

Impact on Customer Satisfaction Towards Bhima Gold With Special Reference To Kannur City

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ABSTRACT

Gold ornaments playing a key role in the life of keralites. They buy gold ornaments not only for wearing but also for investment. The increasing number of jewellery shops in Kerala, especially in northern part (Kannur) reveal their fascination with yellow metal. Bhima Gold is an old retail company in India, with its history prevailing over 92 years. In this study a survey has been conducted to know the customer satisfaction towards Bhima Gold in Kannur city. It is found that the customers who remarked 'excellent' are highest between 25-35 years of age and 'lowest' between 35-45 years of age.

Keywords: customer satisfaction, gold ornaments

INTRODUCTION

The new millennium will be the most challenging era for most of the companies delivering goods and services to the consumers. The increasing competition in the market for the goods and services will provide the best options to the consumers towards the consumer value, satisfaction etc. Hence, it becomes the prime importance to the company to analyse the consumer behavior in right perspective and develop customer care and relationship with a view to build the long term relationship in the business. Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. Consumer behaviour is influenced by cultural, social, personal and psychological factors.

REVIEW OF LITERATURE

Rohan Jaiswal (2010) in his study on "Consumer behaviour on Ariel Detergent Powder" concluded that the consumer look for quality and for better offer and schemes while purchasing a particular brand and the company is not conducting any promotional campaign to make consumers aware of the product.

Dasar et al., (2013) From their study on "Consumer behaviour on Consumer Durables" found that the consumer behaviour in relating to consumer durable is strongly affected by some economic, social, cultural and psychological factors.

Seema Laddha (2015) From her study on "Rural Consumer buying behaviour and brand awareness of durable products" found that familiar brand influenced consumer behaviour.

STATEMENT OF THE PROBLEM

India is the second largest gold consumers in world. South India, particularly, Kerala and Tamil Nadu are believed to be India's biggest gold markets. The love for yellow metal is pronounced in Kerala especially in northern part. Bhima Gold is a jewellery retail company, which was established by late Sri BhimaBhattar in the year 1925. Currently, the group has 34 jewellery shops across South India and a work force greater than 2000 people. So after 92 years of business and service, it is important to know how the customer behaviour is against its competition and how effective has been the product positioning.

OBJECTIVES OF THE STUDY

- To analyse the behaviour of the customers of Bhima Gold,
- To measure the level of satisfaction of customers of Bhima Gold,
- To study the consumer perception towards Bhima Gold.

PROFILIE OF THE STUDY AREA

Kannur is a northern city of Kerala State. The district is bound by the Western Ghats in the East. The old name 'Cannanore' is the anglicised form of the Malayalam word 'Kannur'. The total area of the city is 47.43 Sq. KM. As per 2011 Census, the city has a population of 1, 63,911.

METHODOLOGY

SOURCES OF DATA:

Both Primary and Secondary data were used in this study. Primary data was collected by Survey method using Questionnaires. The Secondary data for this work was obtained in the form of Company profile, company website, internet, company brochures and other promotional materials.

SAMPLE SIZE

150 customers of Bhime Gold Kannur were selected on the sample for the study using convenience sampling method.

STATISTICAL TOOL USED:

The following statistical tools are used in this study for the purpose of analysis.

- Percentage analysis
- Chi- Square test.

HYPOTHESIS

- There is no significant relationship between age and overall customer satisfaction of Bhima Gold.
- There is no significant relationship between occupation and overall customer satisfaction of Bhima Gold.
- There is no significant relationship between monthly income and overall customer satisfaction of Bhima Gold.

LIMITATIONS

- The study was confined only to Kannur city.
- The sample size was limited to 150 respondents only.
- Since the survey is based on sampling method, it does not disclose the character of the entire customers.

DATA ANALYSIS AND INTERPRETATION

The processing of data is necessary because, the collected data should be examined and errors and mistakes rectified. After all the processes are over, the analysis is to be made. The analysis is done with the help of some statistical tools. The research is used a percentage analysis, diagrammatic representation of data and chi – square test as statistical tools for analysis of data.

**TABLE NO. 1
AGE & OVERALL PERFORMANCE OF BHIMA GOLD (TWO WAY TABLE)**

Age	Overall Performance of Bhima Gold			Total
	Excellent	Good	Average	
Below 25 years	5 (26.32%)	31 (26.5%)	6 (42.86%)	42
25 – 35 years	7 (36.84%)	54 (46.27%)	3 (21.43%)	64
35 – 45 years	3 (15.79%)	21 (17.95%)	3 (21.43%)	27
Above 45 years	4 (21.05%)	11 (9.4%)	2 (14.86%)	17
Total	19	117	14	150

Source: Primary Data:

From the above table, it is found that the percentage of Excellent on Bhima Gold is highest (36.84%) among 25-35 years and is lowest (15.79%) among above 35-45 years. The percentage of Good on overall performance perceived by the respondent is highest (46.27%) among 25-35 years and is lowest (9.4%) among above 45 years. The percentage of average is highest (42.86%) among below 25 years and is lowest (14.86%) among above 45 years aged respondents.

CHI-SQUARE TEST:

In order to find out the relationship between the age and overall performance of Bhima Gold the Chi-Square Test is employed and the result of the test is shown in the following table.

**TABLE NO. 2
AGE & OVERALL PERFORMANCE OF BHIMA GOLDCHI-SQUARE TEST**

Factor	Degrees of Freedom	Calculated Value	Table Value	Significant Level
Age	6	5.402	12.692	5%

The above analysis reveals that the calculated value (5.402) is less than the Table value (12.592), therefore, the hypothesis is accepted. Hence, there is no significant relationship between the age and overall performance of Bhima Gold.

TABLE NO. 3
OCCUPATION & OVERALL PERFORMANCE OF BHIMA GOLD (TWO WAY TABLE)

Occupation	Overall Performance of Bhima Gold			Total
	Excellent	Good	Average	
Business	3 (15.79%)	10 (8.55%)	0 (0%)	13
Professional	1 (5.26%)	17 (14.53%)	2 (14.29%)	20
Employment	12 (63.16%)	53 (45.29%)	5 (35.71%)	70
House wife	2 (10.53%)	31 (26.5%)	4 (28.57%)	37
Others	1 (5.26%)	6 (5.13%)	3 (21.43%)	10
Total	19	117	14	150

Source : Primary Data

From the above table, it is found that the percentage of Excellent on Bhima Gold is highest (63.16%) among employed and is lowest (5.26%) among Professional and others. The percentage is Good on overall performance perceived by respondent is highest (45.29%) among employed and is lowest (5.13%) among others. The percentage of average is highest (35.71%) among employed and is lowest (0%) percentage among business.

CHI-SQUARE TEST:

In order to find out the relationship between the occupation and overall performance of Bhima Gold the Chi-Square Test is employed and the result of the test is shown in the following table.

TABLE NO. 4
OCCUPATION & OVERALL PERFORMANCE OF BHIMA GOLD (CHI-SQUARE TEST)

Factor	Degrees of Freedom	Calculated Value	Table Value	Significant Level
Occupation	8	11.738	15.507	5%

The above analysis reveals that the calculated value (11.738) is less than the Table value (15.507), therefore, the hypothesis is accepted. Hence, there is no significant relationship between the occupation and overall performance of Bhima Gold.

TABLE NO. 5
MONTHLY INCOME & OVERALL PERFORMANCE OF BHIMA GOLD (TWO WAY TABLE)

Monthly Income	Overall Performance of Bhima Gold			Total
	Excellent	Good	Average	
Upto Rs.20,000	2 (10.53%)	28 (23.93%)	4 (28.57%)	34
Rs.20,001 – 30,000	8 (42.11%)	44 (37.61%)	8 (57.14%)	60
Rs.30,001 – 40,000	6 (31.58%)	28 (23.93%)	0 (0%)	34
Above Rs.40,000	3 (15.79%)	17 (14.53%)	2 (14.29%)	22
Total	19	117	14	150

Source: Primary Data

It is found that the percentage of Excellent on Bhima Gold is highest (42.11%) among Rs.20,001 – Rs.30,000 and is lowest (10.53%) among Upto Rs.20,000. The percentage of Good on overall performance perceived by respondents are highest (37.61%) among Rs.20,001-Rs.30,000 and is lowest (14.53%) among above Rs.40,000. The percentage of average is highest (57.14%) among Rs.20,001-Rs.30,000 and is lowest (0%) among Rs.30,001-Rs.40,000.

CHI-SQUARE TEST:

In order to find out the relationship between the Monthly income and overall performance of Bhima Gold the Chi-Square Test is employed and the result of the test is shown in the following table.

TABLE NO 6
MONTHLY INCOME & OVERALL PERFORMANCE OF BHIMA GOLD
CHI-SQUARE TEST

Factor	Degree of Freedom	Calculated Value	Table Value	Significant level
Monthly Income	6	6.691	12.692	5%

The above analysis shows that the calculated value (6.691) is less than the table value (12.592). Therefore the hypothesis is accepted.

CONCLUSION

The jewellery markets face cut-throat competition. The yellow metal plays a significant role in people of Kannur city. Consumers have wider choice in selecting their jewels. In this study, it was found that the following factors such as making charges, ornaments, design, salesman responsiveness, selection etc., have considerably influenced the consumer behaviour. Further, it may be added that it is advisable to introduce some kind of promotional activities to maintain the existing customers and create new customers particularly in festival seasons.

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