



## **Jewellery Investment Decisions at Thoothukudi Town**

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**Abstract :** Gold is the most popular as an investment. Investors generally buy gold as a hedge or harbor against economic, political, or social fiat currency crises (including investment market declines, burgeoning national debt, currency failure, inflation, war and social unrest). The gold market is subject to speculation as are other markets, especially through the use of futures contracts and derivatives. Gold price has shown a long term correlation with the price of crude oil.

**Keywords:** Gold, Investment.. etc.

### **Introduction:**

The 'yellow metal' is a preferred investment option, particularly when markets are volatile. Today, beyond physical gold, a number of products which derive their value from the price of gold are available for investment. These include gold futures and gold exchange traded funds.

Every investor is rational that they want their money to work harder, so that it fetch them good returns. Investor prefers various investment avenues that will maximize their profit with less risk or at least they wanted to break even between risk and return.

### **Scope of the Study:**

This study on Investment in jewellery to know the level of awareness about various investment methods and awareness about Gold and Jewellery in Thoothukudi Town, with the opening up of the capital markets in a big way the gold investment are becoming an attractive avenue. Hence there was a need to conduct this study to gather information about the investment preferences, with particulars reference to jewellery. Suitable strategy plays vital role in a gold market for their sustain existence. The study will be helpful to aware the jewellery investment. The study suggests to the plan of investment, profit, safety and security of jewellery investment in Thoothukudi Town. All stakeholders can identify the investment is the best and to whom have to invest.

### **Statement of the Problem:**

The study has attempted to understand the investment pattern of gold investors towards purchase of gold but our study not only focuses on exploring the

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pattern of investment regarding purchase of gold but also the factors effecting gold purchase. It will be helpful for various investment portfolio advisers, marketers, foreign investors, retail business chains and accordingly they can form different strategies to target Indian market where individuals seek a combination of profits, safety and recognition in their investments.

### **Objectives of the Study:**

1. To study the socio demographic characteristics of the respondents.
2. To identify the awareness level of customers regarding the jewellery market
3. To measure the buying behaviour of consumers for jewellery.
4. To identify the reasons for investments in Jewellery.

### **Hypothesis:**

1. There is no significant association between the age group of the respondents and investment decision of jewellery.
2. There is no significant association between the area of the respondents and quality satisfaction of the jewellery.

### **Research Design:**

Research design is a plan to answer whom, where, and how the subject under investigation conceived so as to obtain answer to research questions. The type of research design involved in the study is descriptive research studies.

### **Primary data:**

The primary data was collected from the Thoothukudi Town. The respondents were met personally at their establishment and questionnaire has been given to them and answered questionnaires were collected back.

### **Secondary data:**

Secondary data, on the other hand, is those which have already been collected by someone else and which already had been passed through the statistical process. Secondary data pertaining to this study was obtained.

**Sample Size:** The total numbers of respondents are termed as sample size. The sample size for this analysis is 75 respondents.

**Tools of Analysis:** The collected data has been subjected to analyses by appropriate tools, 1. Percentage analysis and 2. Chi-Square analysis.

**Period of the study:** The research is carried out for three months from the month of January 2016 to March 2016.

**Area of the study:** The study was conducted in Thoothukudi Town.

**Limitations of the study:**

1. Some of the respondents might be lethargic and not serious in answering to the questions of the researcher.
2. The study was carried with in a period of 3 months, which also one of the limitations of the study.
3. Due to constraints of time and resources only limited numbers of respondents were interviewed.
4. This study reveals the opinion, which is confined to rise advertising only.

**Table – A**

**Association between the Age Group of the Respondents and Attitudes towards the Investment Decision of Jewellery:**

**Null Hypothesis (Ho):** There is no significant association between the age group respondent and investment decision of jewellery.

**Alternative Hypothesis (H<sub>1</sub>):** There is significant association between the age group respondent and investment decision of jewellery.

**Observed Table**

Investment decision on jewellery					
Age	From own experience	Friends and relatives	Agents	Media	Statistical inference
Below 25	10	12	13	15	Degree of Freedom
26 to 35	08	04	02	02	=9
35 to 46	03	06	01	01	CV=10.82
Above 45	01	04	01	02	TV=16.91 Cv<Tv Accepted

**Degree of Freedom**

$$V = (r-1) (c-1) = (4-1) (4-1) = 3 \times 3 = 9$$

**Inference:** From the table shows that there is no significant association between age group of the respondents and investment decision of jewellery.Hence, the Hypothesis is accepted.

**Table – B**

**Association between the Area of Residents and Quality Satisfaction of the Jewellery:**

**Null Hypothesis (H<sub>0</sub>)**

There is no significant association between the area of the respondent and quality satisfaction of jewellery.

**Alternative Hypothesis (H<sub>1</sub>)**

There is significant association between the area of the respondent and quality satisfaction of jewellery.

**OBSERVED TABLE**

<b>Satisfaction the quality of the jewellery</b>			
<b>Area</b>	<b>Satisfied</b>	<b>Dissatisfied</b>	<b>Statistical inference</b>
Rural	21	07	Degree of Freedom = 2
Semi urban	20	11	CV=1
Urban	10	06	TV=5.99 Cv<Tv Accepted

Degree of Freedom

$$V = (r-1) (c-1) = (3-1) (2-1) = 2 \times 1 = 2$$

**Inference:**

From the table shows that there is no significant association between the area of the respondents and quality satisfaction of jewellery.

Hence, the Hypothesis is accepted.

**Findings, Suggestions and Conclusion:**

**Findings**

1. Majority (53%) of the respondents are male.
2. Majority (53%) of the respondents belongs to the age of above 25 years.
3. 41% of the respondents belongs to semi-urban area
4. 56% of the respondents were from nuclear family.
5. 63% of the respondents are degree holders.
6. Most of the (28%) respondents were private employees.

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7. Most of the (29%) respondents earn the monthly income of Rs.5000-Rs.10000.
8. Majority (33%) of the respondents they were answered that their brand were selected by others.
9. Majority (39%) of the respondents viewed the investment decision are influenced by income.
10. 51% of the respondents viewed they purchase jewellery from branded outlet.
11. Most of the (25%) of the respondents considered price and advertisement.
12. Majority (35%) of the respondents viewed that they make decision on the basis of opinion of the investment friends and relatives.
13. Majority (35%) of the respondents viewed that they get awareness from television
14. Majority (39%) of the respondents viewed that the main objective of their jewellery purchase is for own use.
15. Majority (27%) of the respondents purchase jewels on akshyatritya festival.
16. Most of the (47%) of the respondents purchase gold coin and gold jewellery.
17. Most of the (51%) of the respondents viewed that they are not buying the branded items of jewellery due to high making charges.
18. Most of the (39%) of the respondents like fashion jewellery
19. Most of the (57%) of the respondents viewed that the advertisement campaign is essential for purchase of jewellery.
20. Most of the (79%) of the respondents are aware of KDM quality assurance.
21. Majority (63%) of the respondents are interested in exchange the old jewellery.
22. Majority (64%) of the respondents viewed that they are aware of protection measures for the speculative business.
23. 68% of the respondents answered that they satisfied with their quality.
24. Majority (43%) of the respondents purchase jewellery for investment purpose.
25. 71% of the respondents answered that they are satisfied with the price fluctuation of jewellery.
26. 48% of the respondents invest their money in gold for safety purposes.
27. There is no significant association between age of the respondents and occupation of the respondents.

**Findings related to hypothesis:**

1. There is no significant association between the age group of the respondents and investment decision of jewellery.
2. There is no significant association between the area of the respondents and quality satisfaction of the jewellery

**Suggestions:**

1. The gold should be introduced the new models of the jewels attract to the customer.
2. Investors' awareness programme has to be conducted in the village.
3. It is recommended that investor's decision should be based on their financial advisor.
4. There should be a regular SMS updates to the investors regarding their investment.
5. Should be expand its business by setting up of new branches in nearby villages they have lot of client.
6. Risk and returns should be evaluated before making an investment decision.
7. When a customer purchase one of the jewellery designs, it is important to say thanks.
8. Before making investment the investors should collected details of the particulars investment institution.
9. The investors should avoid the over dependent of agent
10. Before making investment the investors to period of return on investment.

**Conclusion:**

The study has been undertaken to analyse the investment pattern of investors in jewellery. The investment decision are driven by the income of the family, economic conditions, different risk, returns and tax consideration while take investment decision and are the diverse nature. The investors are to invest in long term and less risk products, much interested to earn the good return on the investment. Investors are aware about the factors affecting their short term as well as long term investment plan and they do take advice from different experts and self-analysis by invest themselves.

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