



Issue - 05, Vol.09, pp. 19-27, Jan-Jun 2017
IFSMRC African International Journal of Research in Management

RESEARCH ARTICLE

**ANALYZE THE RELATIONSHIP BETWEEN PERCEPTION,
EXPECTATION AND SATISFACTION OF BUYERS OF DIAMOND
JEWELLERY PRODUCTS**

***Dr. M. Lokanadha Reddy, **Dr. J. Vijayakumar**

*Assistant Professor, School of Commerce & Management Studies, REVA University, Yelahanka, Bengaluru – 560064,

**Asst. Professor, Department of Management Studies, (BU), Dayananda Sagar Arts, Science and Commerce College, Bangalore – 560078, vijanbu@gmail.com

ABSTRACT

Article History:

Received 7th May, 2017

Received in revised form
15.06.2017

Accepted 25.06.2017

Published on 30.June.2017

Keywords: Consumer
perception and
expectations, Diamond
Jewellery, Precious
fashion
accessory

Corresponding Author:

dr.lokanadhareddy@gmail.com

The purpose of this study was to assess Good Governance Practices, Employee's Workplace Friendship and Task Performance of the University. A sample of 338 employees (both academics and supportive) were randomly selected. Adapted standard research instruments were used. The result of the findings show that a significant number (41%) of respondents confirmed that as they did not perceive Good Governance Practices in the University. 68% of employee is not satisfied with The Indian Diamond Jewellery market is undergoing a gradual metamorphosis from unorganized to organized formats. The Diamond Jewellery business in India is estimated to beat Rs. 50,000 crores. According to the independent estimation studies conducted by World Diamond Council & Mckinsey, out of the overall market share, the share of organized Diamond Jewellery market is less than Rs. 1,000 crores. This accounts to about 2-3 % of the total market share that this is a relatively new segment of the market, which is poised to grow. The present study mainly focuses on the relationship between perception, expectation and satisfaction of buyers of Diamond Jewellery products. Each and every consumer is having different taste of perception, expectation and satisfaction the Diamond Jewellery products. 500 respondents were selected as sample for the study from the metropolitan cities of Tamil Nadu. Diamond Jewellery buying is no longer confined to seasonal cycles. The consumers perception, expectation and satisfaction shows a shift from content to design in Diamond Jewellery i.e. fashionable Diamond Jewellery is the rage nowadays and acquires a status symbol in their minds.



I. INTRODUCTION:

As India makes rapid progress in the retail arena, the Indian Diamond Jewellery market is undergoing a gradual metamorphosis from unorganized to organized formats. The Diamond Jewellery business in India is estimated to be Rs. 50,000 crores. According to the independent estimation studies conducted by World Diamond Council & McKinsey, out of the overall market share, the share of organized Diamond Jewellery market is less than Rs. 1,000 crores. This accounts to about 2-3 % of the total market share that this is a relatively new segment of the market, which is poised to grow. Diamond Jewellery retailing is moving from a 'Storehouse of value' to a 'Precious fashion accessory'. Plain Diamond is gradually easing its stranglehold on the Indian consumer psyche to give way to diamonds, platinum and colored gemstones. The way Diamond Jewellery was worn earlier is undergoing a tremendous change. Traditional designs are yielding to modern Diamond Jewellery and heavy Diamond is giving way to light and simple designs. Consumers are more quality conscious than ever before. The Diamond Jewellery market is one of the largest consumer sectors in the country. It is larger than telecom, automobiles, and apparel. It is perhaps second only to the food sector. Interestingly, organized retailers have attempted to understand the market, anticipate social change and strategies appropriately.

1. IMPORTANCE OF STUDY

The purchasing of Diamond Jewellery is very important one in our culture. This study mainly focuses on the relationship between perception, expectation and satisfaction of buyers of Diamond Jewellery products. Each and every consumer is having different taste of perception, expectation and satisfaction the Diamond Jewellery products. According to the consumers' psychology, the Diamond Jewellery purchasing should be fulfilled by the shop owners.

Presently the buying of Diamond Jewellery has increased even though the rate of Diamond Jewellery products has widely fluctuated. So, the consumers are giving more importance on Diamond Jewellery for every occasion in their life. Thus, the Diamond Jewellery retailer has to understand the perception, expectation and

satisfaction of the consumers towards Diamond Jewellery products and has to satisfy their needs.

2. STATEMENT OF THE PROBLEM

The competitive landscape has changed. Diamond Jewellery retailers are no longer just competing with each other, but with luxury holidays, flat-screen tv's, spa weekends and cars. Understanding the customers' needs is the first step to winning business. This gave the idea to the researcher to study the marketing trends of Diamond Jewellery, the motivations and processes involved in the purchase of Diamond Jewellery, attitude and behavior of the consumers and finally suggest ways to stay in touch with the customers.

3. OBJECTIVES OF THE STUDY

To analyze the relationship between perception, expectation and satisfaction of buyers of Diamond Jewellery products

a. Research Design

The study is descriptive in nature. It attempts to describe the buyers' attitudes towards Diamond Jewellery products with regard to their perception, expectation and satisfaction towards Diamond Jewellery products and services offered by the Diamond Jewellery retailers in Tamil Nadu.

b. Sample Size

The 500 respondents were selected as sample for the study from the metropolitan cities of Tamil Nadu, such as (Chennai, Vellore, Salem, Erode, Tiruppur, Coimbatore, Trichy, Madurai, Thirunelveli, Tuticorin).

II. DISCUSSIONS OF THE STUDY

1. LEVEL OF PERCEPTION REGARDING THE DIAMOND JEWELLERY STORE

An attempt has been made to know about the level of perception regarding the Diamond Jewellery store of the respondents. For the purpose of this study, it has been studied under sixteen categories viz., Easily accessible, Hospitality, Groups based on price, Billing / Delivery, Parking facility, Children's entertainment, Shopping convenience, Brands and variety, Clean and attractive, Customer loyalty privilege programmes, Price tag displays, Lighting facilities, Introducers gift, Bonus points for future purchase, Contest and prizes and some other opinion. The details are furnished in the Table 1.



Table 1 Level of perception regarding the Diamond Jewellery store

Sl. No.	Statement	SA	A	N	DA	SDA
1.	Easily accessible	226(45.2)	150(30.0)	106(21.2)	13(2.6)	5(1.0)
2.	Hospitality	119(23.8)	212(42.4)	133(26.6)	29(5.8)	7(1.4)
3.	Groups based on price	122(24.4)	148(29.6)	186(37.2)	38(7.6)	6(1.2)
4.	Billing / Delivery	153(30.6)	158(31.6)	123(24.6)	53(10.6)	13(2.6)
5.	Parking facility	150(30.0)	146(29.2)	127(25.4)	48(9.6)	29(5.8)
6.	Children’s entertainment	142(28.4)	124(24.8)	151(30.2)	60(12.0)	23(4.6)
7.	Shopping convenience	167(33.4)	149(29.8)	134(26.8)	36(7.2)	14(2.8)
8.	Brands and variety	170(34.0)	160(32.0)	108(21.6)	48(9.6)	14(2.8)
9.	Clean and attractive	186(37.2)	159(31.8)	100(20.0)	39(7.8)	16(3.2)
10.	Customer loyalty privilege programmes	120(24.0)	152(30.4)	154(30.8)	55(11.0)	19(3.8)
11.	Price tag displays	155(31.0)	145(29.0)	136(27.2)	41(8.2)	23(4.6)
12.	Lighting facilities	154(30.8)	148(29.6)	128(25.6)	43(8.6)	27(5.4)
13.	Introducers gift	145(29.0)	150(30.0)	146(29.2)	43(8.6)	16(3.2)
14.	Bonus points for future purchase	134(26.8)	156(31.2)	138(27.6)	48(9.6)	24(4.8)
15.	Contest and prizes	145(29.0)	154(30.8)	131(26.2)	54(10.8)	16(3.2)
16.	Any others	145(29.0)	128(25.6)	133(26.6)	44(8.8)	50(10.0)

SA =Strongly Agree A= Agree N = Neutral DA =Disagree SDA=Strongly Disagree

It is surmised from the Table 1 that the respondents are strongly agreed towards the statement as ‘Easily accessible, Parking facility, Shopping convenience, Brands and variety, Clean and attractive, Price tag displays, Lighting facilities and some other opinion of the Diamond Jewellery store as 45.2, 30.0, 33.4, 34.0, 37.2, 31.0, 30.8 and 29.0 per cent towards the Diamond Jewellery store. The respondents agreed towards the statement as ‘Hospitality, Billing / Delivery, Introducers gift, Bonus points for future purchase, Contest and prizes as 42.4, 31.6, 30.0, 31.2 and 30.8 per cent towards the Diamond Jewellery store. On the other hand, the respondents are neutral towards the statement as

‘Groups based on price, Children’s entertainment, Customer loyalty privilege programmes as 37.2, 30.2 and 30.8 per cent towards the Diamond Jewellery store. It is found from the analysis that majority (45.2%) of the respondents are strongly agreed towards the ‘Easily accessible’ of the Diamond Jewellery store.

2. MEAN SCORE OF THE CUSTOMERS PERCEPTION

An attempt has been made to know the maximum perception among the selected sixteen perception factors, the researcher has been examined through mean score value. The details are furnished in the Table 2

Table 2 Mean score of the customer’s perception

Factors	Mean
Easily accessible	4.16
Clean and attractive	3.92
Brands and variety	3.89
Shopping convenience	3.84
Hospitality	3.81
Billing / Delivery	3.77
Price tag displays	3.74
Introducers gift	3.73
Lighting facilities	3.72
Contest and prizes	3.72



Factors	Mean
Groups based on price	3.68
Parking facility	3.68
Bonus points for future purchase	3.66
Children's entertainment	3.60
Customer loyalty privilege programmes	3.60
Any other	3.45

The respondents give highest preference to easy accessibility (4.16), followed by cleanliness (3.92), variety (3.89), etc., and give least preference to children's entertainment, privilege programmes (3.60 each) and other factors (3.45).

3. LEVEL OF EXPECTATIONS OF THE CUSTOMERS

An attempt has been made to know about the level of expectation towards the Diamond Jewellery products. For the purpose of this study, it has been studied under eight categories viz., Price, Wastage charges, Quality, Durability, Buy back / Exchange, Discounts / Offers, Variety / Design and Symbol of prides. The details are furnished in the following Table 3.

Table 3 Level of expectations of the customers

Statements	Expectation				
	VH	H	M	L	VL
Price	175(35.0)	98(19.6)	173(34.6)	35(7.0)	19(3.8)
Wastage charges	101(20.2)	126(25.2)	148(29.6)	92(18.4)	33(6.6)
Quality	218(43.6)	110(22.0)	123(24.6)	39(7.8)	10(2.0)
Durability	140(28.0)	134(26.8)	156(31.2)	47(9.4)	23(4.6)
Buy back/Exchange	123(24.6)	126(25.2)	161(32.2)	56(11.2)	34(6.8)
Discounts/Offer	162(32.4)	130(26.0)	134(26.8)	50(10.0)	24(4.8)
Variety/Design	180(36.0)	133(26.6)	121(24.2)	40(8.0)	26(5.2)
Symbol of prides	123(24.6)	135(27.0)	168(33.6)	44(8.8)	30(6.0)

VH = Very High H = High M = Medium L = Low VL = Very Low

It is obtained from the Table 3 that the respondents are having very high expectation towards price, quality, discounts/offers and Variety/design as 35.0, 43.6, 32.4 and 36.0 per cent towards the Diamond Jewellery products. The respondents are having medium expectation towards wastage charges, durability, Buy back/exchange and symbol of prides as 29.6, 31.2, 32.2 and 33.6 per cent towards the Diamond Jewellery products. It is found from the analysis that majority (43.6%) of the

respondents are having very high expectation towards the quality of the Diamond Jewellery products.

4. MEAN SCORE OF THE CUSTOMERS EXPECTATION

An attempt has made to know the maximum expectation among the selected eight factors, the researcher has been examined through mean score value. The details are furnished in the Table 4.

Table 4 Mean score of the customers expectation

Factors	Mean
Price	3.750
Wastage charges	3.340
Quality	3.974
Durability	3.642
Buy back/Exchange	3.496



Discounts/Offers	3.712
Variety/Design	3.802
Symbol of prides	3.554

The respondents give highest preference to quality (3.974), followed by Variety / Design (3.802), Price (3.750), Discounts / Offers (3.712), Durability (3.642), Symbol of prides (3.554), Buy back / exchange (3.496) and wastage charges (3.340).

5. LEVEL OF SATISFACTION OF THE CUSTOMERS

An attempt has been made to know about the level of satisfaction towards the Diamond Jewellery products. For the purpose of this study, it has been studied under eight categories viz., Price, Wastage charges, Quality, Durability, Buy back/ Exchange, Discounts/ Offers, Variety/ Design and Symbol of prides. The details are furnished in the Table 5.

Table 5 Level of satisfaction of the customers

Statements	Satisfaction				
	VH	H	M	L	VL
Price	136(27.2)	147(29.4)	143(28.6)	52(10.4)	22(4.4)
Wastage charges	91(18.2)	124(24.8)	170(34.0)	80(16.0)	35(7.0)
Quality	118(23.6)	140(28.0)	172(34.4)	51(10.2)	19(3.8)
Durability	93(18.6)	150(30.0)	164(32.8)	64(12.8)	29(5.8)
Buy back/ Exchange	97(19.4)	133(26.6)	153(30.6)	88(17.6)	29(5.8)
Discounts/Offers	107(21.4)	135(27.0)	149(29.8)	81(16.2)	28(5.6)
Variety/Design	113(22.6)	135(27.0)	160(32.0)	69(13.8)	23(4.6)
Symbol of prides	91(18.2)	128(25.6)	165(33.0)	76(15.2)	40(8.0)

VH = Very High H= High M = Medium L =Low VL = Very Low

It is inferred from the Table 5 that 29.4 per cent of the respondents are having high satisfaction towards price of the Diamond Jewellery products. The respondents are having medium satisfaction towards wastage charges, quality, durability, buy back / exchange, discounts / offers, variety / design and symbol of prides as 34.0, 34.4, 32.8, 30.6, 29.8, 32.0 and 33.0 per cent towards the Diamond Jewellery products. It is found from the analysis that majority (34.4%) of the respondents

are having medium satisfaction towards the quality of the Diamond Jewellery products.

6. MEAN SCORE OF THE CUSTOMERS SATISFACTION

An attempt has made to know the maximum satisfaction among the selected eight factors, the researcher has been examined through mean score value. The details are furnished in the following Table 6.

Table 6 Mean score of the customer's satisfaction

Factors	Mean
Price	3.646
Wastage charges	3.312
Quality	3.574
Durability	3.428
Buy back/Exchange	3.362
Discounts/Offers	3.424
Variety/Design	3.492



Symbol of prides	3.308
------------------	-------

The respondents give the highest preference to price (3.646), followed by Quality (3.574), Variety / Design (3.492), Durability (3.428), Discounts / Offers (3.424), Buy back / Exchange (3.362), Wastage charges (3.312) and Symbol of prides (3.308).

7. OVERALL MEAN SCORE OF PERCEPTION, EXPECTATION AND SATISFACTION

An attempt has been to analyze the mean score of the perception, expectation and satisfaction among the sample respondents. For this purpose, overall mean score of perception, expectation and satisfaction is presented and discussed in the Table 7.

Table 7 Mean score of expectation, perception and satisfaction

Factor	Mean Score	Std. Deviation
Expectation	3.66	5.471
Perception	3.75	9.180
Satisfaction	3.44	5.917

From the Table 7, it is found that the mean score of the expectation, perception and satisfaction of the selected sample respondents on purchase of Diamond Jewellery products in the study area, when comparing expectation and satisfaction, the mean score of the perception of the respondents towards Diamond Jewellery products is high.

8. CORRELATIONS BETWEEN PERCEPTION, EXPECTATION AND SATISFACTION

H₀: There is no significant relationship between pairs of three factors, perception-expectation, perception-satisfaction and expectation-satisfaction.

H₁: There is a significant relationship between pairs of three factors, perception-expectation, perception-satisfaction and expectation-satisfaction.

Table 8 Correlations between perception, expectation and satisfaction

Factor	Perceptio n	Expectatio n	Satisfactio n
Perception	1.000	0.501**	0.322**
Expectatio n	0.501**	1.000	0.422**
Satisfactio n	0.322**	0.422**	1.000

** . Correlation is significant at the 0.01 level (2-tailed).

i. It is clear from the Table 8 that there is a significant relationship between perception and expectation (0.501). There is a moderate positive correlation between perception and expectation, i.e., if the perception of the respondent is more, then expectation is also more.

ii. There is a significant relationship between perception and satisfaction (0.322). There is a low positive correlation between perception and satisfaction, i.e., if the perception of the respondent is more, then satisfaction is also more.

iii. There is a significant relationship between expectation and satisfaction (0.422). There is a moderate positive correlation between perception and satisfaction, i.e., if the expectation of the respondent is more, then satisfaction is also more.

9. RELATIONSHIP BETWEEN LEVEL OF EXPECTATION AND LEVEL OF SATISFACTION : PAIRED T-TEST

H₀: There is no difference between level of expectation and level of satisfaction of respondents.

H₁: There is a significant difference between level of expectation and level of satisfaction of respondents, i.e., satisfaction of the respondents is less than their expectations.



Table 9 Relationship between level of expectation and level of satisfaction: paired t-test

Factor	Mean	Std. Deviation	Std. Error Mean	't' Test
Expectation	3.661	0.684	0.030	5.805* *
Satisfaction	3.460	0.751	0.033	

Inference

Since the significance value (.000) is less than 0.01, the null hypothesis is strongly rejected and it is concluded that the satisfaction level of respondents is less than their expectation. The Diamond Jewellery shops have to take necessary steps to satisfy their customers' up to their expectations.

10. RELATIONSHIP BETWEEN LEVEL OF PERCEPTION, EXPECTATION AND SATISFACTION BASED ON GENDER : PAIRED T-TEST

H₀: There is no difference in perception, expectation and satisfaction level of male and females on Diamond Jewellery store.

H₁: There is a significant difference in perception, expectation and satisfaction level of male and females on Diamond Jewellery store.

Table 10 Relationship between level of perception, expectation and satisfaction based on gender : paired t-test

Factor	Male	Female	T	df	Sig. (2-tailed)
Perception	3.7413	3.7962	-1.047	498	0.296
Expectation	3.6579	3.6628	-.081	498	0.936
Satisfaction	3.5221	3.3983	1.842	498	0.066*

* Significant at 10% level of significance.

Inference

Since the significance value is more than 0.05 for perception and expectation, the respective null hypotheses are accepted and it is concluded that there is no significant difference in the perception of male and females with regard to Diamond Jewellery store, as well as expectation.

However, there is a significant difference (p-value .066) in the satisfaction of male and female respondents. The male respondents (3.52) are more satisfied than female (3.398) respondents.

Marital Status

H₀: There is no significance difference in perception, expectation and satisfaction level of married and unmarried respondents on Diamond Jewellery store.

H₁: There is a significant difference in perception, expectation and satisfaction level of married and unmarried respondents on Diamond Jewellery store.

Table 11 Relationship between level of perception, expectation and satisfaction based on marital status : paired t-test

Factor	Married	Unmarried	T	df	Sig. (2-tailed)
Perception	3.588	3.708	-1.934	498	.054*
Expectation	3.523	3.418	1.529	498	.127
Satisfaction	3.726	3.796	-1.307	498	.192

* Significant at 10% level of significance.

Inference

Since the significance value is more than 0.05 for all factors, the respective null hypotheses are not rejected and it is concluded that there no significance difference in the expectation and satisfaction of married and unmarried respondents with regard to Diamond Jewellery store.

However, there is a significant difference (p-value .054) in the perception of married and unmarried respondents. The married respondents (3.5885) are having less perception than



unmarried (3.708) respondents at 10% level of significance.

Age

H₀: There is no significance difference in perception, expectation and satisfaction level in different age group of the respondents on Diamond Jewellery store.

H₁: There is a significant difference in perception, expectation and satisfaction level in different age group of the respondents on Diamond Jewellery store.

Table 12 Relationship between level of perception, expectation and satisfaction based on age: Anova

Factor	Upto 25	26-40	41-50	51-60	Total	df	F	Sig.
Perception	3.8268	3.7310	3.7995	3.6667	3.7685	3	1.018	.385
Expectation	3.6993	3.6776	3.6071	3.1477	3.6603	3	2.468	.061*
Satisfaction	3.4381	3.4851	3.3916	3.6818	3.4603	3	0.686	.561

* Significant at 10% level of significance.

Inference

Since the p-value (0.061) is less than 0.05, the null hypothesis on expectation is rejected and hence it is concluded that the level of expectation is same among respondents in different age groups. The respondents in age group up to 25 years are having more expectation followed by respondents in 26-40 years. The respondents in the age group 51-60 are having least expectation. The perception of respondents diminishes as their age increases.

Income

H₀: There is no significance difference in perception, expectation and satisfaction level in different income group of the respondents on Diamond Jewellery store.

H₁: There is a significant difference in perception, expectation and satisfaction level in different income group of the respondents on Diamond Jewellery store.

Table 13 Relationship between level of perception, expectation and satisfaction based on monthly income level: Anova

Factor	Upto 25,000	25,000-50,000	50,000-1,00,000	1,00,000-2,00,000	Above 2,00,000	Total	DF	F	Sig.
Perception	3.7948	3.7168	3.6463	3.9148	4.1583	3.7685	4	3.217	.013*
Expectation	3.6882	3.5959	3.5742	3.7708	4.0391	3.6603	4	2.057	.085*
Satisfaction	3.4401	3.4841	3.3790	3.5556	3.7656	3.4603	4	.998	.408

* Significant at 5% level of significance.

** Significant at 10% level of significance.

Inference

Since the p-value is more than 0.05, the null hypothesis on satisfaction is not rejected and hence it is concluded that the level of satisfaction is same among respondents in different income groups.

However, the p-value is less than 0.10 for perception and expectation; the respective null hypotheses are rejected. There is a significant difference in the level of perception among respondents in different income groups. The higher income group perceive (4.16) more perception than other income groups.

Also there is a significant different in the level of expectation among respondents in different income groups. The higher income group perceive (4.04) more expectation than other income groups.

CONCLUSION

The study mainly focused on customer perception, expectation and satisfaction towards Diamond Jewellery stores in Tamil Nadu. Diamond Jewellery buying is no longer confined to seasonal cycles of marriages, Diwali and Christmas: anytime is a fine time and Diamond Jewellery can be bought as much to express an emotion, as to proclaim the financial status of the wearer. The consumers perception, expectation and satisfaction shows a shift from content to design in Diamond Jewellery i.e. fashionable Diamond Jewellery is the rage nowadays and acquires a status symbol in their minds.



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. Angela Hausman (2000), 'A multi-method investigation of consumer motivations in impulse buying behaviour', *Journal of Consumer Marketing*, vol. 17, Issue: 5, pp. 403 – 426.
3. 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
4. Eleonora Pantano (2011), "Cultural factors affecting consumer behaviour: a new perception model", *EuroMed Journal of Business*, vol. 6 no. 1, pp. 117-136
5. Kumar Arun, K & Sundararaman, R (2011), 'An Empirical study on consumers perception towards branded Jewellery"', *Interdisciplinary Journal of Contemporary Research in Business*, vol. 3, Issue. 3, p. 349.
6. Sam Hewitt (1996), 'The Behaviour of Diamond Under Deflation', Report of Sun Valley Diamond Company, Idaho, USA
7. Vijay Durga Prasad, V (2010), 'Hallmarking in India: A Major Quality Initiative in the Largest Diamond Jewellery Market in the World', *International Journal of Marketing Studies*, vol. 2, no. 1, pp. 213-224.
8. Yang Yan-ping (2010), 'A Quantitative Research on Influencing Factors of the Behaviour That Consumers Buying Diamond Jewellery on Line', *Internet Technology and Applications, International Conference on* pp. 20-22.