

## **An Empirical Study on Consumer Perception on Khazana Jewellery – A Case Study**

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### **Abstract:**

In this paper an attempt is made to understand and analyze consumer perception on khazana jewellery, their strategies and influencing factors to purchase jewellery in khazana. Merchants aim to increase their sales by determining what drives their customers' purchase decisions. Consumer perception theory attempts to explain consumer behavior by analyzing motivations for buying -- or not buying -- particular items. Three areas of consumer perception theory relate to consumer perception theory: self perception, price perception and perception of a benefit to quality of life. Consumer perception applies the concept of sensory perception to marketing and advertising. Just as sensory perception relates to how humans perceive and process sensory stimuli through their five senses, consumer perception pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer perception theory to determine how their customers perceive them. They also use consumer perception theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones.

**Key words: Consumer Perception, Purchase Decisions, Marketing and Advertising**

### **PRELUDE:**

Self perception theory attempts to explain how individuals develop an understanding of the motivations behind their own behavior. Self perception by customers relates to values and motivations that drive buying behavior -- which is also an important aspect of consumer perception theory. For instance, a study by researchers at the University of Massachusetts at Amherst addressed how self perception shaped consumers' buying behavior. The study considered the question of whether consumers believed their buying decisions had a real effect on issues such as environmental impact. The researchers concluded that consumers' self perception was a driving factor in whether or not they placed a priority on socially conscious purchase and consumption practices. Consumers who viewed themselves as socially conscious tended to place more weight on issues such as environmental impact when making buying decisions than consumers who did not hold similar views of themselves.

### **PRICE PERCEPTION**

While mass merchandisers such as Wal-Mart emphasize low prices as an inherent virtue, upscale merchants attempt to emphasize quality and value for money to appeal to potential customers. Researchers at the School of Business Administration at LaSalle University and LeBow College of Business at Drexel University considered several factors, including price perception -- whether consumers believed they were being charged fair prices -- in determining whether online shoppers would make repeat purchases through the same website. The researchers concluded that price perception strongly influenced whether customers were satisfied with their purchases and whether they would make future purchases. Two factors that shaped price perception were the perceived quality of the merchandise or service in question and price comparisons with merchants offering similar merchandise or services.

### **BENEFIT PERCEPTION**

"It's good, and it's good for you." Many consumers are familiar with this phrase frequently associated with food advertising. Researchers from Marquette University, Louisiana State University

and the University of Arkansas surveyed customers to determine how nutrition claims associated with food affected their perception of that food's nutritional value. The researchers found that consumers tend to reject general, unsupported claims of enhanced nutrition, especially concerning high nutritional value for foods that are traditionally viewed as unhealthy. The researchers also theorized that consumers would demonstrate a trend toward applying more scrutiny to nutrition claims and would demand more specific information about the foods they purchase.

## REVIEW OF LITERATURE

Swen and Combs, 1976 the concept of user satisfaction occupies a central position in marketing thought and practice. The centrality of this is that the profits are generated by satisfying the needs and wants of the users or customers. This field of research emerged in the early 1970's and has accelerated in the recent years. It is hypothesized that customer satisfaction is positively related to the product performance, dimension of which were categorized qualitatively into instrumental i.e. natural attributes of the product like capability, usability etc. The expressive i.e. psychological or determinant attributes like color style etc.”

Oliver, L. Richard, 1981 “It was later identified that the distribution channel plays a unique role in satisfying the needs of the retailers than the manufacturer by proposing a non-traditional multiphase satisfaction programme based on major components of satisfaction process.”“Today's customers are becoming harder to please. They are smarter, more price conscious, more demanding, less forgiving and they are approached by many more competitors with equal or better offers. The challenge, according to Jeffrey Gitomer, is not to produce satisfied customers; several competitors can do this. The challenge is to produce delighted and loyal customers”

## NEED FOR THE STUDY

Consumers and their perception play a vital role in determining marketing strategies to be adopted by jewellery manufacturing. All segments in jewellery industry are facing challenging on account of either quality or price wars in consumers preference. Consumer perception is simply a subset of large field of human behavior. Knowing customer pulse is never simple because they state their needs, wants but act otherwise. Marketers must study their target consumers in view an attempt will be made by enquiring the new relating to the market designs of Khazana Jewellery of consumers perception.

## OBJECTIVES OF THE STUDY

- To study the consumer perception on khazana jewellery and on their strategies.
- To know the influencing factors to purchase jewellery in khazana.

## RESEARCH METHODOLOGY

The method adopted for collecting the data is market survey method. For collecting there will be well –structured questionnaire has been prepared with a view to ascertain the objectives of the study.

### SOURCES OF DATA:

This study is mainly based on the two types of the data.

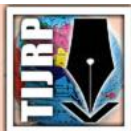
- 1 Primary Data
- 2 Secondary Data

### PRIMARY DATA:

Primary data is collected from respondents through questionnaires. After collecting the questionnaires from the respondents the statistical tools and inferences are used for tabulation and analyzing data.

There are several methods of collection of primary data. They are :

- 1 Observation method
- 2 Interview method
- 3 Questionnaire method



**SECONDARY DATA:** Secondary data is collected from professional journals, other business records, news papers, magazines and web source.

**SAMPLE SIZE:** For conducting the survey the sample size 50, which is selected randomly.

### **ANALYTICAL TOOLS FOR STUDY:**

Present study is descriptive nature and does not establish a casual relationship between characteristics chosen for study. Therefore, it does not involve use of any quantitative methods. Statistical tools used for analyzing the data includes Simple Averages, Percentages, bar-charts and totals.

### **SCOPE OF THE STUDY**

The term consumer perception in its broader sense covers various aspects like how an individual selects, organizes and interprets information inputs. For the purpose of the study, consumers will be deemed to be persons who are knowledge in the particular selected designs. The present study covers a brief profile of Khazana Jewellery. It looks into the way in which media advertisements create brand awareness in the minds of the customers. The study sort to explore the opinions of the respondents about the consumer perception of Khazana Jewellery. The study also sought to explore the expected attributes of advertisements form the customer's point of view.

### **THE HISTORY OF GOLD**

**Gold** is a chemical element with symbol **Au** (from Latin: aurum) and atomic number 79. In its purest form, it is a bright, slightly reddish yellow, dense, soft, malleable and ductile metal. Chemically, gold is a transition metal and a group 11 element. It is one of the least reactive chemical elements, and is solid under standard conditions. The metal therefore occurs often in free elemental (native) form, as nuggets or grains, in rocks, in veins and in alluvial deposits. It occurs in a solid solution series with the native element silver (as electrum) and also naturally alloyed with copper and palladium. Less commonly, it occurs in minerals as gold compounds, often with tellurium (gold tellurides).

Gold's atomic number of 79 makes it one of the higher atomic number elements that occur naturally in the universe. It is thought to have been produced in supernova nucleosynthesis and to have been present in the dust from which the Solar System formed. Because the Earth was molten when it was just formed, almost all of the gold present in the early Earth probably sank into the planetary core. Therefore most of the gold that is present today in the Earth's crust and mantle is thought to have been delivered to Earth later, by asteroid impacts during the late heavy bombardment, about 4 billion years ago.

Gold resists attacks by individual acids, but it can be dissolved by aqua regia ("royal water" [nitro-hydrochloric acid], so named because it dissolves "the king of metals"). The acid mixture causes the formation of a soluble gold tetrachloride anion. Gold metal also dissolves in alkaline solutions of cyanide, which are used in mining and electroplating. It dissolves in mercury, forming amalgam alloys; it is insoluble in nitric acid, which dissolves silver and base metals, a property that has long been used to confirm the presence of gold in items, giving rise to the term acid test.



### **KHAZANA JEWELLERY PVT. LTD.**

Khazana Jewellery is a Jewellery retail house in South India. It is headquartered in Chennai, Tamil Nadu. Kishore Kumar Jain is the managing director of the company. They are in jewellery retailing with a chain of 44 showroom across India. In which the first store was opened in NSC Bose road in Chennai in 1989 and then flourishing to different geographical regions of TN, AP and Karnataka.

With an experience of more than 3 decades in gold industry and 25 years of experience in jewellery retailing we deal with finely crafted 100% hallmarked jewellery. Having Film Actress Tamannah as our Brand ambassador we have lifted the spirits of people who thrive for fine jewellery. Geographical presence in India with 44 showrooms and growing further., 5000 Cr turnover company, Above 2000 employees in companies payroll, Pioneer to introduce corporate culture to jewellery retailing, Led by charismatic leaders at top level management

### **BUSINESS DESCRIPTION:**

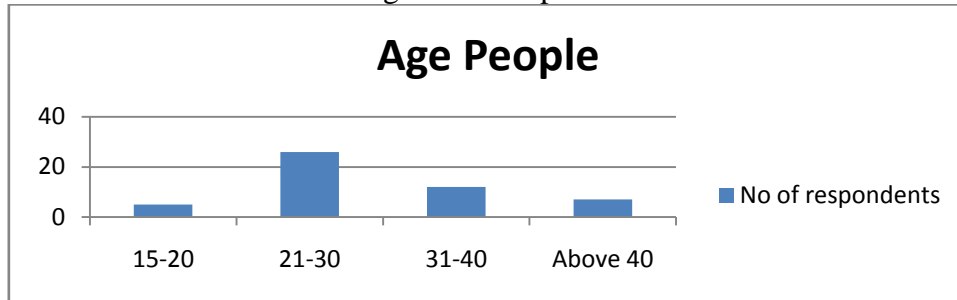
Headquartered in Chennai, Khazana Jewellery is among the prominent jewelers in South India. We present exquisite collection of Gold Jewellery, Silver Jewellery, Diamond Jewellery and Platinum Jewellery. We have rolled out our first jewellery retail store in the city in the year 1989, and soon followed the second showroom. After consolidating our position in Chennai, we have opened a series of showrooms across the south India. In the year 1992, the government of India facilitated us with the status of Export House. Our professionally managed showrooms provide a diverse range of finely crafted masterpiece with intricate designs under the warm ambiance for the clients to take wiser decision. Supported by a team of highly talented designers, artisans and sales persons, we offer enchanting collections of jewellery and personal assistance and support services. We provide breathtaking jewellery collections with an array of rubies, emeralds, and other precious stones for the every occasion. We deliver trend-setting designer jewellery that promises to make your special moments of life really memorable and bigger.

Based in Chennai, Sri Jaya Jewellery is one of the renowned wholesalers of jewellery in India. We are a module of renowned Alex Industries. Wide range of products that we offer includes fashions jewellery, kundan polka collection, one gram gold jewellery, antique jewellery and American diamond jewellery. Incepted 25 years back, we are able to mark our distinguished and respectable recognition in the market. Under the mentorship of our Managing Director, Mr. Joseph Mudaliar, we are able to carve a niche in the international market as well. Sri Jaya Jewellery Pvt. Ltd. is basically engaged into providing gold plated imitation jewellery in the market. We are a synonym for credibility and quality in the industry. It is due to our dedication and quality assured products, that we have won many international awards as well. Awards like "Arch of Europe" in 1996 for excellence in corporate image and from J. Ban Lmagen Arte S.A are given to us for our excellence. We are also acclaimed for

following the set international standards. Distribution Network Our renowned and respectable organisation has a widespread distribution network all across the globe. More than 300 dealers across the nation and world are working with us. We are associated with many reputed outlets and retail outlets in every corner of the world. Products are designed and developed as per the requirements and specifications of our international and national clients. It is our quality assured products, transparent policies and ethical practices that we have gained recognition and respect nationally and internationally. Quality Assurance Premium grade products are the forte of our organisation for which we are acclaimed worldwide.

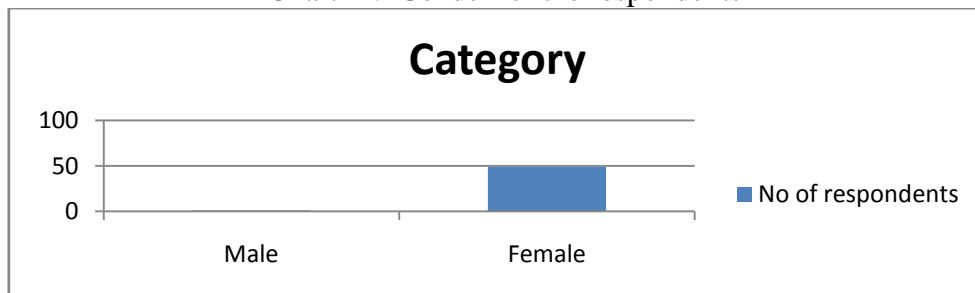
## STUDY ANALYSIS

Chart -1: Age of the respondents



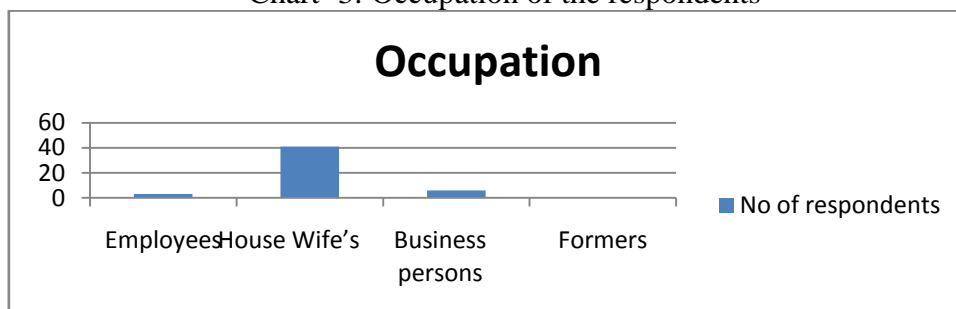
Source: primary data

Chart -2: Gender of the respondents



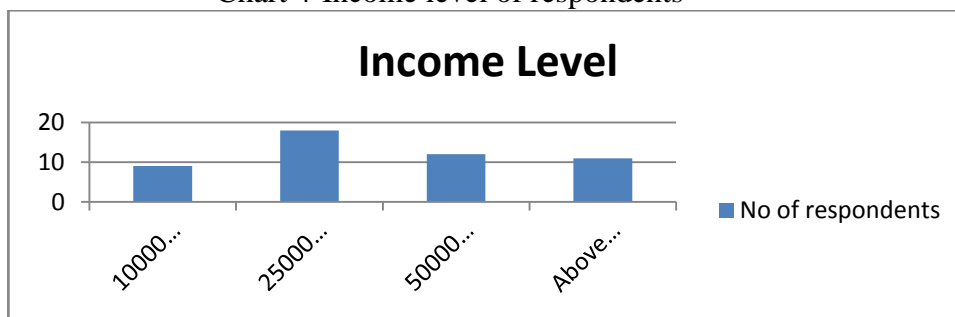
Source: primary data

Chart -3: Occupation of the respondents



Source: primary data

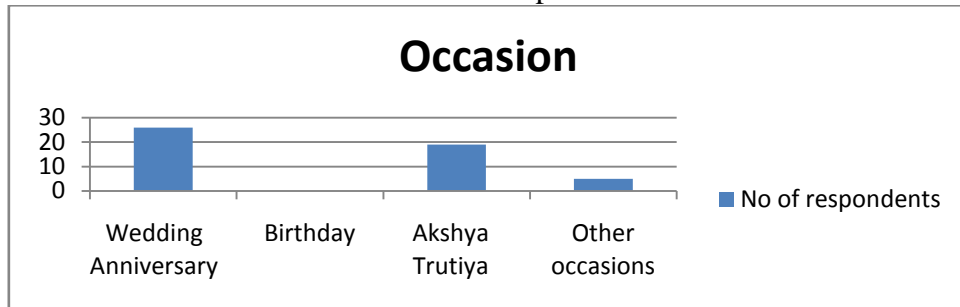
Chart 4-Income level of respondents



Source: primary data

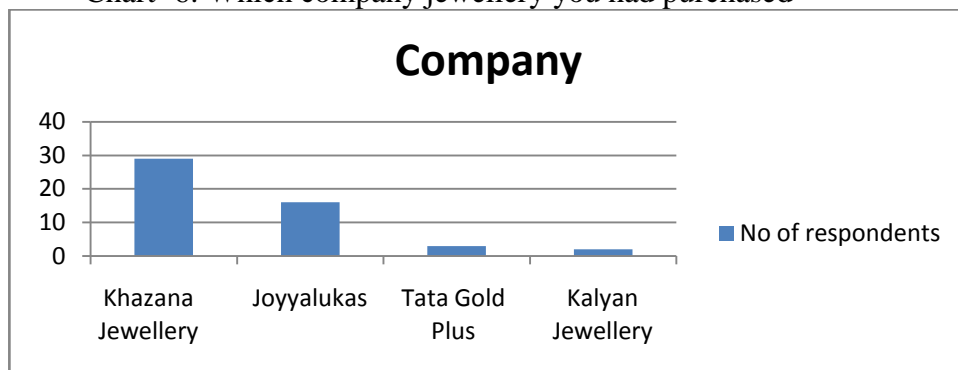


Chart 5- Occasion makes to purchase Gold



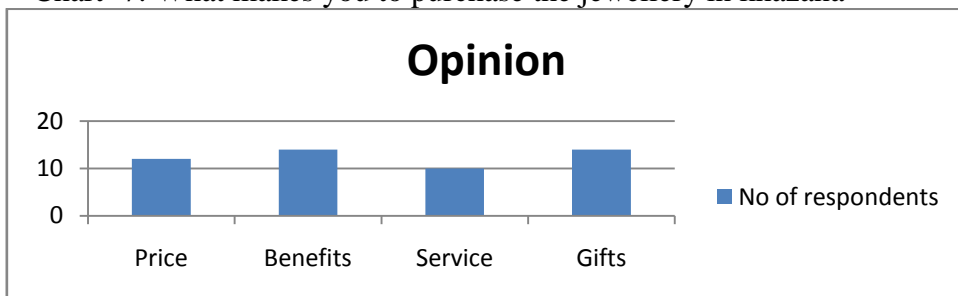
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Chart- 6: Which company jewellery you had purchased



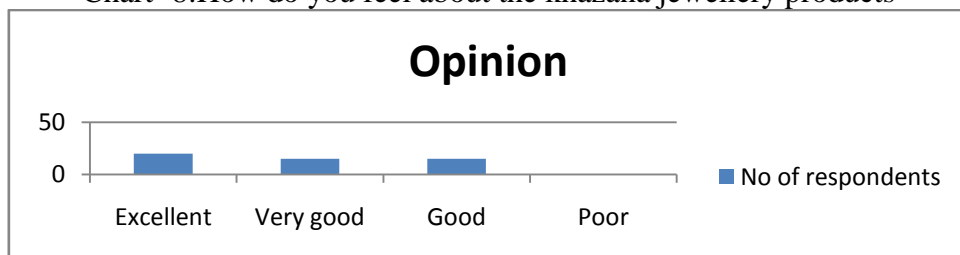
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Chart -7: What makes you to purchase the jewellery in khazana



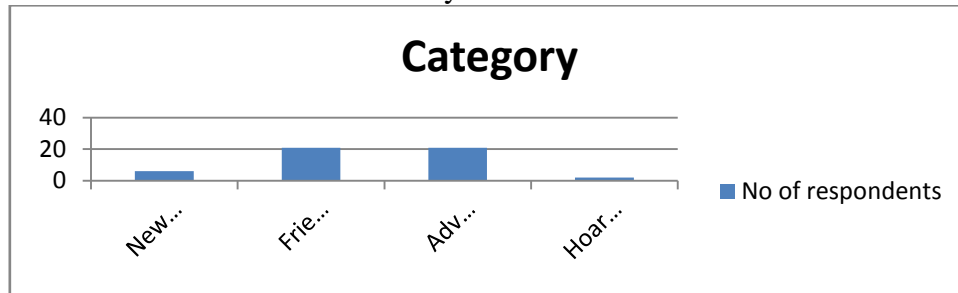
Source: primary data

Chart -8:How do you feel about the khazana jewellery products



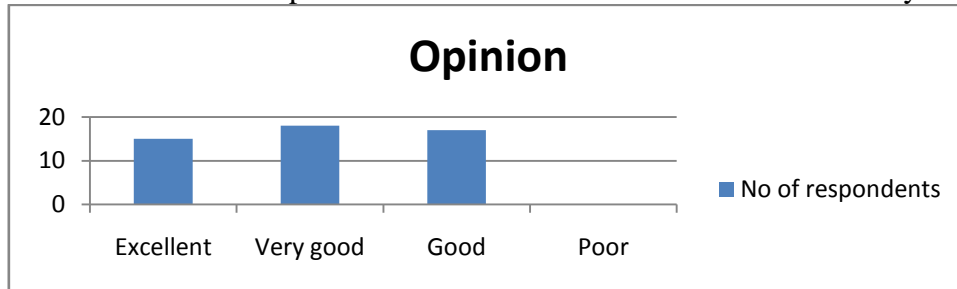
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Chart - 9: How did you come to know about it



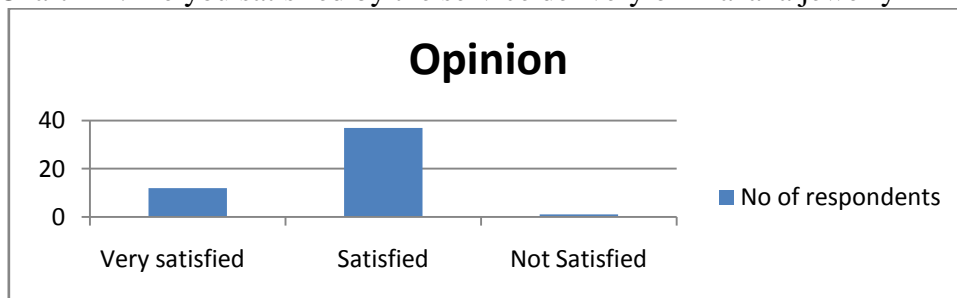
Source: primary data

Chart- 10:How is the response of the executives in the Khazana Jewellery



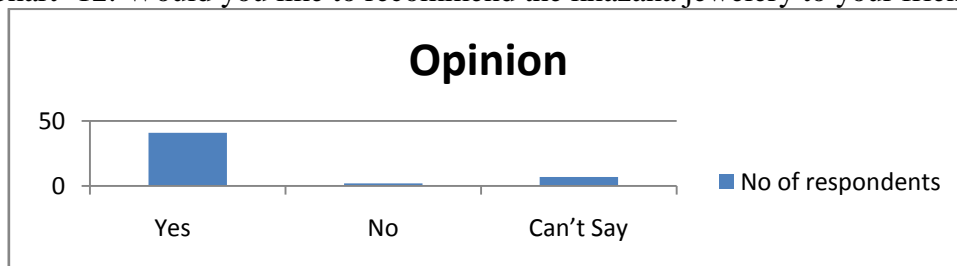
Source: primary data

Chart -11:Are you satisfied by the service delivery of khazana jewelry



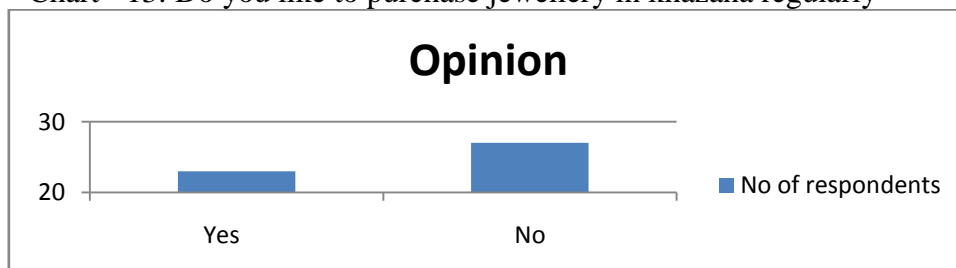
Source: primary data

Chart -12: Would you like to recommend the khazana jewellery to your friends



Source: primary data

Chart - 13: Do you like to purchase jewellery in khazana regularly



Source: primary data

Chart -14: While buying jewellery on which factor have you concentrate

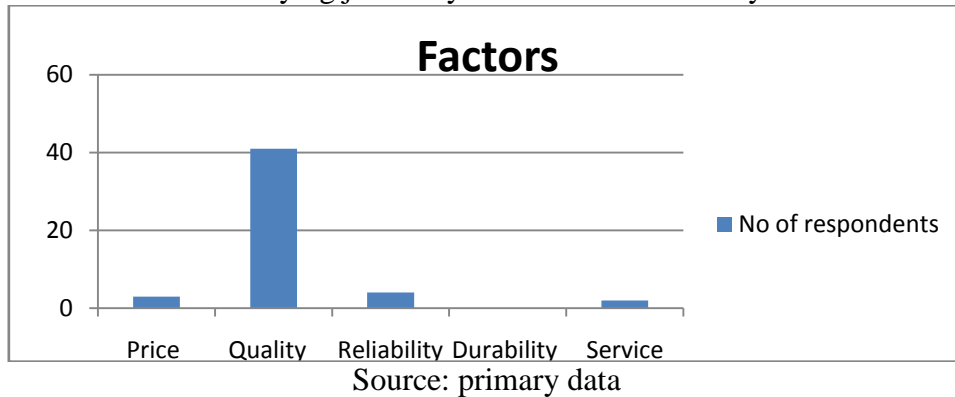


Chart -15: factors influence in purchasing decision to buy a particular brand of jewellery

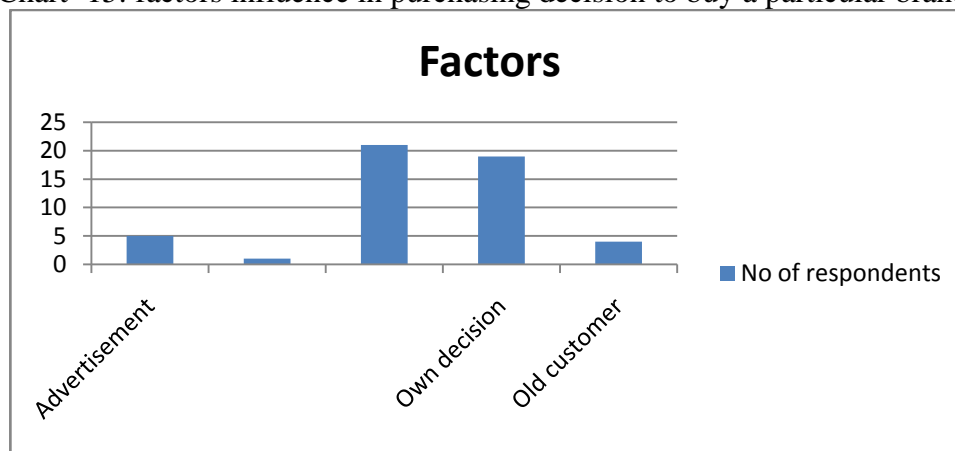
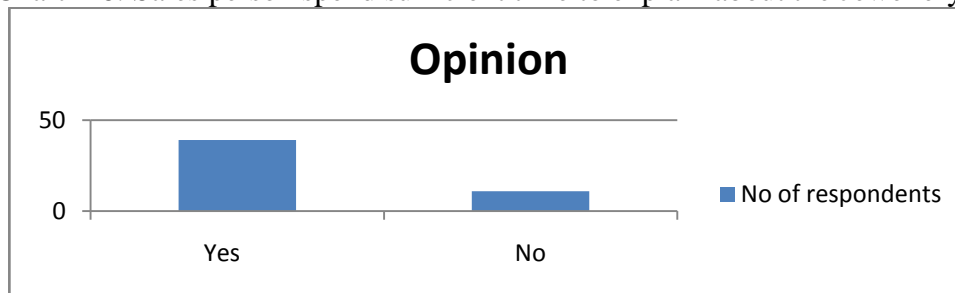


Chart -16: Sales person spend sufficient time to explain about the Jewellery



## FINDINGS:

- Most of the respondents are female; 21-30 years age people, and Rs.25000-50000 income level people who are purchasing the jewellery regularly at khazana.
- Most of the respondents said that price and gifts influenced them to purchase jewellery in khazana.
- The electronic advertisement and news paper plays a vital role in the market compare to other Medias.
- The main motivating factor of customer to buy the jewellery in khazana is friends and advertisement.
- Maximum no. of people felt that price of the jewellery is reasonable.
- The consumer felt that jewellery models are good in quality, price and design when compare with other brands.
- Most of the respondents felt that providing the exchange offers and other benefits.



- Maximum no. of female people felt that khazana executives service will effect at the time of purchasing the product.
- Most of the respondents felt that improving the quality and reducing wastage charges.
- Maximum no. of respondents said that they are satisfied by the purchasing of jewellery in khazana.
- It was found that most of the respondents have purchase the jewellery in khazana. because of friends and relatives advice
- Maximum no. of respondents said that Sales persons are spending sufficient time to explain about the Jewellery.

**SUGGESTIONS:** By keeping in view of above findings the following suggestions are made to khajana jewellery.

- The company has to focus on mass media to cover maximum no. of people in the society.
- The company has to focus on all age group and design the strategies to attract male category and also for all income level people.
- The company has to maintain reasonable and offeredable pricing strategy to attract and retain the customer.
- As price and gifts influences to purchase jewellery in khazana, so it is suggested the khajana to maintain the same in future.
- The khazana jewellery should concentrate on technological innovations to increase in design, models and quality of jewellery.
- The company has to concentrate and initiate providing the exchange offers.
- The khazana jewellery should concentrate on providing the training programme to the sales people in order to handle the customers effectively.

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