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CONSUMER ATTITUDE TOWARDS JEWELLERY COMPANY IN HISTORICAL PLACE OF KARNATAKA

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ABSTRACT

This paper describes the attitude and satisfaction among the consumers for jewellery products. Paper analyses various factors influences the consumers to purchase the jewellery. This study influences perception and buying decision of consumers. Finally, to find out the effectiveness of advertisements for jewelers products.

KEY WORDS: Attitude, Jewellery Products, Perceptions, Buying decision.

INTRODUCTION

Tanishq has created a new jewellery line based on *feminine minimalism* - . A crisp antidote to the chunky Bejewelled statement adornments, IVA stands for jewellery with clean lines that pack a powerful punch. A simple, unfussy yet glamorous mix of laid-back luxury form does the talking with necklaces in white gold studded with navy blue lolites. Cuffs with gemstones in rich autumnal colours of harvest season such as the earthy browns of beer quartz, warm honey hues of glowing citrine and yellow Sapphire sit pretty yet powerful on wrists. Earrings are fresh sparks of greenish-yellow lemon topaz and yummy berry coloured carnelian and peach moonstone set in luscious 18Kt Yellow Gold. Statement rings are abstract, decked with dual gemstones in nude and earthy tones. Every piece in the range speaks of modularity and versatility, just what women of today want.

TANISHQ

Tanishq is a prominent jewellery brand of India. It pioneered the concept of branded jewellery and ornaments in India. It is a division of Titan Industries Limited, a company promoted by the Tata Group, one of India's largest conglomerates. The name Tanishq contains the word "Nishk" (meaning gold coin or necklace in Sanskrit), although the k has been modified into a q. "Tan" in Sanskrit/Urdu means body and "Ishq" in Urdu means love.

STATEMENT OF THE PROBLEM

The jewellers company has more opportunity to capture the market. The Jewellers service industry is more competitive than ever

before. There is a need to identify the gap between consumer behaviour, attitude and jewellers service practice. The findings of this study will be important to understand the consumer attitude, habits, opinion and their beliefs towards the jewellery product, and the attitude towards the company marketing efforts. The result of the study will help to make a suitable recommendation for cover the gap between consumer behaviour and the jewellery marketing efforts.

NEED FOR THE STUDY

These days it is very clear that market is having drastic changes and all the companies are acting according to it because to survive in the market and this should be achieved by studying about the customer options and analyzing their future requirements.

This study is definitely going to help to analyze the customer and can take necessary steps for the improvement of the jewellery product services by the company.

Because customers are the real advertisement for any product so the company should be in position to meet the customer requirements and also should maintain the Customer Relationship.

OBJECTIVES OF THE STUDY

- ❖ To describe the attitude and satisfaction among the consumers for jewellery products, at Mysore City.
- ❖ To study and analyze various factors influence the consumers to purchase the jewellery products.
- ❖ To analyze the factors influencing perception and buying decision of consumers.

- ❖ To find out the effectiveness of advertisements for jewellery products

RESEARCH METHODOLOGY

Primary data:-

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

Secondary data:-

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers. The secondary sources consist of readily available materials and

Cygnus reports, Business line, various websites, Different marketing journals

SAMPLING METHOD

Sampling procedure:-

For the present study purpose, simple random sampling has been selected. Simple random sample is used because every elementary unit has got equal chance to be included in the sample.

Sample units:-

This particular survey was directed at only in Mysore District

Sample size:-

The sample size is of 50 respondents consisting of Consumers in Mysore city.

LIMITATIONS OF STUDY

Respondents were having a feeling of wastage of time for them. The study was constrained only to Mysore city.

A more intensive study would be necessary to arrive at exact conclusion.

The entire respondent did not answer each and every given in the questionnaire.

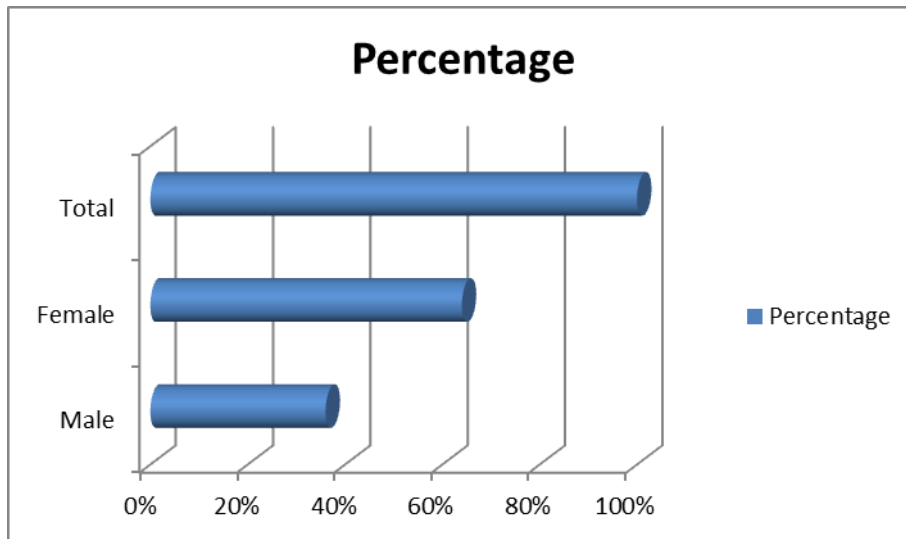
DATA ANALYSIS AND INTERPRETATION

Table no.1: Purchase On the basis of Gender factor

Gender	No of respondents	Percentage
Male	18	36%
Female	32	64%
Total	50	100%

Source: Field Survey

Chart No: 1: On the basis of Gender Factor



Interpretation:-

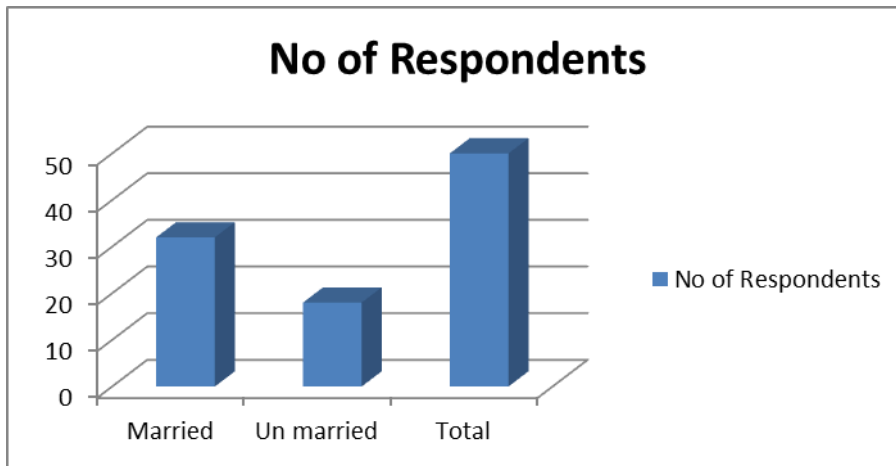
The Above Table shows that out of 50 Respondents 64% Respondents are Female and remaining 36% respondents are Male.

Table no.2: The marital status of the respondents

Marital Status	No of Respondents	Percentage
Married	32	64%
Un married	18	36%
Total	50	100%

Source: Field Survey

Chart no.2: The marital status of the respondents



Interpretation:-

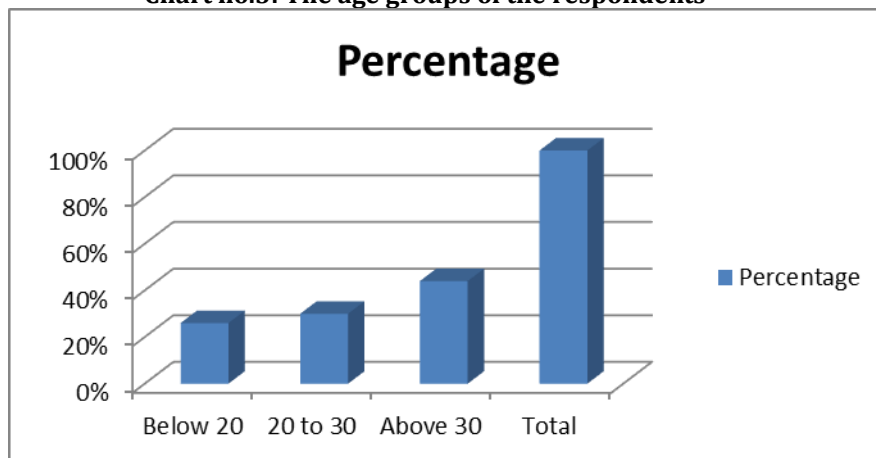
From the above table it shows that the 32 respondents are married and it also understood that the majority of the respondents are unmarried. 18 respondents are unmarried and 32 of respondents are married.

Table no.3: The age groups of the respondents

Age group	No of Respondents	Percentage
Below 20	13	26%
20 to 30	15	30%
Above 30	22	44%
Total	50	100%

Source: Field Survey

Chart no.3: The age groups of the respondents



Interpretation:-

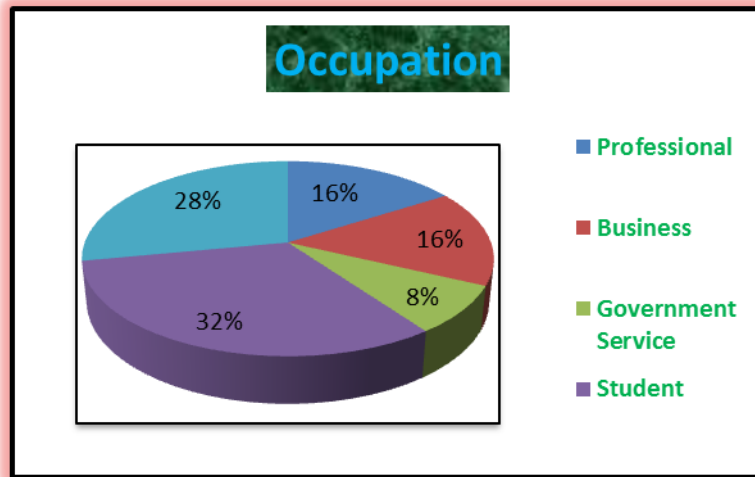
From the above observation, it is clearly understood that the 26% of the Respondents are in the age group of Below 20, 30% of the Respondents are in the age group of 20 to 30, 44% of the respondents are in the age group of above 30.

Table no.4: Occupation of respondents

Occupation	No of Respondents	Percentage
Professional	8	16%
Business	8	16%
Government Service	4	8%
Student	16	32%
Others	14	28%
Total	50	100%

Source: Field Survey

Chart no.4: Occupation of respondents



Interpretation:-

Out of 50 Respondents, 16% Respondents having the occupation like professional, 16% Respondent having the occupation like

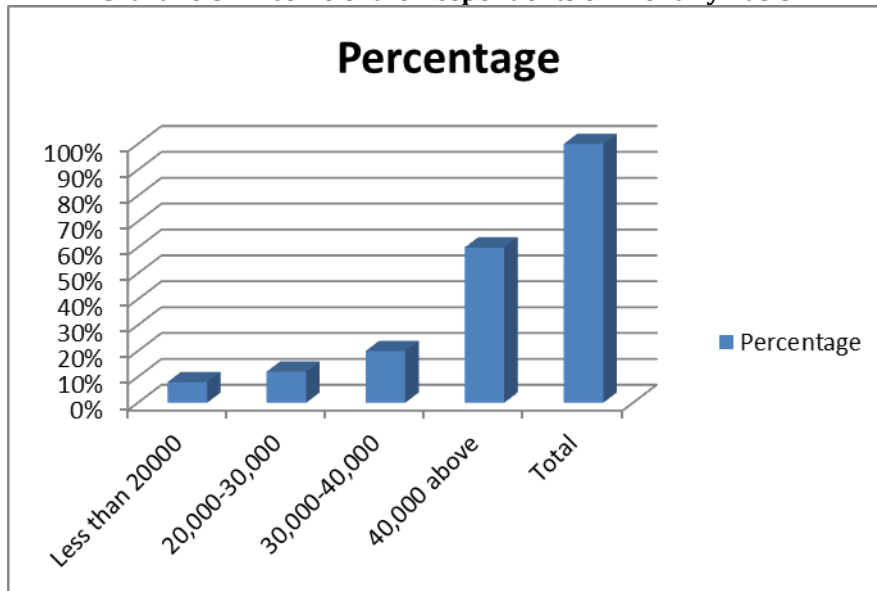
business, 8% Respondent having the occupation like Government service, 32% respondents having occupation like students only 28% respondents having the occupation like other occupation

Table no.5: Income of the Respondents on Monthly Basis.

Monthly Income in(INR)	No of Respondents	Percentage
Less than 20000	4	8%
20,000-30,000	6	12%
30,000-40,000	10	20%
40,000 above	30	60%
Total	50	100%

Source: Field Survey

Chart no.5: Income of the Respondents on Monthly Basis.



Interpretation:-

Out of the 50 respondents, 8% of the Respondents belong to income group less Rs. 20,000 per month, 12 % Belongs to Rs 20,000 -

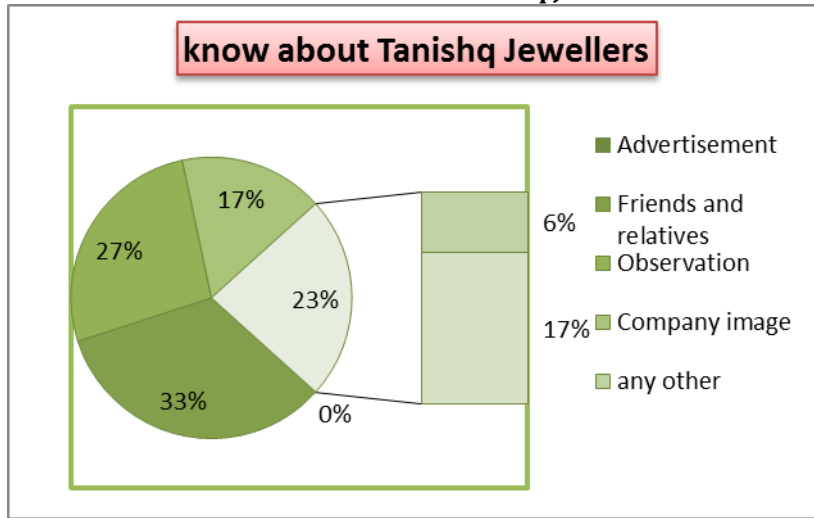
30,000 per month. 20 % belongs to Rs. 30,000 40,000 per month. & 60 % Belongs to 40,000 & above.

Table no.6: How do you know about Tanishq Jewellers?

Particulars	No of Respondents	Percentage
Advertisement	20	40%
Friends and relatives	10	20%
Observation	08	16%
Company image	5	10%
any other	2	4%
Publicity	5	10%
Total	50	100%

Source: Field Survey

Chart no.6: know about Tanishq Jewellers?



Interpretation:-

Out of the 50 respondents 40%of the respondents are known by advertisements about this **Tanishq Jewellers**, 20% are aware by friends

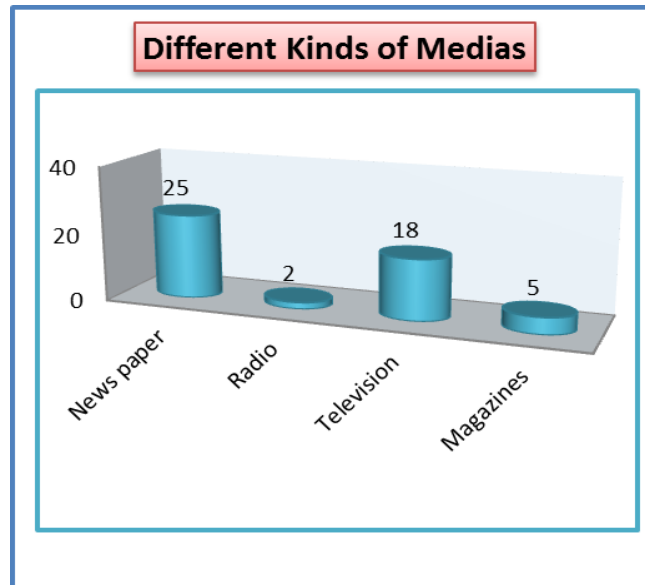
and relatives, 16% of the customer observation, 10% by company image and the remaining 4% and 10% are by publicity and other media sources respectively.

Table no.7: Different Media's

Particulars	No of Respondents	Percentage
News paper	25	50%
Radio	02	4%
Television	18	36%
Magazines	5	10%
Total	50	100%

Source: Field Survey

Chart no.7: Different Kinds of Media's.



Interpretation:-

Out of the 50 respondents, 25 of the respondents are aware by the media through newspaper, 02 of the respondents by radio, 18 by TV and the remaining 05 of the respondents by magazines about **Tanishq Jewellers**.

FINDINGS

This paper shows that out of 50 Respondents 64% Respondents are Female and remaining 36% respondents are Male.

- ✧ From the analysis it shows that the 32 respondents are married and 18 of respondents are unmarried and it also understood that the majority of the respondents are married.
- ✧ 13 of the Respondents are in the age group of Below 20, 15 of the Respondents are in the age group of 20 to 30.
- ✧ Out of 50 Respondents, 16% and 16% Respondents having the occupation like professional and business respectively, 32% respondents having occupation like students.
- ✧ Out of the 50 respondents, 60% of the Respondents belong to income group 40,000 and above.
- ✧ Out of the 50 respondents 40% of the respondents are known by advertisements about this Tanishq Jewellers, 20% are aware by friends and relatives, 16% of the customer observation.
- ✧ Out of the 50 respondents, 25 of the respondents are aware by the media through newspaper, 18 by TV.

SUGGESTIONS

- ★ Tanishq Jewellers conduction survey, collection and always of gathers data and interaction with users, it is suggested.

- ★ That Tanishq Jewelers should make their plans more economical for all classes.
- ★ That Tanishq Jewelers should focus on the young generation.
- ★ That Tanishq Jewelers should chalk out new plans to attract Married people.
- ★ That Tanishq Jewelers should make new and lucrative strategies and schemes separately for Ladies and Women to make them brand loyal.
- ★ If a similar project is to be undertaken in future, it is imperative that it is carried out by someone who is conversant in the local language to explain to respondents the purpose of the research,
- ★ It would be also good if the concerned organization would facilitate the data collection process to elicit information from the select segment of customers and respondents.
- ★ That Tanishq Jewelers should keep on bringing out new time attractive offers and schemes to increase brand value.
- ★ The Tanishq Jewelers has to create awareness among customers about Tanishq Jewelers.
- ★ The Tanishq Jewelers has to increase in number of outlets.

CONCLUSIONS

From the study we can derive the following conclusion about the Tanishq Jewellers. According to the survey Tanishq Jewellers is familiar in the market most of the people by using Tanishq Jewellers.

Tanishq Jewellers had good network coverage in Karnataka, compare to other Jewelers coverage. Tanishq Jewellers is providing to New patterns, Quality, and Service, so most of the people preferred this service.

To conclude this study we can say that Tanishq Jewellers has a good reputation in the market as well as good demand for the Jewellers but there are some of the factors on which Tanishq Jewellers has to give attention to improve its viz. Jewellers connectivity customers care response new offers facility.

A step decline in offers and proper services would be an added advantage to attract an untapped market. As the use of various services is increasing day by day there is good opportunity to provide a satisfying service to the consumer with an affordable price.

Tanishq Jewellers in particular and Jewellers can take this challenge to provide good service to the customers.

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