



A STUDY ON AWARENESS OF RESPONDENTS TOWARDS ROLLED GOLD ORNAMENTS IN CUDDALORE TOWN

Dr. Venkatasamy

**M.Com, MBA, Ph.D., Assistant professor, Department of Commerce (General),
Thiruthangal Nadar College, Chennai.**

ABSTRACT :

The study has been undertaken to analyse the awareness level of the respondents towards various aspects of rolled gold among respondents in Cuddalore town. The sample size of the study is 200 respondents selected under simple random sampling method. The researcher applied simple percentage, mean and ANOVA as statistical tools. It was found that major portion of the respondents were aware in the aspects of price of ornaments, quality, guarantee and warrantee, place of availability of the products and health effects by wearing rolled gold ornaments. Their awareness level was found to be low towards making method, exchange value, trustworthy, available mode of purchase and seasonal offers.



KEYWORDS : Gold Ornaments, guarantee, Warrantee, Trustworthy

INTRODUCTION

Wearing ornament has been in practice from the time immemorial. The ornaments have remained exotic, unequalled and invaluable articles of personal glory and with Jewellery becoming symbol of status, fashion and taste. Hundreds of years ago both men and women had the practice of wearing ornaments made by gold, silver and other metals. But gold and silver were most popular metals for making ornaments. But now a days than men women are wearing more ornaments and with different variety and models. In the busy world men and women today are steadily moving away from conventional styles of adornment and ornamentation and are gradually adopting modern patterns better suited to their life styles. But prices of Golden ornaments are too costly than any other popular metal of making ornaments followed by silver. Indians like to wear golden ornaments than any other metal. People in India think that wearing golden ornaments gives pleasure and prestige and status in the society. But all the people are not able to buy golden ornaments because of its cost. Golden ornament is too costly than other type of ornaments. At the same time people wants to wear ornaments. Hence people who are not able to buy golden ornaments prefer to buy rolled gold ornaments. They consider this type of ornaments as substitute to golden ornaments. This type of ornament is also called as gold covering ornaments. This ornament is made by cheap metal such as bronze and so on and it is covered by gold, which appear more or less golden ornaments. Hence people prefer to buy this type of ornaments. Some other reasons also are there to push the people to buy rolled gold ornaments. People wants for safety when they travel in long ways does not want to wear golden ornaments due to fear in theft, so they buy rolled gold ornaments. Now a day people wants to wear different variety of ornaments, buying more number of golden ornaments is not possible for all people, so they move for rolled gold ornaments. They buy this type of ornaments for gift purposes also.

There are several aspects in rolled gold ornaments, so it is necessary to study the consumer preference and awareness of consumers of rolled gold ornaments. There are many aspects to be known towards rolled gold jewelers. Hence the study has made an attempt to study awareness level of the respondents towards rolled gold jewelers in Cuddalore town.

OBJECTIVES

The study has been undertaken with the following objectives.

1. To study the awareness level of the respondents towards rolled gold in the study area and
2. To study whether there is any significant differences between demographical background of the respondents and their awareness level towards rolled gold in the study area.

METHODOLOGY

The study has been undertaken to analyse the awareness level of the respondents towards various aspects of rolled gold among respondents in Cuddalore town. The sample size of the study is 200 respondents selected under simple random sampling method. The researcher applied simple percentage, mean and ANOVA as statistical tools.

RESULTS AND INTERPRETATION

This part of the paper presents the results and discussion of the study. Table 1 gives the results of level of awareness of the respondents towards various aspects of rolled gold ornaments.

Table 1: Level of Awareness towards Rolled Gold Ornaments

Variables	Level of Awareness			Total	Mean	Mean Score %age
	Not Aware	Moderately Aware	Fully Aware			
Price	13	70	117	200	2.52	84.00
Available models	3	161	36	200	2.17	72.17
Available brands	40	117	43	200	2.02	67.17
Quality	16	113	71	200	2.28	75.83
Guarantee and warrantee	16	92	92	200	2.38	79.33
Product available places	32	67	101	200	2.35	78.17
Making methods	136	39	25	200	1.45	48.17
Exchange value	26	158	16	200	1.95	65.00
Convenient usage	21	121	58	200	2.19	72.83
Trustworthy	109	68	23	200	1.57	52.33
Available mode of purchase	143	23	34	200	1.46	48.50
Seasonal offers	137	44	19	200	1.41	47.00
Health affects	37	51	112	200	2.38	79.17

Source: Primary data

Table 1 reveals the awareness levels of respondents towards various aspects of rolled gold ornaments. The percentage of average acceptance score reveals that the respondents have more than 75 per cent mean score about price (84 %), quality (75.83%), guarantee and warrantee (79.33%), product available places (78.17%) and health affects (79.17%). It is evidence to people in the study area have well awareness about price, quality, guarantee and warrantee, product available places and health affects aspects. The percentage of average awareness score reveals that the respondents have more than 50 but not more than 75 per cent mean score about available models (72.17%), available brands (67.17%), exchange value (65 %), convenient usage (72.83%) and trustworthy (52.33%). It seems that people in the

study area have moderate awareness about available models, available brands, exchange value, convenient usage and trustworthy of the rolled gold ornaments. The percentage of average awareness score reveals that the respondents have less than 50 percent is making methods (48.17%), available mode of purchase (48.50%) and seasonal offers (47%). It is revealed that people in the study area have poor awareness about making methods, available mode of purchase and seasonal offers. Hence, sellers in the study area should undertake awareness programme about making methods of rolled gold ornaments and give more effective advertisements about available mode of purchase and seasonal offers.

RESULTS OF ANOVA

In order to analyse the significant difference in awareness level of respondents based on their demographical background and awareness level, ANOVA was applied and the results are presented below. Table 2 gives the ANOVA results between gender of the respondents and their awareness level.

Ho: "There is no significant difference in level of awareness towards purchase of rolled gold ornaments among the respondents belongs to different gender"

Table 2: Gender and Level of Awareness

Sl. No.	Factor	F	Sig.
1	Price	4.678	.001*
2	Available models	15.086	.000*
3	Available brands	5.161	.001*
4	Quality	6.642	.000*
5	Guarantee and warrantee	4.401	.002*
6	Product available places	3.492	.009*
7	Making methods	12.170	.000*
8	Exchange value	7.756	.000*
9	Convenient usage	4.052	.004*
10	Trustworthy	10.935	.000*
11	Available mode of purchase	8.521	.000*
12	Seasonal offers	54.788	.000*
13	Health affects	14.435	.000*

Source: Computed from Primary Data

* significant at 5 % level

Table 2 shows the ANOVA results of gender of the respondents and awareness level of the respondents. The results showed that calculated F value is significant in all aspects. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference in level of awareness about purchase of rolled gold ornaments among the respondents belongs to different gender. Table 3 gives the ANOVA results between age of the respondents and their awareness level.

Ho: "There is no significant difference in level of awareness towards purchase of rolled gold ornaments among the respondents belongs to age groups"

Table 3: Age and Level of Awareness

Sl. No.	Factor	F	Sig.
1	Price	1.367	.000*
2	Available models	5.249	.000*
3	Available brands	4.490	.002*
4	Quality	3.407	.010*
5	Guarantee and warrantee	1.915	.109
6	Product available places	7.226	.000*
7	Making methods	16.318	.000*
8	Exchange value	2.243	.066
9	Convenient usage	6.814	.000*
10	Trustworthy	17.827	.000*
11	Available mode of purchase	6.692	.000*
12	Seasonal offers	16.260	.000*
13	Health affects	6.237	.000*

Source: Computed from Primary Data

* significant at 5 % level

Table 3 Indicates the result of ANOVA test, which is significant in all aspects except the level of awareness on guarantee on rolled gold products and exchange value of rolled gold products. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference in level of awareness about purchase of rolled gold ornaments among the respondents belongs to different age groups. It is also found that the level of awareness do not significantly difference about guarantee on rolled gold products and exchange value of rolled gold products . Table 4 gives the ANOVA results between marital status of the respondents and their awareness level.

Ho: "There is no significant difference in level of awareness towards purchase of rolled gold ornaments among the respondents belongs to different marital status groups"

**Table 4:
Marital Status and Level of Awareness**

Sl. No.	Factor	F	Sig.
1	Price	0.432	0.512
2	Available models	0.056	0.813
3	Available brands	1.507	0.221
4	Quality	0.149	0.699
5	Guarantee and warrantee	1.214	0.272
6	Product available places	2.989	0.085
7	Making methods	1.453	0.230
8	Exchange value	3.136	0.078
9	Convenient usage	0.138	0.710
10	Trustworthy	3.560	0.061
11	Available mode of purchase	2.045	0.154
12	Seasonal offers	4.807	0.030
13	Health affects	1.778	0.184

Source: Computed from Primary Data

* significant at 5 % level

Table 4 shows the results on ANOVA of marital status and awareness level of the respondents on different factors. The results of the table showed that all the factors did not have significant difference towards purchase of rolled gold ornaments. The calculated value of F statistic of awareness level on price, models, brands availability, quality and guarantee and all other factors is not significant hence, the null hypotheses is accepted. It is found that there is no significant difference in level of awareness towards purchase of rolled gold ornaments among the respondents belongs to different marital status groups. Table 5 gives the ANOVA results between education of the respondents and their awareness level.

Ho: "There is no significant difference in level of awareness towards purchase of rolled gold ornaments among the respondents having different level of education"

Table 5: Education and Level of Awareness

Sl. No.	Factor	F	Sig.
1	Price	2.488	.033*
2	Available models	9.105	.000*
3	Available brands	5.696	.000*
4	Quality	10.303	.000*
5	Guarantee and warrantee	1.362	.240
6	Product available places	4.935	.000*
7	Making methods	2.929	.014*
8	Exchange value	2.301	.056
9	Convenient usage	1.692	.138
10	Trustworthy	4.371	.001*
11	Available mode of purchase	5.776	.000*
12	Seasonal offers	5.596	0.000*
13	Health affects	9.944	0.000*

Source: Computed from Primary Data

* significant at 5 % level

Table 5 Indicates the result of ANOVA test, which is significant in all aspects except the level of awareness on guarantee on rolled gold products, exchange value of rolled gold products and convenient usage of rolled gold products. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference in level of awareness about purchase of rolled gold ornaments among the respondents having different level of educations. The above table also showed that education of the respondents and awareness level on guarantee on rolled gold products, exchange value of rolled gold products and convenient usage of rolled gold products.

CONCLUSION

The study has been undertaken to analyze awareness level of the respondents towards various aspects of rolled gold among the respondents in Cuddalore town. It was found that major portion of the respondents were aware in the aspects of price of ornaments, quality, guarantee and warrantee, place of availability of the products and health effects by wearing rolled gold ornaments. Their awareness level was found to be low towards making method, exchange value, trustworthy, available mode of purchase and seasonal offers.

REFERENCES

1. Chetan N Nakte (2013), "A Comparative Study On The Consumer's Preference Towards Branded Jewellery Over Non Branded Jewellery In Mumbai", Unpublished Project, University of Mumbai, Mumbai.

2. Karan Walia et al (2013), "Customer Perception Regarding Branded Jewellery", Asian Journal of Research in Marketing, Vol.2, No.2, pp.17-23.
3. Neha Jain (2013), "A Comparative Study Of Indian Women's Perception Towards Branded & Non Branded Jewellery In Jaipur City", Applied Research and Development Institute Journal, Vol.7, No.7, pp.59-64.
4. P.SrinivasRao et al. (2014), "A Study of Customers' Attitude and Behaviour on purchase of Gold Jewellery in Chennai City", International Journal of Research in Management & Technology (IJRMT), Vol. 4, No.1, pp.54-60.
5. Venkatachalam S and MinervaSilviya D (2014), "A Study on customer preference towards jewelry in Coimbatore", Global Journal of Research Analysis, Vol.3, No.3, pp.101-103.



Dr. Venkatasamy

**M.Com, MBA, Ph.D., Assistant professor, Department of Commerce (General),
Thiruthangal Nadar College, Chennai.**