
IMPACT ON MARKETING STRATEGIES ADOPTED BY GOLD JEWELERS IN THANJAVUR DISTRICT

J. Saithani Begam

Assistant Professor,

Department of Commerce,

Idhaya College for Women, Kumbakonam

ARTICLE DETAILS

Research Paper

Keywords :

*Marketing Strategies, Gold
Jewelers and Brand Equity*

ABSTRACT

The present article primarily focused on a general overview on the impact of marketing strategies that are strongly influencing on the marketing strategies adopted by gold jewellery. In this work the researcher extends the study by providing a brief review of available literature. The main objectives are to study the socio - economic characteristics of the sample respondents and to measure the impact of marketing strategies on the customer behavior. The descriptive study has been carried out in Thanjavur District during the month of February 2022. 300 sample respondents have been selected using convenient sampling technique. For the purpose of conducting this study the researcher was collecting primary data with the help of a consumer survey method in a time span. The primary data were collected through Google Forms. The impact of the promotional strategy on the customer behavior is measured with the help of a regression model. The result of the study revealed that product quality improvement is one of the important products related marketing strategies in the gold jewellery of India. The study also revealed that advertisements and tempting offers provided by the jewellery are two important promotional strategies influenced the consumers in their gold ornament purchase. It is concluded that the customers' behavior towards buying gold jewelers are influenced by the strategies of

advertisement, shop display, offers and schemes provided followed by the shop keepers.

Introduction:

The jewellery industry is one of Jaipur's fastest expanding, and as a consequence, a rising number of branded jewellery shops are emerging. These companies utilize a range of creative marketing communication strategies to educate consumers about their goods and attract new customers. A marketing communication strategy is a planned promotional message sent via one or more channels that aids in building brand recognition, maintaining customer base, and establishing relationships with consumers and suppliers. Jewellery communicates with customers through a variety of methods, including brand ambassadors, auspicious day celebrations, commercials, and special offers; pricing methods such as price cuts and gold purchasing plans; and people-oriented marketing tactics such as relationship marketing and social responsibility initiatives. These strategies have an impact on customers' purchasing choices. Jewelers attempt to persuade customers by employing marketing communications to create a unique and long-lasting picture of their products in their thoughts. Several studies on consumer attitudes toward branded jewellery, as well as consumer awareness of branded, have been done. However, few research has been done especially to determine consumer perceptions of branded jewellery promotional marketing methods and their influence on purchasing choices; the dearth of such studies is the primary purpose for doing this current study. The study is conducted to understand what promotional factors influence jewellery buying decisions, which method attracts them the most, and the effectiveness of such marketing strategies on consumer retention by observing changes in marketing strategies and the new media adopted for communication by the emerging jewellery sector.

Marketing Strategies' influence on Brand Equity:

Marketing is concerned with the actions that guide the flow of products and services from the producer to the customer. Its purview includes identifying and satisfying human and societal needs. The current corporate environment is defined by a consumer - oriented market. Massive competition, fast advances in technology, and liberalization, privatization, and globalization have all become key sources of competitive advantage in the market. In these conditions, the survival and success of a company rely primarily on a marketing plan that succeeds in extending consumer bases as much as possible by not only developing new customer bases but also maintaining current customers.

Brand equity and purchase intent are influenced by the marketing decisions made. It is the manager's responsibility to evaluate marketing activities and reduce or remove those that are damaging to the brand. All of the factors that influence brand equity include the price, slogans, symbols, packaging, and corporate image. Other factors that influence brand equity include the location of production, store appearance, marketing expenses, and promotional events. A number of other research studies have identified marketing practices (such as price and promotion, brand alliance, and product involvement) as significant sources of effect on brand equity and consumer purchase intentions. Price, advertising, endorsements strategy, and shops image (one component only for retailers' store brand) are the marketing aspects investigated in this study in order to demonstrate their effects on brand equity and consumer buy intentions. The following tactics were revealed by Gold Jewelers when questioned about their Innovative Marketing Strategies to survive and expand in a competitive market, in addition to the facts shown above.

The introduction of global corporations into the Indian jewellery business has resulted insignificant developments in the previous few years. As a result, local shops are having a difficult time. Customers' attitudes regarding branded jewellery are also shifting. Traditional jewellery merchants must adapt modern marketing tactics in order to maintain their market position.

- 1. Lucky Draws:** Occasionally, jewellery may announce fortunate draw schemes in which clients who buy a particular quantity of gold will be automatically entered into a drawing for more gold. Such fortunate draws often include some enticing incentives for its participants, such as a first-place reward of a 100-gm gold set, a second-place prize of a 3 nights 4 days' vacation package, and a third-place prize of a branded smartphone. Jewelers may use such programmes to attract new customers while also increasing sales from current customers.
- 2. Special Offers for Limited Period:** Limited-time special deals are launched by jewellery on a regular basis in order to improve their overall sales volume. In this category of special offers are freebies such as silver and gold coins, as well as home appliances, which buyers may get in exchange for purchasing jewellery worth a specified amount. Apart from improving sales, such unique offers also assist in increasing the number of people that visit their jewellery shop throughout the promotional time.
- 3. Discounts on Making Charges:** In addition, the jewellery provides certain reductions on the costs of creating the gold jewellery. This is a method that they often use during important holidays like as Diwali and other festivals. These days are regarded fortunate for gold purchases, and as a result, a large number of people acquire gold on these days. As a result,



giving discounts might entice these potential customers to make gold purchases from their establishments.

4. **Customized Designs:** In today's digital era, the fashion and design of jewellery tend to shift at a breakneck speed. Consequently, jewellery provide the option of customized design, in which clients may search for and pick a design of their choosing from the internet or fashion jewellery publications, and then send a picture of the design to the jewellery.
5. **Easy Installment Plans:** Many times, a buyer expresses an interest in purchasing jewels but is unable to do so because of the exorbitant cost. As a result, several jewellery provide easy Installment Plans, in which the buyer pays a specified amount every month and, at the conclusion of a predetermined time (6, 9 or 12 months), customer may acquire the jewellery. In such systems, a win-win scenario is created since customers get an additional amount of contribution from the jewellery.
6. **Exchange Offer:** Because fashion in jewellery items is always changing, product designs are also constantly changing. However, it is not always feasible for customers to buy new jewellery every time the trend changes. This obstacle may be avoided by offering customers the opportunity to trade in their old gold jewellery for new ones via an exchange program offered by numerous jewellery. The value of the exchange relies on the purity of the metal. Jewelers often provide a better value on gold jewellery that has been previously bought from them in order to encourage customer loyalty.
7. **Sponsorships:** Through the use of gifts and vouchers, the jewellery support a variety of activities in the community around their shop. Such events are often held during festivals or other special occasions in order to raise brand awareness among the high number of attendees and thereby increase brand recognition. This method not only assists jewellery in advertising their brand, but it also allows them to maintain an active presence at a variety of social gatherings.
8. **Social Media Marketing:** Although social media is still in its infancy, it has already shown to be one of the most powerful marketing mediums available today. Some jewellery actively uses major social media sites such as Facebook, Twitter, YouTube, LinkedIn, WhatsApp, and other similar platforms to promote their products. Jewellery often utilizes these mediums to keep customers informed about new product designs, offers, schemes, discounts, and other specials that are available. A few jewellery also provide some valuable recommendations on how to assess the purity of gold jewellery, how to clean and preserve these pieces of jewellery, and

other related topics in order to educate and protect customers from potential dangers and losses.

- 9. E-Commerce:** E-Commerce is one of the fastest growing industries in India, and this is mostly due to a shift in the way Indian customers conduct their retail transactions online. Jewelers also sell their jewellery items on major e-commerce platforms like as Amazon, Flip kart, and Snapdeal in order to reach a wider range of buyers in this demographic.

Review of Literature:

Prabha Kumari and Anitha (2016)¹ defined consumer behavior as the behaviour that consumers display while searching for, purchasing, using, evaluating, and disposing of goods and services that meet their needs. The study of buying preference allows marketers to predict consumer behaviour in the market; it also helps people understand the role that consumption plays in their lives. Buying preference is defined as the behaviour that consumers display while searching for, purchasing, using, evaluating, and disposing of goods and services that meet their needs. Purchasing preference research is conducted at every stage of the consuming process, including before, during, and after the purchase transaction. It makes an effort to comprehend the buyer's decision-making process, both individually and in a group setting. This study examines the characteristics of individual customers, such as their demographics, psychographics, and behavioral factors, in an effort to better understand their needs. The study made an attempt to measure the effect of various groups on the consumer, including family, friends, reference groups, and society as a whole. In this study, the purchasing preference for branded gold jewellery was investigated, and the researcher used several statistical techniques such as percentage analysis, weighted average, weighted rank, and chi-square analysis. This study effort has aided the respondents in their selection of branded jewellery stores based on factors such as quality, name, discounts, and offers, as well as for the goal of making an investment decision.

Asha Moideen, Rashid Khan and Sreeranganadhan (2012)² have examined the influence of marketing tactics on the purchase behavior of customers in the adornment gold industry in India. The researchers used a multistage random sampling approach to gather 1,312 responses from people all around India, and they were successful. Primary and secondary data sources were employed by the researchers, and certain aims and hypotheses were developed after conducting a survey of the relevant literature in this topic. According to the findings of this research, the respondents' income has a significant impact on the effect of jewellery marketing methods on their purchasing decisions. The low-income group of respondents expressed considerable agreement with regards to the effect of the marketing methods of jewellery stores, whilst the higher income group expressed just a moderate level of

agreement. The researcher was able to comprehend how gold marketing methods varied from other marketing tactics, and he was able to include this notion into his research.

1. Joseph Xavier and Kamalam (2016). “A Study on Perception of Consumers towards Gold Jewellery in Sivakasi, Tamil Nadu, **Asian Journal of Managerial Science**, Vol.5, No.2, pp.15-22.
2. Asha. K. Moideen, Rashid Khan, K. Sreeranganadhan (2012). Impact of Marketing Strategies on the Gold Ornament Market in India, **International Journal of Business and Management** Vol.2, No.5, pp.5-7.
3. Bhattacharya and Himadri. (2002), “Deregulation of a gold market in India. London” World Gold Council.
4. Balachandran, and Venkatesh, (2009), “Influence of brand ambassadors in India”. **Indian Journal of Marketing**, Vol.35, (2), pp.9-11.

Significance of the study:

Gold has been the most valued metal from the earliest stages of human progress and civilization. The lure of gold has been a universal and almost timeless phenomenon cutting across castes, classes, creeds and colours, and it is only one metal the supply of which never exceeds the demand into this day. Humankind considers gold as the most precious substance on our planet. Traditionally, India is the largest market for the yellow metal. Gold has high demand in India and the available evidence shows that in India, few decades back the demand for gold touched at least 200 tones a year, whereas now it is over 800 tones which shows the fact that India is the largest gold consumer in the world. However, the fact is that out of this, 600 tons of gold is used for jewellery fabrication⁶⁰. Interestingly, south India is the largest and biggest market for gold and gold jewellery in India, and studies show that these markets are accounting for over 45 per cent of the country's demand⁶¹. The demand for gold jewellery is rooted in societal preference for a variety of reasons -religious, ritualistic, a preferred form of wealth for women, and as a hedge against inflation. It is unrealistic to assume that it is only the affluent that creates demand for gold.

Scope of the study:

This study seeks to measure the impact of marketing strategies on the gold ornament market of Thanjavur and probe the management of the gold ornament market effectively by employing new marketing strategies. The study covers the views expressed by various informants representing customers across various geographical and demographical spectra. It is expected that this study will enable the jewellery merchant to devise plans, policies and strategies more successfully in the gold

ornament market in order to attain their target. The feedback from respondents would help a lot in keeping a good relationship with customers. For the purpose of conducting this study some objectives have been formulated based on the above review of the literature in the field.

Need of the Study:

India has been the world's biggest market for yellow metal. It was stated in a study by Bhattacharjee (2005)³ that gold is highly demanded in India, and the available evidence indicates that the demand for gold in India reached at least 200 tons per year a few decades ago, whereas the current demand for gold exceeds 800 tons per year, demonstrating that India is the world's largest gold consumer. However, the reality is that 600 tons of gold are utilized in the production of jewellery out of the total amount of gold⁴. Interestingly, south India is the country's largest and most important market for gold and gold jewellery, with research indicating that these areas account for more than 45percent of the country's total demand for gold and gold jewellery. Whatever the educational trends relevant to the research topic that have been shown by a survey of previous literature, it is necessary to do further research in this area in the future. The research is done in marketing area to find out the marketing strategies adopted by gold jewellery in Thanjavur. Customer's expectation and retailer's opinion have also been observed through this study.

Research Objectives:

1. To study the socio-economic characteristics of the sample respondents
2. To measure the impact of marketing strategies on the customer behaviour

Research Methodology:

The descriptive study has been carried out in Thanjavur District during the month of February 2022. 300 sample respondents have been selected using convenient sampling technique. The primary data were collected through Google Forms. The impact of the promotional strategy on the customer behaviour is measured with the help of a regression model.

Findings, Result and Conclusion:

1. Socio-economic nature of the respondents

The customers of the gold jewelers will be having some unique features. The people having some surplus money to invest or interested to buy some ornaments will come and buy the gold jewels. This study is focusing on the customers' behaviour. This is determined by their nature. In this regard, age, gender, marital status, educational qualification, occupation and annual income of the customers are studied.

Table No. 1
Socio-Economic characteristics of the respondents

Socio – Economic characteristics		No. of Respondents	Percentages
Age group	Less than 30 years	81	27.0
	31-50 years	146	48.7
	More than 50 years	73	24.3
Gender	Male	120	40.0
	Female	180	60.0
Marital status	Married	258	86.0
	Single	42	14.0
Educational Qualification	School level	15	5.0
	Under graduation	134	44.7
	Post-graduation	77	25.7
	Professionals	54	18.0
	Others	20	6.7
Occupational Status	Employed	88	29.33
	Businessmen	81	27.00
	Housewives	84	28.00
	Agriculture	36	12.00
	Others	11	3.67
Income level	Up to Rs. 5 Lakhs pa	107	35.7
	Rs. 5 lakhs to Rs. 10 Lakhs pa	142	47.3
	More than Rs. 10 lakhs	51	17.0
Total		300	100.0

The above table shows that 146 (48.7%) respondents belong to the middle age group (between 30 and 50 years) and 81 (27.0%) respondents are from the young age group (less than 30 years) and 73 (24.3%) respondents are old aged. 180 (60.0%) respondents are female and 120 (40.0%) respondents are male. According to their marital status, 258 (86.0%) respondents are married and 42 (14.0%) are singles.

The distribution of the respondents according to their educational qualification of the respondents shows that 134 (44.7%) have studied under graduation, 77 (25.7%) respondents are postgraduates, 54 (18.0%) are professionals, 20 (6.7%) respondents belong to the other categories and 15 (5.0%) respondents have studied up to school level. 88 (29.33%) respondents are employed in both

government and private organizations, 84 (28.0%) respondents are housewives, 81 (27.0%) are businessmen, 36 (12.0%) respondents are agriculturists and 11 (3.67%) are from other occupational statuses. Income level of the respondents show that 142 (47.3%) respondents are from the middle-income group (annual income between Rs. 5 Lakhs and Rs. 10 Lakhs), 107 (35.7%) are from less income group (annual income up to Rs.5lakhs) and 51 (17.0%) are earning more (more than Rs. 10 Lakhs pa).The impact of the strategies followed by the gold jewelers on the customers’ behaviour is studied as below.

Strategies

The jewelry shop keepers do many marketing strategies to promote their sales including, advertisements, promotional activities, convenient display, arranging stall in the exhibition and improving the public relationship, etc. It is an attempt to know the influence of these factors on the behaviour of the customers. For which the regression analysis is applied. The result is given below.

Table No. 2 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.636	0.405	0.391	3.51539
a. Predictors: (Constant), Shop display, Advertisement, Exhibition, Word of mouth, offers, investment schemes and Public relational activities				

The regression model depicts that contribution of the predictors on the dependent variables is 40.5%. It shows that these strategies followed by the jewelry shop keepers are influencing the customers’ behaviour up to 40.5%. The ANOVA result is given in the following table.

Table No. 3 ANOVA

Model		Sum of square	D f	Mean square	F	Sig.
1.	Regression	2457.269	7	351.038	28.406	0.000
	Residual	3608.528	292	12.358		
	Total	6065.797	299			
a. Dependent Variable: Customers behaviour						
b. Predictors: (Constant), Shop display, Advertisement, Exhibition, Word of mouth, offers, investment schemes and Public relational activities						

The result from the ANOVA test indicates the model is fit. The F value (28.406) for the degree of freedom 7 is found significant at 1% level ($p = 0.000$). Hence, the model is accepted. The influence of each factor on the customer behaviour is summarized in the following table.

Table No. 4 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	7.804	0.832		9.382	0.000
Shop display	0.489	0.210	0.128	2.324	0.021
Advertisement	0.669	0.256	0.147	2.610	0.010
Exhibition and fair	0.475	0.263	0.107	1.811	0.071
Word of mouth	0.454	0.241	0.110	1.886	0.060
Offers	0.492	0.248	0.121	1.989	0.048
Investment schemes	0.848	0.264	0.174	3.214	0.001
Public relational activities	0.523	0.238	0.119	2.194	0.029

The table reveals that the constants (other factors than the selected strategies are significantly influence. Its t value is 9.382 (<1.96) and p value is 0.000. Among the strategies considered in the study, shop display (t-2.324), advertisement (2.610), offers (1.989), investment schemes offered by the jewelers and public relationship activities (2.194) are significantly influence on the customers' behaviour towards the jewelry shops. Exhibition and fair and word of mouth strategies are not influencing significantly. It is concluded that the customers' behaviour towards buying gold jewelers are influenced by the strategies of advertisement, shop display, offers and schemes provided followed by the shop keepers.

Conclusion:

Indian jewellery sector has proved to be a significant contributor in the Indian economy and emergence of digitalization and online marketing will help speeding up the growth. Urbanization and rising income levels have changed image of the gold jewellery from mere investment option to fashion accessory. In the light of the above disquisition, it is obvious that this research adds a new dimension to our perception of the attitude of gold consumers towards the different marketing strategies in the Indian gold ornament market. They not only develop marketing strategies but also evaluate existing ones, identifying problems and giving proper solutions. While developing marketing strategies, they mainly focus on understanding the current and emerging needs of customers, opportunities available in market and how they can grab these opportunities to achieve marketing goals and business objectives. It is concluded that the customers' behaviour towards buying gold jewelers are influenced by the strategies of advertisement, shop display, offers and schemes Provided followed by the shop keepers.

References:

1. Asha, K., & Christopher, S. E. (2014), "A study on buying behaviour of customers towards branded and non-branded gold jewellery with preference to Kanyakumari district". **International Journal of Management**, Vol.5 (10), pp.105-114.
2. Berry, L.L. (1983), "Relationship Marketing, Emerging perspective in service marketing". **Chicago: American association**, pp.25-28.
3. Bryman, A., & Bell, E. (2006). *Business Research Methods*. New York: Oxford University Press Inc.
4. Cannon, T. (1995). "Basic marketing". (3rd ed.). New Delhi: **A.T.B.S Publishers and Distributors**, pp.5-7.
5. Chellam, (2019). "A Study on Jewellery Retailing in Southern Districts of Tamil Nadu. **Journal of Emerging Technologies and Innovative Research**, Vol.6 (1), pp.35-71
6. Chong, Ch'ng, E., Liu & Li, B. (2017). "Predicting consumer product demands via Big Data: the roles of online promotional marketing and online reviews". **International Journal of Production Research**, Vol.55 (17), pp.5142-5156.
7. Deveshwar, & Kumari, R. (2014), "Indian women buying behavior towards branded jewellery. Online" **International Interdisciplinary Research Journal**, Vol.2 (3), pp.67-78
8. Kotler, P. (1998), "Marketing Management: Analysis, Planning, Implementation and Control". New Delhi: **Prentice - Hall of India private Ltd**



9. Krishnan, A., & Nandhini, M. (2017). "Consumers Brand Preference and Purchase Intention towards Gold Jewellery with Special Reference to School Teachers in Kottayam District". **International Journal of Marketing Studies**, Vol.8(12), pp.278-286
10. Sanjula, N. C. (2017). "Consumer Perception of Branded Jewelry in India". *Language in India*, Vol.17 (4), pp.163-188.