

## IMPACT OF CONSUMER DELIGHT ON THE SALE OF JEWELLERY PRODUCTS: A STUDY

**Dr.S.Muniraj**

Professor/MBA, Malla Reddy Engineering College for Women  
Maisamaguda, Hyderabad

### **Abstract**

*Whether the buyer is satisfied with purchase depends on the offer is in relation to the buyer's expectations. In general delight is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance (or outcome) in relation to his expectations of the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied and delighted.*

**Keywords:** Customer Delight, Jewelers, sale and Product

### **Introduction**

It is accepted that high quality is a measure of excellence taken from the customers point of view, then although producers may grade their goods in terms of quality, whether the producers view of the grading is uphold will depend on customers perception. If the customer like their strawberries to be large, firm, red and sweet, then the fruit with these characteristics will considered to be of the highest quality and the producers of smaller, paler strawberries may not be able to convinced customers of the high quality of their output, however, sweet they may have taste.

The focus on the customer means that quality is conceptualized in terms of the customer's perceptions. The organization objectives are to identify customer requirements, so that both the customers and the organizations needs are met. It is also the intention to meet these requirements first time and thus avoid the call of sorting out problems.

According to Retar Drucker, "Business is nothing but of innovation and marketing". Marketing is very important function of business centered on the need of consumers. As highly competitive in nature business makes the consumers as king. Innovation is a tool that finds ways to makes the product sole. Innovation and marketing together makes yester luxuries into today's necessities.

Men, women and children in every part of the world wear jewels in various forms in almost every human culture, on every inhabited continent the world jewelers is derived from the world "Jewel" which was anglicized from the old French "Jouel" in around the 13 century. Over the years, gold has had a place in society giving in the allure of wealth and power. Emperors and kings wore gold in various ways and used golden objects to show their wealth and position in the society.

### **Importance of Customer Delight in the Jewelers Business**

The need to customer for successes in any commercial enterprise is very obvious this income of all commercial enterprise is divided from the payment received for the product supplied to its external customers. If they are no customer is no income and there is no business.

In other word the customer is the sole reason for the existence of commercial establishment. Thus the core activity and perhaps are of the most important activities of any company is to attract and retain customer. It therefore no surprise that peter ducker said, "To satisfy the customer is the mission and purpose of very business". Initially customer can be attracted by advertisement or through other effort like sales personal and this may make the buyer to buy the product or services. If the customer are satisfied with the product or the service offered, they continue to buy it and remain loyal to the product, if on the other hand are not satisfied they will not buy again. This establishes the need for and the print importance of customer of customer delight.

### **Consumer Expectation**

Consumer expectation generally refers to the needs and wants of individuals in the economic marketplace. Such expectations are usually driven by people's preconceived ideas regarding goods or services. These ideas drive consumers to purchase one item over another or avoid companies with which they've had a previous bad experience. Consumers may also have high expectations for new products that have been given a lot of exposure through professional reviews or other media commentary.

Marketing strategies often focus on consumer expectations in order to influence the purchase decisions made by consumers. Consumers can be broken down into three groups: those who are expected to buy, those who are not expected to buy, and those who are undecided about making a purchase. Businesses often focus on the latter two groups in order to persuade them to purchase their products.

Negative consumer expectations are an important focus for marketing strategies, because companies may need to dispel rumors or bad impressions about their goods or services. These may be spread by competitors or individuals who have had a previous poor experience with the company. Since such rumors can lower consumer expectations, marketing strategies must address them and focus on correcting consumer expectations regarding a company's products.

### **Conclusion**

The purchasing of gold jewellery is very important one in our culture. This study mainly focuses on the buying behavior of the consumers towards gold jewellery products. Each and every consumer is having different taste of buying the gold jewellery products. According to the consumers' psychology, the gold jewellery purchasing should be fulfilled by the shop owners. Presently the buying of gold jewellery has increased even though the rate of gold jewellery products has widely fluctuated. So, the consumers are giving more importance on gold jewellery for every occasion in their life. Thus, the gold jewellery retailers has to understand the various type of buying behavior of the consumers towards gold jewellery products and has to satisfied their needs.

## **References**

1. Aamna Shakeel Abbasi, Ali Muslim Bin Aqeel & Ali Naseer Awan 2011, 'The Impact Of Advertising On Brand Loyalty With The Moderation Of Consumer Buying Behaviour; A Conceptual Framework', *Interdisciplinary Journal of Contemporary Research in Business*, vol. 3, no. 4, pp. 501-513.
2. Balanaga Gurunathan & Muniraj, S 2012, 'Impacts of Customer Awareness and Buyer behaviour on Buying Jewellery Products-with Special References to Tamil Nadu State', *European Journal of Social Sciences*, vol.29, no.3, pp. 337-342.
3. Cesare Amatulli & Gianluigi Guido 2011, 'Determinants of purchasing intention for fashion luxury goods in the Italian market', *Journal of Fashion Marketing and Management*, vol. 15, no. 1, pp. 123-136.
4. Dinesh Kumar 2002, 'A marketing strategy about the purchase of gold jewellery' an published dissertation submitted to Bharathiyar University.
5. Harcar, Talha, Ali, Kara, Kucukemiroglu & Orsay 2006, 'Consumer's Perceived Value and Buying Behaviour of Store Brands: An Empirical Investigation', *The Business Review*, Cambridge, vol. 5(2), pp. 55-62.
6. Kittichok Nithisathian & John Walsh 2011, 'Comparative Study between the Thai and Hong Kong Fine Gold Jewellery Export Industries', *Information Management and Business Review*, vol. 3, no. 3, pp. 139-147.
7. Krishna Reddy, B & Suresh Reddy, J 2010, 'Buying Behaviour In Organized Retailing A Study Of Demographic Factors', *Mustang Journal of Business & Ethics*.
8. Pumpinyo, S 2003, 'Behaviours and factors influencing the consumers', decision to purchase gold: Case study of factory workers in the Central part of Thailand. Bangkok. Research report, Kasetsartuniversity.
9. Romaniuk, Jenni, Nenycz-Thiel & Magda 2013, 'Behavioural brand loyalty and consumer brand associations', *Journal of Business Research*, vol.66 (1), pp.67-72
10. Rozita Shahbaz Keshvari, Elham Faghani, Abolfazl Memarinia, Mohamad Ebrahim Rezaei & Alireza Miremadi 2012, 'The Impact of B2B Buying Behaviour on Customer Satisfaction within SHAHAB KHODRO Company', *International Journal of Business and Management*, vol. 7, no. 7, pp.151-171.
11. Senthil Raghavan, A & Nisar Ahmed, N. 2011, 'Passion for Ornamental Gold Jewellery in India', *International Journal of Enterprise Innovation Management Studies (IJEIMS)*, vol.2. no2. pp.125-135.
12. Shweta 2010, BH: How to Invest In gold - Case Study, May 11, Rupee talk.
13. Sunil Kashayap 2012, Ibma precious metals conference, Rome.
14. Tanishq 2008: study of consumer behaviour.
15. Yuensangamankong, J 2007, 'Personal factors influencing the purchasing behaviour of gold consumers in Bangkok'. Bangkok. Independent study. Kasetsart University.
16. Antonides, G. Raaij, W.F. 1998, 'Consumer Behavior – A European Perspective'. John Wiley and Sons Ltd. Chichester. England. p.619.