

CONSUMER PERCEPTION TOWARDS GOLD JEWELLERY ON SELECT RETAILERS IN COIMBATORE DISTRICT

R. KAVERI¹ & A. JOHN WILLIAM²

¹Research Scholar, Karpagam College of Engineering, Coimbatore, Tamil Nadu, India

²Assistant Professor, Department, of Management Studies, Karpagam College of
Engineering, Coimbatore, Tamil Nadu, India

ABSTRACT

The study of consumer behavior is concerned not only with what consumers buy, but also with what they buy it, when, from where and how they buy it and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers further the study portrays the consumer perception on gold jewellery perhaps the main attraction of branded jewels is that they have a unique style of their own that differentiates them from others further The objective of the study is to get response about various factors affecting the buying behaviour of jewellery products from the study it was identified that behind purchasing jewellery price, purity and design which scores the maximum

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