



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS GOLD JEWELLERY WITH SPECIAL REFERENCE TO MADURAI CITY

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Abstract

Gold jewellery occupies a prominent position in Indian culture as both a traditional ornament and a reliable form of investment. In recent years, changing lifestyles, rising income levels, and evolving fashion trends have significantly influenced consumer buying behaviour. This study examines the factors affecting consumer buying behaviour towards gold jewellery with special reference to Madurai. The primary objectives are to identify the key factors influencing purchase decisions, analyse consumer preferences and satisfaction levels, and study the relationship between demographic characteristics and buying behaviour. The research is based on primary data collected from 100 respondents through a structured questionnaire. Statistical

tools such as percentage analysis, mean, correlation, and factor analysis were used for interpretation. The findings reveal that design, price, purity, brand reputation, and investment value are the major determinants influencing purchase decisions. The study also indicates that most consumers prefer branded jewellery showrooms and consider gold jewellery a secure investment option.

Keywords: Consumer Buying Behaviour, Gold Jewellery, Purchase Decision, Customer Satisfaction, Demographic Factors, Investment Preference, Branded Showrooms, Madurai City.



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Introduction

Consumer awareness pertains to the manner in which customers evaluate a particular product based on their own conclusions. Numerous businesses allocate substantial financial resources to shape customer perceptions. This awareness may vary depending on the individual consumer or a specific demographic group. The advent of digital media has transformed how the public interacts with brands and formulates their perceptions. Consumers in India are increasingly becoming more aware and quality-conscious.

Customers may become significantly engaged when the product is costly, infrequently purchased, and highly self-expressive. It is a learning journey for consumers to cultivate their beliefs about the product, form attitudes, and make informed purchasing decisions. Indian marketers should actively participate in the information gathering and evaluation processes of consumers; they must assist buyers in understanding the attributes of the product class and their importance.

Review Literature

Rutam Vora (2023): has pointed out that jewellery companies have now recognized the true buying power of precious jewellery in rural and semi-urban areas and have started targeting them with caution of trust and mutual relationship. However, it

would probably take generations for rural community to change their priority from the local, traditional jewellery to the national organized corporate.

T Chitradevi (2022): has done research on "A study on consumer behaviour towards diamond jewellery products in Tiruchirappalli district". The purpose of this research is that why consumer wants to make investment in diamond jewellery. He selected 500 consumers living in Tiruchirappalli district using the random sampling method and self-prepared Structured Questionnaire to use for data collection. Primary data was collected from the customers around Tiruchirappalli District. The secondary data was collected through journals, text books and through internet.

Statement of the Problem

Despite gold jewellery being deeply rooted in South Indian tradition, the buying behaviour of consumers has changed significantly in recent years. Consumers are moving away from traditional heavy designs to more modern and fashionable jewellery. With increasing demand for variety, innovation, and convenience, jewellery preferences are evolving rapidly. However, many retailers still focus on conventional patterns. Therefore, it is important to study the changing preferences and behaviour of consumers towards gold jewellery in Madurai District.

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Objectives of the Study

This study aims to identify key drivers of gold jewelry purchases in Madurai, analyze how demographics (such as age and income) influence buying patterns, and measure overall customer satisfaction with their jewelry shopping experience.

Research Methodology

This research methodology employs a descriptive design to analyze gold jewelry buying behavior in Madurai, utilizing primary data collected through structured surveys and secondary data from industry reports and literature. A sample of 100 respondents is selected using random or stratified sampling to ensure demographic diversity and statistical validity. The data is interpreted through mean and percentage analysis for descriptive insights, while correlation and factor analysis are applied to identify key variables and underlying patterns in consumer decision-making.

Result and Discussion

Table: 1 Shows the Gender

Gender	No.of Respondents	Percentage
MALE	21	21%
FEMALE	79	79%
OTHER	0	0%
TOTAL	100	100%

The pie chart displays the gender distribution of a given population. It reveals a significant disparity between male and female representation. Females make up the majority with 79%, while males account for only 21%. There is no visible representation for the "Other" category, suggesting that either no participants identified as such or their number was too small to be depicted. This data indicates a strong female dominance in the surveyed group, which could reflect the nature or focus of the population being studied, such as a gender-skewed field, event, or community.

Table 2: The How Often do you Purchase Gold Jewellery

Frequency of Activity	No.of Respondents	Percentage
ONCE A YEAR	27	27%
TWICE A YEAR	13	13%
ONLY ON SPECIAL OCCASIONS	25	25%
RARELY	35	35%
TOTAL	100	100%

Findings

The study shows that most respondents are young, female, and undergraduate students with monthly income below ₹25,000. Gold jewellery is purchased mainly for personal use, with chains being the most



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preferred item and spending usually below ₹25,000 per purchase. Design and style strongly influence buying decisions, and 22K gold is the most preferred purity. Most respondents prefer branded showrooms, are aware of hallmark certification, and consider gold jewellery a good investment. Overall satisfaction with jewellery stores in Madurai is rated as good by the majority.

Conclusion

This study analyzed customer satisfaction and buying motives among 100 gold jewellery consumers in Madurai, highlighting a universal preference for gold as both a personal adornment and a secure investment. By examining various pre-purchase factors, the research successfully captured consumer interest and decision-making patterns, benefiting from high respondent cooperation. The study concludes that gold remains a preferred asset in Madurai, suggesting that retailers should focus on both design innovation and purity transparency to maintain high levels of customer trust and satisfaction.

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