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# Effective Promotional Strategies Adopted by Various Jewellery Stores in Chennai City



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ARTICLE INFO	ABSTRACT
<p><b>Received:</b> 27-01-2022 <b>Received in revised form:</b> 04-03-2022 <b>Accepted:</b> 07-03-2022 <b>Available online:</b> 30-03-2022</p> <hr/> <p><b>Keywords:</b> Advertisement; Advertising; Marketing Strategies; Jewellery; Promotional Strategies; Promotional Techniques.</p>	<p>This study is performed in an advertising and marketing place to discover the advertising and marketing techniques followed with the aid of using gold jewellery in Chennai. This study facilitates locating the commercial popularity, aggressive manufacturers in the jewellery industry, exposure campaign's consciousness of jewellery stores, and apprehend the promoting blend that affects the acquisition selection located via the take a look at. The present study attempts to explore the gold jewellery industry in Chennai city. The study presents comprehensive information on consumers' perceptions and preferences towards gold jewellery, buying behaviour and attitude toward gold jewellery marts. It also aims to generate data and information on the marketing strategies, product strategies, pricing strategies, promotional strategies, place/distribution strategies adopted by jewellery retailers, and their problems and prospects. The sampling technique adopted was convenience sampling. A sample of 150 respondents had been decided on from Chennai city. The information gathered was categorised for analysis using techniques such as simple percentage analysis and the chi-square analysis. The results of this study give a suitable proposal and advice to help them enhance their marketing and advertising campaigns.</p>

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## 1.0 INTRODUCTION

Promotion is the business of conversing with clients regularly. It will provide information to assist you in purchasing a product or service (Anbarasi and Kumar, 2019). The term "sales promotion" is often used to refer to any promotion that does not include advertising, email marketing, or event organization (Pavithra et al., 2014; Edison Anthony Raj, 2021). There are several examples,

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such as the BOGOF (Buy One, Get One Free) promotion. Another example would be coupons, money-off promotions, contests, and other freebies, such as extra razor blades or introductory deals like buying virtual TV and receiving a free installation (Loganathan and Pavithra, 2014; Raj, 2021). Each income promotion has to be cautiously coasted compared with the following excellent alternative.

### 1.1 Promotional Mix Element



Figure 1 – Promotional Mix Element

Marketing programmes are designed to boost the sales of organisations. The organisations use various techniques to achieve their objectives, including instructing, encouraging, and motivating their target customers about their lifestyles and the products or services (Beenu *et al.*, 2014).

### 1.2 Statement of Problem

The Indian branded jewellery enterprise is developing at a forty per cent fee. Many diamond investors have entered the home branded marketplace as a price addition.

The hassle of the study is to discover the effectiveness of promoting strategies undertaken with the aid of using jewellers. The primary intention is to recognize the efficacy is promoting strategies amongst customers. This examination has a lot of barriers in particular time and resources.

### 1.3 Objectives of the Study

- To discover the elements which impact the shopping for selection on gold.
- To examine the awareness level of customers toward gold adorns and their quality.
- To become aware of the motivating issue for their decision to buy gold.

## 2.0 RESEARCH METHODOLOGY

The research method is a manner to remedy the study's problems. It may also be recognised as a technological know-how of studying and how studies are accomplished scientifically. The sample size for the study is 150 respondents. The form of the survey carried out is descriptive.

### 3.0 DATA ANALYSIS AND INTERPRETATION

*Table 1 – Advertisement Popularity of Gold Jewellery*

Opinion	Number of Respondents (N = 150)	Percentage
<b>Strongly Agree</b>	93	62.00
<b>Agree</b>	32	21.30
<b>Disagree</b>	20	13.30
<b>Strongly Disagree</b>	5	3.30

**Source:** Data acquired from the questionnaire

Table 1 shows that 62.0% of the sample respondents are strongly agreed with the advertisement popularity of gold jewellery. In comparison, 21.3% of the sample respondents agreed with the advertisement popularity of gold jewellery, and 13.3% disagreed with the advertisement popularity of gold jewellery. The rest, who accounted for 3.3%, strongly disagreed with the advertisement popularity of gold jewellery.

*Table 2 – Competitive Brands in Jewellery Industry*

Competitive Brands	Number of Respondents (N = 150)	Percentage
<b>Malabar Gold</b>	47	31.30
<b>Avathar</b>	19	12.70
<b>Joy Alukkas</b>	48	32.00
<b>Kalyan</b>	36	24.00

**Source:** Data acquired from the questionnaire

It has been observed that the vast majority (32.0%) of the respondent said that Joy Alukkas comes into their mind if they are going to purchase. Meanwhile, 31.3% of the sampled respondents said that Malabar Gold comes to their mind at the time of buying gold, likely 24.0% and 12.7% of the sampled respondents said that the Kalyan Jewellers and Avathar Jewellers come to their mind at the time of purchasing gold or other ornaments (see Table 2).

*Table 3 – Offers Provided by Jewellers*

Factor	Number of Respondents (N = 150)	Percentage
<b>No Wastage</b>	18	12.00
<b>No Making Charges</b>	76	51.00
<b>Free Gemstones</b>	32	21.00
<b>Reduction in the basic price</b>	24	16.00

**Source:** Data acquired from the questionnaire

It was observed that about 51.00% of the sampled respondents said that the jewellers offer no making charges when purchasing gold. In comparison, 21.00% of the sampled respondents said that the jewellers offer free gemstones when buying gold, likely 16.00% and 12.00% of the sample

respondents are told that the jewellers provide a reduction in the basic price and no wastage at the time of purchasing gold respectively.

*Table 4 – Schemes Provided by Jewellery Shops*

<b>Factor</b>	<b>Number of Respondents (N = 150)</b>	<b>Percentage</b>
<b>Advance booking schemes</b>	21	14.00
<b>Marriage scheme</b>	42	28.00
<b>Saving Scheme</b>	87	58.00

**Source:** Data acquired from the questionnaire

Table 4 shows that 58.00% of the sample respondents opined that the jewellery shops provide saving schemes to their customers. Meanwhile, 28.00% of the sample respondents opined that the jewellery shops offer a marriage scheme to their customers. 14.00% of the sample respondents opined that the jewellery shops provide an advance booking scheme to their customers.

*Table 5 – Publicity Campaign Awareness of Jewellery Shops*

<b>Opinion</b>	<b>Number of Respondents (N = 150)</b>	<b>Percentage</b>
<b>Very well aware</b>	99	66.00
<b>Aware to some extend</b>	36	24.00
<b>Not aware</b>	15	10.00

**Source:** Data acquired from the questionnaire

The study depicts that around (66.00%) of sample respondents are very well aware of the publicity campaign conducted by the jewellery shops and 24.00% are familiar to some extent, and 10.00% are not aware of the publicity campaign undertaken by the jewellery shops.

*Table 6 – Promotion Mix Influence in Purchase Decision*

<b>Opinion</b>	<b>Number of Respondents (N = 150)</b>	<b>Percentage</b>
<b>Strongly Agree</b>	86	57.30
<b>Agree</b>	34	22.70
<b>Disagree</b>	16	10.70
<b>Strongly Disagree</b>	14	9.30

**Source:** Data acquired from the questionnaire

Table 6 shows that 57.30% of the respondents strongly agreed that the promotion mix is influenced during their purchase decision. In comparison, 22.70% of the respondents agreed that the promotion mix is affected at the time of their purchase decision, 10.70% have disagreed, and 9.30% are strongly disagreed that the promotional mix is not influencing them at the time of their purchase decision.

*Table 7 – Satisfaction Level of Discounts and Offer in Jewellery Shops*

Opinion	Number of Respondents (N = 150)	Percentage
Highly influence	88	58.70
Influence to some extent	22	14.60
Not influence	40	26.70

**Source:** Data acquired from the questionnaire

Table 7 depicts that out of 150 sample respondents, around 58.70% are said that the discounts and offers in jewellery shops are highly influenced them to purchase gold or other ornaments in the particular jewellery shops. In contrast, 14.60% are said that the discounts and offers in jewellery shops are influenced to some extent to purchase the gold or other ornaments in the particular jewellery shops, and 26.70% are said that the discounts and offers in jewellery shops are not influenced them to purchase the gold or other ornaments in the particular jewellery shops.

*Table 8 – Influence of Social Welfare on Purchase Decision*

Opinion	Number of Respondents (N = 150)	Percentage
Strongly Agree	92	61.30
Agree	32	21.30
Disagree	14	9.40
Strongly Disagree	12	8.00

**Source:** Data acquired from the questionnaire

Table 8 shows that 61.30% and 21.30% of the sample respondents strongly agreed and agreed that social welfare plays a vital role at the time of purchase decision. In comparison, 9.40% and 8.00% of the sample respondents disagree and strongly disagree that social media does not influence at the time of purchase decision.

### 3.1 Chi-Square Analysis

*Table 9 – Age Category and Advertisement Popularity using Chi-square*

	Value	DoF	p-Value
Pearson Chi-Square	30.204 <sup>a</sup>	16	0.017
Likelihood Ratio	24.550	16	0.078
Linear-by-Linear Association	0.686	1	0.408
N of Valid Cases	150		

The Pearson Chi-square value of 30.204 and the degree of freedom of 16 with a p-value of lesser than 0.05 (0.017). The p-value indicates that these variables are not independent of each other, and there is a statistically significant association between age and advertisement popularity.

#### 4.0 FINDINGS AND SUGGESTIONS

- It has been found that most of the respondents belong to the female group.
- The chi-square analysis results show a statistically significant association between age and advertisement popularity.
- The vast majority of customers acquired information about gold jewellery via television advertising.
- The purchase was influenced by various factors, including the brand's image, quality, advertising, and collections.
- It is preferable to design marketing strategies for lower-magnificence customers rather than gold customers, who are often commercial customers of the company with significant incomes.
- The company's marketing strategy should promote the product's distinctive features and advantages via effective advertising.
- More advertisements should be made in media apart from television.
- The jewellery shops must highlight their strength like quality, timely supply, etc.

#### 5.0 CONCLUSION AND FUTURE IMPLICATIONS

Nowadays, commercial enterprise firms are more concentrated on a promotional aspect. So, it is always essential for a firm to know the influence of the promotion mix on the purchase decision of the customers. This information will help them to concentrate more on the promotional strategies. The promotion mix includes advertisement, sales promotion, direct mail, exhibition, personal selling, etc., so further research can be done on the impact or influence of each factor and their role in the purchase decision of customers or how it helps the sales of the company.

In today's business world, companies are increasingly focusing on the promotional side of their operations. Knowing the effect of the promotion mix on the customer's purchasing decision cannot be overstated. This knowledge will allow them to better focus on their marketing tactics. Advertising, sales promotion, email marketing, exhibitions, and personal selling are all part of the promotion mix. Thus, further study may be done on the effect and influence each of these elements has on customer purchase decisions or the company's sales. Additional studies on the correlation between marketing mix and product positioning may be conducted.

According to the findings of this research, "the effective promotional strategies" should no longer be limited to gold ornaments but should be used for every product in the showroom. One of the four components of the marketing mix (product, price, promotion, distribution). It serves to influence, inform, or convince a prospective customer to acquire a product or service. As a result, every advertising-based company must concentrate on the most effective advertising strategies.

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