



Research Study on Gold Purchasing Behavior of Consumers in Nepal

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Authors' contributions

This work was carried out in collaboration between all authors. Author BKYB designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors AP and AT managed the analyses of the study. Authors RP and NK managed the literature searches. All authors read and approved the final manuscript.

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ABSTRACT

Aims: Taking into account the enviable position of gold industry in our nation's economy and culture. It is useful to understand and identify the consumer's behavior and various factors influencing the consumer behavior in gold and silver market.

Study Design: The descriptive cross-sectional quantitative type was used to identify the purchasing behaviour of consumers.

Place and Duration of Study: 431 sample were collected from forty jewellery shops throughout western parts of Nepal from June 2017 to December 2017.

Methodology: Forty jewellery shops were selected randomly from the list of total jewellery shops throughout western parts of Nepal from June 2017 to December 2017. From each shop, ten customers were chosen purposively to cover the 431 sample size. The data was collected through interview using the pre-tested structured questionnaire. Data were analysed using SPSS-20 via

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appropriate statistics like frequency, percentage, mean /median, SD, and hypothesis testing tool chi-square.

Results: The study reveals that majority of the respondents were female, i.e. 65.8% followed by male 34%. There is a significant difference between the common behaviour of jewellery on female and buying of jewellery. I.e. p-value 0.010. There is no significant difference between gender on instincts of advertisement and buying of jewellery, i.e. p-value 0.419 and 0.658 respectively.

Conclusion: In jewellery purchasing behaviour, a decision on buying jewels, place of jewellery buying and instincts of advertisement have not any significant with the buying pattern of people. The study has concluded that female participants mainly preferred the jewellery buying by themselves.

Keywords: Buying; gold; jewellery; purchasing behavior; silver.

1. INTRODUCTION

Gold and silver have always been considered as the safest mode of investment, equivalent to liquid cash and as risk collateral [1,2]. The gold and silver market in Nepal is increasing day by day. Jewellery is considered as the ornamental values and passing down from generations to generations as an ancestral property [3,4]. While buying the jewellery product or seeking for service, it depends on the advertisement and displaying mechanism. Consumer behaviour is concerned with what they buy it, when, from where and how they buy it and how often they buy it [5].

The consumer behaviours in jewellery market could be influenced by various factors like the branding of gold and silver, dealers, fame and reputation of the jewellery shop. Trust on the branding, purity, price, occasions, birthday, anniversary, marriage, and engagement [6]. The influence of advertisements, celebrity endorsement, exhibitions, launch of new collections, the social class to which an individual belongs, type of products the individual prefers, social factors like reference group and family, personal factors like the age, life cycle and occupation, and psychological factors like motivation, perception and attitude of the customers influences the jewellery buying behaviors of people [7,8]. Taking into account the inevitable position of gold industry in our nation's economy and culture. It is useful to understand and identify the consumer's behaviour and various factors influencing the consumer behaviour in gold and silver market.

2. MATERIALS AND METHODS

The descriptive cross-sectional quantitative type was used to identify the purchasing behaviour of consumers. The customers present in the selected jewellery shops were the study participants. Forty jewellery shops were chosen

randomly from the list of total jewellery shops throughout western parts of Nepal from June 2017 to December 2017. From each shop, ten customers were selected purposively to cover the 431 sample size. The data was collected through interview using the pre-tested structured questionnaire. Data were analysed using SPSS-20 via appropriate statistics like frequency, percentage, mean /median, SD, and hypothesis testing tool chi-square. Ethical clearance was taken from the institutional review board of University.

3. RESULTS AND DISCUSSION

Market-relevant attributes can include any number of shared values, physical characteristics, experiences, beliefs, environmental conditions, cultures, or political or financial elements that can be used to increase awareness, loyalty, sales, or product improvement. Generally, enough of these attributes are combined to form a compressed image of the demographic group.

The study reveals that majority of the respondents were female, i.e. 65.8% followed by male 34%. Age is one of the essential demographic variables that influence the buyer's behaviour of gold and silver. Age groups are considered in determining the factors affecting the buyer's behaviour of gold and silver. i.e. 15-20 years, 20-30 years, 30-40 years, 40-50 years and more than 50 years. Out of the five age groups, the maximum respondents, i.e. 43.5% respondent's lies between 20-30 years and 31.6% lies in the age group of 30-40 years followed by 10.9% 40-50 years, 9.1% 15-20 years and 4.9 more than 50 years. It is found that youngsters have the highest factor influencing the buyer's behaviour of gold and silver than the age group above 40 years. (Table 1) A majority (91%) of the respondents were Hindu followed by 4 per cent Buddhists and same 4 per cent,

Christian. Similarly, the majority (74%) of the respondents were married followed by 24 per cent single.

The majority (97%) of the male like to borrow the jewellery. Among them, significantly higher (85%) male respondent was like to buy the gold jewellery followed by very few (5%) silver jewellery and so on. Likewise, the majority (96%) of the female respondents were like to buy the jewellery. Among them, the majority (84%) of the female respondents have common behaviour to buying gold jewellery. There is a significant difference between the common behaviour of

jewellery on female and buying of jewellery. i.e. p-value 0.010 (Table 2).

The majority (63%) male respondent is buying the jewellery by the decision of family members followed by less than half (26%) by themselves and so on. Almost two third (67%) of the female respondents were buying the jewels by the decision of family followed by one fourth (25%) by themselves and very few (3%) by relatives and so on. There is not a significant difference between the male and female decision on buying the jewels and buying of jewellery, p-value 0.638 and 0.253 respectively (Table 3).

Table 1. Association between age and gender

Age Years	Male		Female		Others		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
15-20 years	17	4.0	21	4.9	1	0.2	39	9.1
20-30 years	52	12.1	135	31.4	0	0.0	187	43.5
30-40 years	44	10.2	92	21.4	0	0.0	136	31.6
40-50 years	20	4.7	27	6.3	0	0.0	47	10.9
More than 50	13	3.0	8	1.9	0	0.0	21	4.9
Total	146	34.0	283	65.8	1	0.2	430	100.0

Table 1. To buy or to rent for male and female for gold, silver, diamond and gems jewellery (n=430)

Gender	Common behaviour of buying jewellery	Like to borrowing jewellery						Chi-Square Tests	
		Yes		No		Total			
		F	%	F	%	F	%	df	p-value
Male	Gold jewellery	124	84.91	4	2.73	128	87.67	Pearson Chi-Square df p-value	2.382 ^a 3 0.497
	Silver jewellery	7	4.79	1	0.68	8	5.48		
	Diamond jewellery	2	1.37	0	0.00	2	1.37		
	Jewellery of different gems	8	5.48	0	0.00	8	5.48		
	Total	141	96.58	5	3.42	146	100.00		
Female	Gold jewellery	239	84.45	9	3.18	248	87.63	Pearson Chi-Square df p-value	13.358 ^b 4 0.010
	Silver jewellery	9	3.18	1	0.35	10	3.53		
	Diamond jewellery	1	0.35	0	0.00	1	0.35		
	Pearls jewellery	1	0.35	1	0.35	2	0.71		
	Jewelry of different gems	22	7.77	0	0.00	22	7.77		
	Total	272	96.11	11	3.89	283	100.00		

Table 2. To buy or to rent for male or female for oneself, family, relatives, friends, or shopkeepers (n=430)

Gender	A decision on buying jewels	Like to borrowing jewellery						Chi-Square Tests	
		Yes		No		Total			
		F	%	F	%	F	%		
Male	Oneself	38	26	0	0.0	38	26	Pearson Chi-Square df p-value	2.536 ^a 4 0.638
	Family	93	63.10	5	3.4	98	67.10		
	Relatives	3	2.10	0	0.0	3	2.10		
	Friends	2	1.9	0	0.0	2	1.40		
	Shopkeepers	5	3.40	0	0.0	5	3.40		
	Total	141	96.58	5	3.42	146	100.00		
Female	Oneself	72	25.40	0	0.0	72	25.40	Pearson Chi-Square df p-value	5.352 ^b 4 0.253
	Family	189	66.80	10	3.50	199	70.30		
	Relatives	7	2.50	1	0.40	8	2.80		
	Friends	2	0.70	0	0.0	2	0.70		
	Shopkeepers	2	0.70	0	0.0	2	0.70		
		Total	272	96.10	11	3.90	283		

Table 3. To buy or to rent for male and female in reputed, ordinary, specific, or anywhere shops (n=430)

Gender	Place of jewellery buying	Like to borrowing jewellery						Chi-Square Tests	
		Yes		No		Total			
		F	%	F	%	F	%		
Male	Reputed shop	37	25.30	0	0.0	37	25.30	Pearson Chi-Square df p-value	2.307 ^a 3 0.511
	Ordinary shop	2	1.40	0	0.0	2	1.40		
	Specific shop	96	65.80	5	3.40	101	69.20		
	Anywhere	6	4.10	0	0.0	6	4.10		
		Total	141	96.58	5	3.42	146		
Female	Reputed shop	79	27.90	3	3.2	82	29.00	Pearson Chi-Square df p-value	1.117 ^b 3 0.773
	Ordinary shop	7	2.50	0	0.0	7	2.50		
	Specific shop	170	60.10	8	2.80	178	62.90		
	Anywhere	16	5.70	0	0.0	16	5.70		
		Total	272	96.10	11	3.90	283		

Table 4. To buy or to rent for male or female in advertising influencing or not (n=428)

Gender	Instincts of advertisement	Like to borrowing jewellery						Chi-Square Tests	
		Yes		No		Total			
		F	%	F	%	F	%		
Male	Yes	23	15.8	0	0.0	23	15.8	Pearson Chi-Square, p-value	1.000 0.419
	No	118	80.8	5	3.4	123	84.2		
	Total	141	96.9	5	3.4	146	100.00		
Female	Yes	2	0.7	38	13.4	40	14.1	Pearson Chi-Square p-value	0.154 ^c 0.658
	No	9	3.2	234	82.7	243	85.9		
	Total	11	3.9	5	3.4	283	100.00		

The almost two-third (66%) male respondent have a specific shop for buying the jewellery followed by less than half one third (26%) by the reputed shop and so on. Less than two-third (60%) of the female respondents were buying the jewels in the specific shop followed by

28% female respondents from reputed shop and so on. There is not the significant difference between gender on the place of buying jewellery by male and female participants and buying of, i.e. p-value 0.511 and 0.773 respectively. (Table 4).

Out of total jewellery buying respondents, only (16%) male respondents have instincts of advertisement. Similarly, relatively very few (1%) female respondents have instincts of publication. There is no significant difference between gender on instincts of publication and buying of jewellery, i.e. p-value 0.419 and 0.658 respectively (Table 5).

4. CONCLUSION

The study was conducted on the consumers purchasing behaviour towards jewellery with particular reference of Nepal. The study reveals two third of jewellery customers are women among them, 44% participants were in the age group 20-30 years. Both male and female equally gave the preference for buying the jewellery. 63% men and 67% women were buying the silver for their family members. 66% of men and 60% of females were purchases the silver from a specific shop, and 25% for men and 28% for females' jewellery purchases are from a reputed shop. Advertisements have little impact on men and women for purchasing or renting jewellery. The market is consumer-oriented, and preference is given for consumers. In jewellery purchasing behaviour advertisement have not any significant with the buying pattern of people. The study has concluded most of the consumers are female as jewellery is mainly preferred buying by themselves.

ETHICAL APPROVAL

As per international standard or university standard, written approval of Ethics committee has been collected and preserved by the authors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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