



Social Function and the Jewellery Purchasing Behavior Pattern of People Residing in Nepal

Yam Bahadur BK^{1*}, Ashok Pandey², Ramanand Pandit³, Arun Thakur¹

¹Sai Nath University, Ranchi, Jharkhand, India.

²Public Health Research Society Nepal (PHRSN), Kathmandu, Nepal.

³Unique Star Education Foundation (USEF), Dillibazar, Kathmandu Nepal.
Corresponding author.

Abstract

Introduction: Gold is considered as a glamorous metal and as a symbol of status among people. In this study the research worker seeks to look into which factors that determinant the behavior of consumers towards branded and non-branded jewellery products. **Methods:** The present study was descriptive cross sectional. A sample of 430 respondents was collected out of which 27 responses were discarded in this study since they were not buying jewelry for the social function. **Results:** There is a significant association between weeding (p-value>0.001) modern jewellery (p-value>0.001), between price factors (p-value>0.001) and Teej festival (p-value=0.002) with buying jewellery for social functions. A majority (73%) of the participants were the preference for buying the modern jewellery. **Conclusion:** Buying the jewellery is depends on the price factors, festival and advice given by family members.

Keywords: Cultural factors; Customer perception; Decision making; Purchasing behaviour

1. Introduction

Many factors, specificities and characteristics influence the individual in decision making process, shopping habits, purchasing behavior, and the brands (Godbole, S., Arekar, 2015; Kumar, John, & Senith, 2014; Tinne, 2011). Buying behaviour is the decision processes and acts of people involved in buying and using products (Thangasamy & Patikar, 2014). Consumer behaviour refers to the selection, acquisition and consumption of properties and amenity for the satisfaction of their wants (Hari & Prasad, 2014). Bandwagon effect amplified by their mere popularity and by conformity or compliance with social pressure while purchasing the jewellery (Gomathy & Devi, 2015). The lifestyle of an individual includes all of its activities, interests, values and opinions (Pandit, Yadav, & Pandey, 2017; Xavier & Kamalam, 2016). The lifestyle of a consumer influence on their behaviour and purchasing decisions (Gomathy & Devi, 2015; Sultana, Jafar, & Saiful, 2015). The aim of this study is to identify the purchasing motivation and concerned factors while consuming gold jewellery in social function in western Nepal.

2. Methodology

The present study was descriptive cross-sectional. The primary data has been collected with the help of a structured interview schedule. A sample of 430 respondents was collected out of which 27 responses were discarded in this study since they were not buying jewellery for the social function. The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. Descriptive statistics, including chi-square. In addition, the 0.05 level of statistical significance was set at all statistical tests in the present study.

3. Results

Buying the jewellery for a social function includes the festivals, birthday, anniversary, marriage, engagement, etc. These social functions create the situation to motivating for buying the jewellery. A total of 403 participants who were buying the jewellery were included in this study.

Table 1: Association between social function with jewellery buying

Types of social functions	Buying jewellery for social function (n=403)			
	Frequency	Percentage	χ^2 value	p-value
Teej	258	60.0	9.182 ^a	0.002
Id	2	0.5	0.135 ^a	0.714
Cristmas	13	3.0	0.898 ^a	0.343
New Year	19	4.4	0.058 ^a	0.809
Tihar/Laxmi Puja	84	19.5	1.161 ^a	0.281
Dashain	185	43.0	0.051 ^a	0.821
Anniversary	46	10.7	0.285 ^a	0.594
Wedding	289	67.2	10.393 ^a	0.001

The majority (67%) of the participants were buying the jewellery in wedding of themselves or others. Likewise, 6 out of 10 (60%) of the participants were buying the jewellery in Teej festival. This festival is known as the dedicated to the Goddess Parvati, commemorating her union with Lord Shiva, the festival is celebrated for the well-being of spouse and children and purification of one's body and soul. The study reveals, there is a significant association between wedding (p-value>0.001) and Teej festival (p-value=0.002) with buying jewellery for social functions. (Table 1)

Table 2: Preference and the jewellery buying for social function

Preferences	Buying jewellery for social function (n=403)			
	Frequency	Percentage	χ^2 value	p-value
Classical	163	37.9	0.001 ^a	0.976
Modern	313	72.8	26.444 ^a	0.001
Stylistic	290	67.4	0.349 ^a	0.555
Aesthetic	74	17.2	0.947 ^a	0.331

A majority (73%) of the participants were the preference for buying the modern jewellery. The study reveals, there is a significant association between modern jewellery (p-value>0.001) with buying jewellery for social functions. (Table 2)

Table 3: Branding and the jewellery buying for social function

Branding of Jewellery	Buying jewellery for social function (n=403)			
	Frequency	Percentage	χ^2 value	p-value
Quality factors	294	68.4	0.502 ^a	0.479
Price factors	383	89.1	18.189 ^a	0.001
Belief factors	63	14.7	0.013 ^a	0.910
Self actualization factors	36	8.4	0.073 ^a	0.787

Almost 9 out of 10 (89%) of the participants were buying the jewellery depending on the prices factor. If the price of gold is low compare to the previous price, they were buying more than the higher market prices. There is a significant association between price factors (p-value>0.001) with buying jewellery for social functions. (Table 4)

Table 4: Recognition and buying jewellery for social function

Recognition	Yes		No		Don't know		Total		χ^2 value	p-value
	F	%	F	%	F	%	F	%		
Yes	337	78.4	49	11.4	17	4.0	403	93.7	2.297 ^a	0.0317
No	20	4.7	6	1.4	1	0.2	27	6.3		
Total	357	83.0	55	12.8	18	4.2	430	100.0		

A majority (78%) of the participants were buying the jewellery for recognition in the community. There is significant association between recognition and buying jewellery for social function. i.e. (p-value=0.0317). (Table 4)

Table 5: Advice and the buying jewellery for social function

Advice	Buying jewelry for Social function (n=403)		χ^2 value	p-value
	Frequency	Percentage		
Oneself	107	26.6	35.404 ^a	0.001
Family	279	69.2		
Relatives	6	1.5		
Friends	2	0.5		
Shopkeepers	9	2.1		

A majority (69%) of the participants were buying the jewellery by advising the family members. There is significant association between advices for buying the jewellery for social function. i.e. p-value= 0.001. (Table 5)

Table 6: Factors attention for buying the jewellery

Factors	Buying jewelry for social function (n=403)		χ^2 value	p-value
	Frequency	Percentage		
Resell price	100	23.3	2.608 ^a	0.106
Trust with Shopkeeper	67	15.6	5.317 ^a	0.021
Fashion	74	17.2	5.988 ^a	0.014
Horoscope	64	14.9	5.038 ^a	0.025
Gift	65	15.1	3.007 ^a	0.083
Price	78	18.1	1.125 ^a	0.289

Hobby	185	43.0	0.803 ^a	0.370
Aesthetics	71	16.5	0.138 ^a	0.710
Wedding	346	80.5	0.194 ^a	0.660
Pleasure	265	61.6	0.472 ^a	0.492
Religion/Cultural	40	9.3	2.955 ^a	0.086
Social status	165	38.4	1.239 ^a	0.266
Business	29	6.7	2.083 ^a	0.149
Art/Design	52	12.1	0.073 ^a	0.787
Adornment	23	5.3	1.628 ^a	0.202
Saving	172	40.0	6.099 ^a	0.014
Investment	240	55.8	0.001 ^a	0.976
Others	64	14.9	2.924 ^a	0.087

Among the various factors affecting for buying the jewellery majority (81%) of the participants were buying the jewellery for wedding or wedding party. There is a significant association between saving (p-value>0.014), fashion (p-value= 0.014), trust with shopkeeper (p-value=0.021) and horoscope (p-value=0.025) with buying jewellery for social functions. (Table 6)

4. Conclusion

There is a change in the mindset of the people with respect to the gold buying. The benefits of purchasing jewellery are numerous in number. Jewellery has aesthetic, resale value and this creates benefit and asset value to buy. Buying the jewellery is depends on the price factors, festival and advice given by family members. In Nepal, gold and jewellery tends to have religious, cultural as well as cultural significance.

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