

## BUYING BEHAVIOR OF CONSUMERS TOWARDS GOLD JEWELLERY IN MADURAI DISTRICT, TAMILNADU

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### **ABSTRACT**

*In India, gold is promoted largely for purchasing and selling physically or in the type of ornaments. It is appreciated as a savings and investment which is a preferred investment in India. Consumer awareness refers to how customer's analysis a certain product on their own conclusions. Business depends on how it attracts and retains the customers who willing to procure goods at the cost that are profitable to the business. The objective of the study is to understand the buying behavior of customers towards gold jewellery in Madurai district. Therefore, it is important to study the unusual purchasing behavior of the people and accept the changes as per the current fashionable people's requirements. Hence, the researcher has undertaken this study to understand the buying behavior of consumers towards gold jewellery in Madurai district, TamilNadu. For which 250 samples collected using convenient sampling technique and statistical tools like Chi-square test, Garrett Ranking, Percentage Analysis etc. are used to analysis the study and provide the valid suggestions based on the findings of the study.*

**KEYWORDS:** *Buying Behaviour, Gold Jewellery, Chi-square Test, Garrett Ranking*