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## A study of consumer buying behaviour towards gold with referred to women consumer in Mangalore city.

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**Abstract:** *This study has been conducted in Mangalore city by taking the women consumer in the city. This study has been conducted based on the objective of factors influencing the buying behaviour on the consumer towards gold. The buying behaviour is important stimuli for the purchase of the gold in the market if the consumer influenced by the buying motive then no one can stop him from buying the product in the market. To collect the study primary and secondary data is selected primary data mainly with the help of structured questionnaire and secondary data based on the past records. The analysis is based on the percentage and interpretation.*

**Introduction:** Gold is a thick, delicate, sparkly and adaptable unadulterated metal known. Immaculate gold has a brilliant yellow shading and shine generally thought to be alluring, which it keeps up without oxidizing in air or water. Gold is one of the coinage metals and has served as an image of riches and a store of worth all through history. Best quality levels have given a premise to money related strategies. Gold, similar to no other metal, has a captivating history and an extraordinary spot on the planet. Gold's numerous extraordinary properties have secured it a focal part in history and human improvement. Gold is a striking, uncommon metal, with an

unparalleled blend of synthetic and physical properties. It is the main yellow metal and bears its name from the Old English word for yellow, 'geolu'. Gold's extraordinary properties imply that it has a more prominent assortment of employments than any metal. Like her partners over the globe, India likewise held gold high for its valuable characters and irregularity and considers it as a standard for surveying virtue and quality. Today India is the richest gold customer on the planet. The yearly utilization of gold which was assessed at 65 tons in 1982, has expanded to more than 500 tons in the blink of an eye around 80% is for gems creation (primarily more than 22 carat virtue) for household request, 15% for financial specialist request and scarcely 5% for mechanical use. India holds the biggest supply of gold on the planet – 18,000 tons are held by families. The astounding component is the route interest in adornments has come to overwhelm the business sector which is obvious from table and diagram underneath.

**Background of the study:** Mangalorian are extremely enamoured with jewelleries and there are numerous cast individuals they purchase gold on the normal premise. In Mangalore amid the April and May session there is an enormous interest for these

jewelleries in light of the fact that the marriage projects are hung on these session In Mangalore. In Mangalore there are conventional gem dealers having their family business and they have their own particular clients and there are private gold organizations likewise found in Mangalore

**Gold holding of the world (40 countries )**

like Joy alukas, Thanishq, Bhima jewellers so on, this study has been led in Mangalore city by taking the ladies respondents of this city. This study had led to think about the variables that impact purchasing choice of gold in Mangalore city.

Table 1: Top 40 reported official gold holdings (as at September 2015)

		Tonnes	% of reserves			Tonnes	% of reserves
1	United States	8,133.5	73%	21	Austria	280.0	44%
2	Germany	3,381.0	67%	22	Belgium	227.4	33%
3	IMF	2,814.0	-	23	Kazakhstan	213.5	27%
4	Italy	2,451.8	65%	24	Philippines	195.6	9%
5	France	2,435.5	62%	25	Algeria	173.6	4%
6	China	1,708.5	2%	26	Thailand	152.4	4%
7	Russia	1,352.2	13%	27	Singapore	127.4	2%
8	Switzerland	1,040.0	6%	28	Sweden	125.7	8%
9	Japan	765.2	2%	29	South Africa	125.2	10%
10	Netherlands	612.5	56%	30	Mexico	121.8	2%
11	India	557.7	6%	31	Libya	116.6	5%
12	ECB	504.8	25%	32	Greece	112.6	71%
13	Turkey	504.5	15%	33	BIS	108.0	-
14	Taiwan	423.6	3%	34	Korea	104.4	1%
15	Portugal	382.5	74%	35	Romania	103.7	10%
16	Venezuela	361.0	67%	36	Poland	102.9	4%
17	Saudi Arabia	322.9	2%	37	Iraq	89.8	5%
18	United Kingdom	310.3	9%	38	Australia	79.9	6%
19	Lebanon	286.8	20%	39	Kuwait	79.0	9%
20	Spain	281.6	18%	40	Indonesia	78.1	3%

Source: world gold council

Above table shows the gold holdings and percentage of reserves of 40 countries in that India got 11<sup>th</sup> space and it has 557.7 tons of holding and 6% of reserve in world.

**Historical demand for gold jewelleryes**

**Table 13: Historical data for gold demand**

	Tonnes					
	Jewellery	Total bar and coin invest.	ETFs and similar	Technology	Central banks	Total
2005	2,721.0	418.1	211.1	440.4	-663.4	3,127.2
2006	2,301.4	429.8	258.7	471.7	-365.4	3,096.2
2007	2,424.9	437.5	259.6	477.7	-483.8	3,116.0
2008	2,306.2	917.9	325.0	464.7	-235.4	3,778.3
2009	1,816.3	832.3	644.6	414.4	-33.6	3,674.0
2010	2,051.4	1,201.8	420.8	459.9	79.2	4,213.0
2011	2,090.8	1,493.4	236.9	427.0	480.8	4,729.0
2012	2,133.8	1,299.0	306.6	379.1	569.3	4,687.8
2013	2,669.1	1,700.8	-915.9	354.3	625.5	4,433.7
2014	2,461.4	1,002.2	-183.1	346.4	590.5	4,217.4

Source: world gold council

**Interpretation:** The demand for jewellery from 2005 to 2014 was shown in the above table and it shows the demand has not been constant; there is a variation in the gold demand in the year 2009 the demand had fallen when compared to previous years but the demand has picked up in the year 2010.

**Objective of the study:** To study the factors influencing the buying decision of gold ornament in Mangalore city.

**Research methodology:**

This study had directed in view of the primary data and secondary data. Primary data depended on organized survey which will be disseminated to 100 ladies respondents of Mangalore city and secondary data depended on the books, diaries and reports of world gathering. The information will be investigated in view of rate examination and positioning technique utilized.

**Review of literature:**

**According to (Anand, 2003)** there are two sort of customer, first the family unit or individual use buyer and second quick moving purchasers. The purchaser conduct will change as indicated by the item if the buyer's purchases costly item like auto, bike, generator and so on purchasing process includes misgiving. Be that as it may, when they purchase lower wage item there is no need of qualm. It likewise uncovers that elements which impact the purchasing conduct like feeling, inspiration, coherent, and mental inspiration and there are a few issues identifies with the purchaser conduct are unpredictable and dynamic buyer.

**According to Untracht, Oppi (1997),** he clarified that significantly more than simply a showcase of riches and taste, adornments is a basic component in the lives of the general population of India. Untracht in his study watched real Indian adornments frames and strategies, investigating Indian pearls and gems as both a progressing tasteful spreading over 5,000 years and an exceptionally critical type of social expression.

**Findings of the study:**

Table 1 showing the Demography profile of the respondents

Variables		
Age	20-30	21
	30-40	35
	40-50	20
	50and above	24
Monthly income	less than 16,000	27
	16,000-31,000	22
	31,000-46000	29
	46,000 and above	22
Occupation	Salaried	39
	Housewife	26
	Professional	20
	Other	15

Source: survey data

**Interpretation:** Table No:1 above gives the demographic profile of respondents where 21 percent respondents fit in with the age gathering of 20-30, 35 percent fit in with 30-40 age bunch, 20 percent had a place with the age gathering of 40-50, 21 percent fit in with the age gathering of 50 and above. So it can be construed that regardless of age gathering ladies purchase gold adornments.

The table likewise clarifies the month to month pay of respondents. It can be deduced that 22

percent of respondents fit in with the month to month level of pay of Rs.46000 or more, 29 percent of respondents have a month to month pay of Rs.31, 000-460000. 22 percent have a month to month wage between Rs.16,000-31,000, and 27 percent fit in with the pay gathering of not as much as Rs 16,000.

Table explains the occupation of respondents. 26 percent women are housewives, 20 percent professionals, 39 percent salaried, 15 percent others.

Table 2 shows the purpose of buying gold

Purpose	Percentage
Personal	57
Investment	38
Gift	05

Source: survey data

**Interpretation:** It can be induced that 38 percent purchase gold on account of venture purposes. They normally purchase gold rolls and gold coins when the buy is monetarily

spurred. Interestingly, the ladies who don't have little girls tend not to consider gold as a venture instrument. 57 percent purchase for their own utilization which incorporate for their own

particular use, for girls, as a blessing to companions and relatives and for religious purposes.

Table 3 shows the Factor influencing buying decision and attribute of gold

Factor		Rank
	Tradition	4
	Place of purchase	3
	Purity	1
	Design	2
Attribute	Brand name	1
	Price discount	3
	Exchange offers	4
	Variety	2

Source: survey data

**Interpretation:** From Ranking it is evident that purity is the most important factor followed by influence of design or place of purchase and so on. The most important attribute which customer look in the gold was the brand name, variety, price discount and exchange offers for the gold.

**Findings of the study:** The above study uncovers the client conduct on the buy of gold decoration it demonstrates that there is no distinction in the age and salary for purchasing the gold and the most vital element which client look in the gold is its purity and the trait its image name.

**Conclusion:** Women's are an unmistakable shopper portion. The item is gold, basically as adornments. Be that as it may, to some degree the women's view gold as a speculation vehicle which gives some measure of monetary security for themselves and/or their little girls. There are a couple Commodities in Mangalore that will dependably be in high demand. Gold is one among them. The yearning to obtain and accumulate it is by all accounts hard-wired.

### Reference

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2. Untracht, O. (1997). *Traditional jewellery of India* . Michigan: Harry N. Abrams Publications .

### Website

3. [www.responsiblejewellery.com/member/world-gold-council](http://www.responsiblejewellery.com/member/world-gold-council)
4. [www.gold.org/jewellery](http://www.gold.org/jewellery)