



## YOUTH PERCEPTION TOWARDS GOLD JEWELLERY: A STUDY WITH REFERENCE TO UDUPI DISTRICT

*Dr. Umesh Maiya*

*Associate Professor*

*Dr. G. Shankar Govt. Women's First Grade College and P.G. Study Center*

*Ajjarkadu, Udupi. 576101*

*Email: [umeshmaiya@gmail.com](mailto:umeshmaiya@gmail.com)*

### ABSTRACT

*The main intention of conducting this research is to study the youth perception towards gold jewellery with special reference to Udupi and Kundapura city. The objective of the study is to know about youth buying behaviour and perception about gold jewellery. Data collected and analysed using statistical method. The study helps jewellery retail stores to understand about the youth perception towards gold jewellery. Gold is leading on the list of investments and value. In the maximum part of the world, gold holds a very imperative value in several cultures since it is a symbol of achievement, power and wealth. In India gold tends to have religious as well as cultural significance. This is one of the numerous reasons which make gold jewellery a gentle of art in India. Gender wise, there is no significant difference in level of satisfaction in brand name, quality, price, product feature, wide product range and purity.*

**KEYWORDS:** *Buying behaviour, Brand awareness, perception, Consumer Preference*

### INTRODUCTION

India has a historic relationship with gold jewellery. Egyptians 'wear first to use gold and metals for creating jewellery. It was considered as a symbol of power and wealth. The most antique brands such ascatties, tiffany, lalique etc. India is considered to be one of the fastest growing markets in the world for gold jewellery; is considered to symbolize perfection, immortality and prosperity. Every individual, whether he needs gold or not is a potential buyer of gold. Now a day's jewellery industry is one of the fastest emergent and foreign exchange earning industry in the Indian economy. One of the largest user sectors in the country is the gold jewellery market, than telecommunication and possibly second only to be food sector. Jewellery is being designed for men, women and children in different varieties. Jewellery started about 100000 years ago Began with materials made from bone, teeth and shell.

According to the World Gold Council (WGC), India's gold demand has seen a 47% rise in the July-September quarter to 139.1 tonnes, following ground in economic activity and recovering consumer demand. Gold demand in India is leaping back to pre-COVID levels and going forward the outlook looks optimistic.

India's overall demand stood at 94.6 tonnes during the September quarter of 2020, the WGC's Q3 Gold Demand Trends 2021 report stated, including that in terms of value, India's third quarter gold demand surged by 37% to Rs. 59,330 crore (US\$ 7.92 billion), compared to Rs. 43,160 crore (US\$ 5.76 million) last year. The study of the youth perception towards gold jewellery focuses on how individuals' make their decisions to spend their available resources (time, money, effort). It also study the processes of individuals used to search ,select, use and dispose of products , service , experience or ideas to satisfy needs and its impact on the consumer and society. The younger was looking at trendy, contemporary gold jewellery and they moving towards a world of choice and risk, where they have to choose and plan their own orientation and social interaction.

## **RESEARCH OBJECTIVES**

- To know youth perception towards gold jewellery
- To study the factors which influence the buying behaviour of youth towards gold jewellery
- To study the consumer satisfaction towards different jewelleries
- To highlight the lifestyle or consumption pattern of youths and what the future might look like

## **RESEARCH METHODOLOGY**

The brand and purpose of purchase are considered.

### **Sampling:**

The random sampling method was used by the researchers by distributing questionnaire. The total samples collected were 100 covering the area of Udupi and Kundapura.

### **Tools used for the Study:**

For the present study researchers used both primary and secondary data. Secondary data was collected from Internet, journals, Internet articles and books. Primary data has been collected through structured questionnaire. For analysis and interpretations researcher used simple statistical tools and some of the relevant and interesting data are presented in the tabular form. Chi- square test was used for testing the hypothesis.

## **HYPOTHESIS**

Following are the three hypotheses:

### **Hypothesis 1:**

Ho: There is no relationship between gender and gold brand.( Gender and Gold brands are Independent)

H<sub>1</sub>: There is a relationship between gender and gold brand. (Gender and Gold brands are Dependent)

### **Hypothesis 2:**

Ho: Gender and jewellery purpose are independent.

H<sub>1</sub>: Gender and Jewellery purpose are dependent..

### **Hypothesis3:**

Ho: gender and trends of gold are independent.

H<sub>1</sub>: gender and trends of gold are dependent

## **LITERATURE REVIEW**

**Ramamrutham, Usha B.K, Meera Sushilkumar (2001)** Explained that the jewellery of India is a vital expression of the country's aesthetic and cultural history. It has been worn by women as adornment and by men as a proclamation of the power and as a symbol of rank and religious loyalty

In **Southern District of Tamilnadu** also it is noticed that men are more value conscious and hence a very large no. of them view gold jewellery as an important form of investment.

**FINDINGS OF THE STUDY**

Gender wise, there is no significant difference in level of satisfaction in brand name, quality, price, product feature, wide product range and purity.

**Table-1: Respondents Awareness on different brands**

	Frequency		Total
	Men	Women	
Nakshatra	5	6	11
Abharana	33	24	57
Kalyan	5	8	13
Jos alukkas	7	12	19
Total	50	50	100

Source: Field survey data

According to this survey the result shows that, 10% of men are aware about nakshatra, 66% of men are aware about abharana jewellers, 10% of men are aware about kalyan jewellers and remaining 14% men are interested in josalukkas. Similarly 12% of women are aware about nakshatra, 48% of women are aware about abharana, 16% of women are aware about kalyan and remaining 24% of women are aware about josalukkas. From the above information it can be interpreted that both men and women are aware of the various jewellery brands in the market.

**Table -2: Purpose of buying gold jewellery**

	Frequency		Total
	Men	Women	
Investment	12	11	23
Fashion	9	5	14
Occasions	21	29	50
Festivals	8	5	13
Total	50	50	100/100

Source: Field survey data

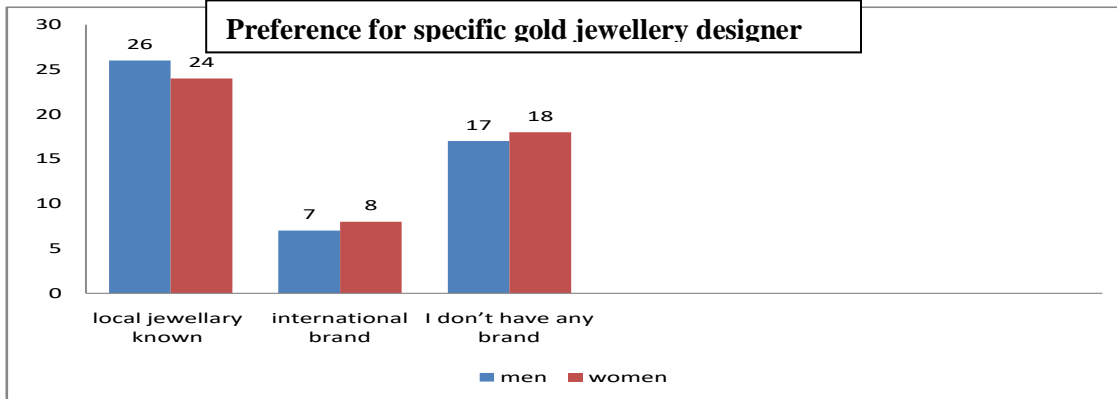
Out of 100 samples 12 men are prefer jewellery for the purpose of investment. 9 men are prefer jewellery for the purpose of fashion, 21 men are prefer jewellery for the purpose of occasion and remaining 8 men are prefer jewellery for the purpose of festivals. Similarly 11 women are prefer jewellery for the purpose of investment. 5 women are prefer jewellery for the purpose of fashion, 29 women are prefer jewellery for the purpose of occasion and remaining 5 women are prefer jewellery for the purpose of festivals.

**Table -3: preference of consumers on the basis of trend**

	Frequency		Total
	Men	Women	
Traditional	25	28	
Branded	25	22	
Total	50	50	100/100

Source: Field survey data

Out of 100%, 50% of men are interested in traditional jewellery and remaining 50% of men are interested in branded jewellery. Similarly 56% of women are interested in traditional jewellery and remaining 44% of women are interested in branded jewellery.



Out of 100 samples 26 men are interested to purchase in local jewellery shops and 7 men are interested to purchase in international branded shops and 17 men are not interested in any brand. Similarly 24 women are interested to purchase in local jewellery shops and 8 women are interested to purchase in international branded shops and 18 women are not interested in any branded shops.

## TESTING OF HYPOTHESES

### Hypothesis 1:

H<sub>0</sub>: There is no relationship between gender and gold brand. (Gender and Gold brands are Independent)

H<sub>1</sub>: There is a relationship between gender and gold brand. (Gender and Gold brands are Dependent)

Chi- square Test	Table value	Level of significance
2.2769	7.81	0.05

**Analysis:** Since the level of significance is 0.05 the hypothesis H<sub>0</sub> is accepted. There is significance level between gender and gold brands are independent.

### Hypothesis 2:

H<sub>0</sub>: Gender and jewellery purpose are independent.

H<sub>1</sub>: Gender and Jewellery purpose are dependent..

Chi- Square Test	Table value	Level of significance
2.7084	7.81	0.05

**Analysis:** Since the level of significance is 0.05 the hypothesis H<sub>0</sub> is accepted. There is significance level between gender and jewellery purpose is independent.

### Hypothesis 3:

H<sub>0</sub>: gender and trends of gold are independent.

H<sub>1</sub>: gender and trends of gold are dependent

Chi-Square Test	Table value	Level of significance
0.3613	3.84	0.05

**Analysis:** Since the level of significance is 0.05 the hypothesis H<sub>0</sub> is accepted. There is significance level between gender and trends of gold are independent.

## **CONCLUSION**

The benefits of buying gold jewellery are many in number. Gold has resale value and this creates gold of great benefit and of great asset value to buy. Gold is leading on the list of investments and value. In the maximum part of the world, gold holds a very imperative value in several cultures since it is a symbol of achievement, power and wealth. In India gold tends to have religious as well as cultural significance. This is one of the numerous reasons which makes gold jewellery a gentle of art in India. Based on the above, customers approach and behavior on jewellery purchase in udupi and kundapura city have played a significant role.

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