences between customer expectations and perceptions of service”. (Zeithaml et al., 2006)s stated that “service quality is a focused evaluation that reflects the customer’s perception of reliability, assurance, responsiveness, empathy, and tangibles”. They added that among these dimensions, “reliability” has been shown consistently to be the most important dimension in service quality.

(Grönroos 1983) Consumers make service evaluations based on the technical dimension that is what is delivered and on the functional dimension that is how, why, who, and when it is delivered. (Jain et al., 2004) sCustomers have changed their behaviours in ways that do not suit organizational behaviour. Till date, it is unclear as to which of SERVQUAL and SERVPERF is superior in measuring service quality.

Laroche et al., (2004) made an assessment of the dimensionality of should and will service expectations. They used a survey measuring customers’ post encounter expectations and vis-à-vis a well-known airline with a sample of 363 and examined the existence of hypothesized functional and technical dimensions of should and will expectations and determined the casual relationships between two types of expectations and hypothesized dimensions.

6. 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.

6.1 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

6.2 SOURCE OF DATA

In this study, involves collection of primary and secondary data. The primary data for the study were collected through personal questionnaire of the passenger respondents during the dissertation period.

6.3 SAMPLE SIZE AND SAMPLING METHOD

Sample size taken in this study is 100. As all the possible items are considered for research, the sampling method adopted in this study is convenience sampling.

7. DATA ANALYSIS

Statistically to arrive at meaningful conclusions, data were analyzed by using the following statistical tools. To test the significance of the data it is analyzed by using average and simple percentage.

8. LIMITATIONS OF THE STUDY

- ❧ The present study is conducted at Jaipur district 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.

Satisfaction

Satisfaction is the fulfilment of customers' response Passenger satisfaction refers to how satisfied passenger are with the buses or services they receive from particular agency. The level satisfaction is determined not only by the quality and type of passenger experience but also by the passenger's expectations. Passenger satisfaction is one of the main objects of any transportation. Every transportation tries to know the passenger satisfaction about their services. So a study on passenger satisfaction helps the organization as well as me to gain a vast knowledge over the real world tastes and preferences of passenger.

Consumer Behaviour

The Dictionary of Marketing and Advertising defines consumer behaviour as "observable activities chosen to maximize satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands and so on". According to Ostrow and Smith's Dictionary of Marketing, the term consumer behaviour refers to the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumer". According to Loudon and Della Bitta, Consumer Behaviour is "the decision on process and physical activity individuals engage in when evaluating, acquiring, using or disposing of good and services".

Importance of Consumer Behaviour

As the consumers and marketers are diverse, the reason for the study of consumer behaviour is also diverse. The field of consumer behaviour holds great interest for everyone as consumers, as marketers, are as students of human behaviour. As consumers, we benefit from insights into our own consumption-related decisions: what we buy why we buy, & the promotional influences that persuade us to buy. The study of consumer behaviour enable us to become better i.e. wiser consumers.

Types of Buyer Behaviour

Consumer decision making varies with the type of buying decision. There are great differences between buying toothpaste, a tennis racquet, a personal computer and a new car. The more complex and expensive decisions are likely to involve more buyer deliberation and more buying participants. Assail distinguished four types of consumer buying behaviour

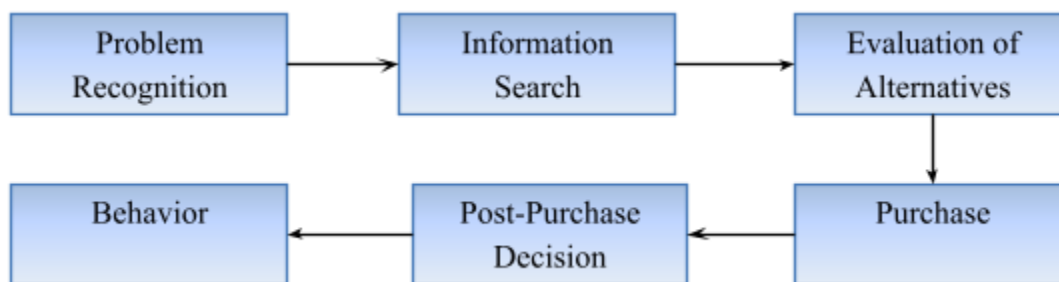
based on the degree of buyer involvement in the purchase and the degree of differences among brands.

Four Type of Buying Behaviour:

High Involvement Low Involvement

Significant difference between brands	Complex buying behaviour	Variety seeking buyer behaviour
Few differences between brands	Dissonance-reducing buying behaviour	Habitual buying behaviour

FIVE STAGE MODEL OF THE BUYING PROCESS



9. FINDINGS

- ⌘ Among different age groups, respondents aged 20-30 tend to prioritize purity, design patterns, and advertising when purchasing jewellery. This age group places significant emphasis on the intrinsic quality and aesthetic appeal of jewellery, as well as the influence of marketing campaigns.
- ⌘ When analyzing consumer behavior across various age groups, it is observed that individuals are generally more conscious of jewellery purity, cost, and design patterns. Purity is a primary concern, followed by cost considerations and the visual appeal of patterns.
- ⌘ In respondents across different age groups, factors such as purity, design patterns, and cost are the leading determinants in their jewellery selection process, complemented by store ambiance. The quality and style of jewellery, along with the shopping environment, play crucial roles in their decision-making.
- ⌘ Respondents consistently show a strong concern for the purity of jewellery. Purity remains a critical factor in their purchasing decisions, reflecting a high value placed on the authenticity and quality of the metal.

- ❧ Cost plays a less significant role in jewellery selection among respondents from various age groups, likely due to the uniformity in gold prices across different purchasing locations. This suggests that price differences are minimal, making purity and design more influential factors.
- ❧ When it comes to design patterns, consumers in both urban and semi-urban areas prefer the latest trends. This preference indicates a broad interest in contemporary styles, regardless of their geographical location.
- ❧ Age group analysis reveals that respondents are highly attentive to store ambiance when shopping for jewellery. The shopping environment significantly impacts their overall experience and satisfaction.
- ❧ Across various age groups, respondents generally buy jewellery for its purity, design patterns, and advertising, whether they are in urban or semi-urban areas. These factors collectively influence their purchasing decisions.
- ❧ Male respondents tend to be less concerned about jewellery attributes compared to female respondents, who are notably more attentive to purity, cost, and advertising. Women's purchasing decisions are more influenced by these factors.
- ❧ Purity, design patterns, and cost are the three major factors driving the purchase behavior of female respondents. These variables are crucial in determining their choices, reflecting a strong focus on quality, style, and value.
- ❧ In both urban and semi-urban areas, respondents across different income groups base their purchasing decisions primarily on purity, design patterns, and advertising. These factors are pivotal in their overall decision-making process.
- ❧ Irrespective of price, purity, design patterns, and store ambiance are key determinants of jewellery purchases across various income groups. These elements are crucial in influencing consumer preferences, regardless of their financial status.
- ❧ For respondents with a school-level education, purity, design patterns, and advertisements are commonly considered factors in jewellery selection. These factors are significant for individuals with less formal education.
- ❧ Graduate respondents take a balanced approach to all factors except loyalty and promotional offers. They weigh purity, design, cost, and store ambiance more evenly in their decision-making process.

- ❧ Professional segment respondents make purchasing decisions based on rational thinking and reasonableness, rather than being swayed by any single factor. Their choices are influenced by a logical assessment of factors rather than emotional appeal.
- ❧ In the business class segment, factors such as purity, advertising, cost, and store ambiance hold significant importance. These respondents place value on quality, effective marketing, and a pleasant shopping environment.
- ❧ Students show indifference towards specific factors when purchasing jewellery. Their decisions are less influenced by individual attributes, reflecting a more casual approach to jewellery shopping.
- ❧ Housewives focus primarily on design patterns, purity, and advertising, with less concern for the cost of jewellery. Their purchasing decisions are driven more by style and brand influence than by price.
- ❧ Employed individuals also prioritize purity, design patterns, and cost when selecting jewellery. Their choices reflect a balance of quality, aesthetics, and value.

Findings on Factor Wise 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.

10. CONCLUSION

This study provides valuable insights into the factors influencing jewellery purchases across various consumer demographics. It reveals that price, purity, and design patterns are the primary determinants in jewellery selection, with purity consistently being a major concern for consumers. Advertising and store ambiance also play significant roles, particularly in enhancing the shopping experience and influencing brand perceptions.

The findings indicate that consumer preferences vary by age, income, and occupation, reflecting different priorities and decision-making processes. Younger consumers prioritize purity, design, and advertising, while older consumers and those in specific occupations place varied emphasis on these factors. For example, female respondents are notably more focused on purity, cost, and advertising, whereas male respondents show less concern for these attributes. Income levels and educational backgrounds further influence purchasing behavior, with urban and semi-urban consumers showing a preference for modern design patterns and effective marketing.

Overall, the study highlights the importance of understanding consumer behavior in tailoring marketing strategies. Jewellery retailers can benefit from these insights by focusing on purity, design trends, and advertising to meet consumer expectations. Additionally, creating an appealing store ambiance and addressing specific needs of different demographic groups can enhance customer satisfaction and loyalty. As consumer preferences continue to evolve, staying attuned to these factors will be crucial for maintaining a competitive edge in the jewellery market.

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