

THE CRAZE OF GOLD AMONG INDIAN WOMEN

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Abstract: Gold, known as yellow fever among Indian women, always had a special significance in all ages. Gold also known as yellow metal has an important place in the heart of every Indian, especially woman. In Indian culture, women and gold are very close to each other. The present study under consideration seeks to understand the behaviors of women towards gold. So by conducting this study, it is analyzed that gold would always attest itself to be the top-most choice for the Indian investors especially the women. Sample has been analyzed using Chi Square, Z Test & Weighted Average method. By taking into account various elements of mutual funds, the study under consideration highlights that mutual funds industry surely has a long way to go ahead.

Keyword: Gold, Jewelry, Women, Trends, Beauty.

INTRODUCTION:



Since ancient times, gold has been regarded as an object of luxury, supremacy, beauty and cream of the crop. It is said that Indians are crazy about gold. Though this statement cannot be completely denied, the truth is that gold always had a special significance in all ages. Possession of gold is firmly embedded in Indian customs and traditions. Gold holds sacred meaning in Indian culture too as it represents the Hindu Goddess Lakshmi, which is considered highly auspicious.

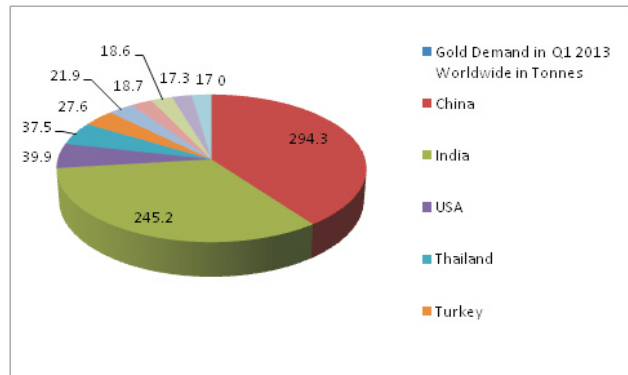
In the Indian system, it is quite evident that even in very poor families' marriages, gold shares 20% to 40% of the entire marriage expenditure. Indians buy gold in most of the auspicious moments such as festivals, weddings and anniversaries etc.

Gold is an integral part of the Indian's investment portfolio. The government rules and global scenario may affect the gold attraction for some period but in the long run, gold would always attest itself to be the top-most choice for the Indian investors. The yellow metal is expected to continue its sparkle in the future and outperform the other asset class in terms of average return in long run investment.

Gold plays an important role among Indian investors due to the following reasons:

- Gold being highly liquid in the financial market can be encashed anytime at the market rates.
- As it is difficult to keep cash money in the vault for the long time, but gold is very durable and easy to hold.
- It is also regarded as one of the few financial products that have outperformed inflation in long period of time.

India is the world's largest consumer of gold in tonnage terms. The India demand for gold jewelry is 22% of the global market according to research conducted by World Gold Council. The different investment options in gold are in the form of jewelry, coins etc. i.e. one of the most recognized and reliable ways to invest in and gold bars which can be bought from banks and local markets.



Literature Review

Gold is unique, however, because it is not necessarily a 'cherished' possession. Cherished possessions carry reminiscences about life and '... create a personal and durable sense of identity' (Price, Arnould and Curasi, 2000). When gold is purchased with the intention that it will be

passed to children, at some future date, the 'attachment' is never solidified because arguably, it is never fully acknowledged as one's own.

Gold possession could be said, then, to constitute culture and the role that gold plays in rituals sustains the culture. Rituals include consumer behaviours as well as occasions such as religious holidays, festivals and marriage (Craig and Douglas, 2006). It means that underlies the activities and embeds the norms into behaviours that bind people into a culture. Alternately, giving artifact status to gold in cultures other than the Indian may not be accurate. Within other cultures, gold does not typically hold as much value nor is its possession as inculcated into tradition and cross-generational relationships. Thus, generalization to other cultures and consumer societies is limited without depth and accuracy of comparison across contexts and situations (Craig and Douglas, 2006).

The relationship of gold within the culture and the behaviour of the consumers as they go about their purchasing activities suggest that gold-buying is ritualistic. It is a social action that engages people with consumption. In turn, cultural values are reinforced through the meanings that gold brings to the society. Its significance is not diminished by issues such as price because the purpose for gold-buying and thus the ritual permeates the culture to reinforce identity (Luna and Gupta, 2001).

Objectives of study

- To locate the various reasons for preference in gold.
- To find out sources opted for purchase of gold.
- To analyze the choice of women class for gold over artificial jewelry.
- To check out the frequency of investment in gold.

Methodology of Study

The present study is based on the Primary data which has been collected by conducting the survey among the respondents residing in New Delhi, the capital city of India and secondary data has been collected from books, journals and internet. Sample of 200 respondents has been taken as per Convenience sampling and the research has been conducted through the form of questionnaires.

Hypothesis

There is no association between demographic variables and liking for artificial jewelry or pure gold, frequency of purchase and opinion for gold as source of investment.

Table 1: Demographic profile of respondents

Age	No. of Respondents	%age
Below 25 years	32	16
25-40 years	136	68
40 years & above	32	16
Total	200	100
Marital Status	No. of Respondents	%age
Unmarried	72	36
Married	128	64
Total	200	100
Education	No. of Respondents	%age
Under-Graduate	16	08
Graduate	48	24
Post Graduate	136	68
Total	200	100
Occupation	No. of Respondents	%age
Housewife	48	24
Service/Business class	144	72
Student	08	04
Total	200	100
Income level	No. of Respondents	%age
Low Income group	00	00
Middle Income group	136	68
High Income group	64	32
Total	200	100
Nature of Family	No. of Respondents	%age
Nuclear	120	60
Joint Family	80	40
Total	200	100

Age wise classification shows that 68% respondents belong to 25-40 years age group followed by 16% respondents each belonging to the below 25 years age group and above 40 years age group. Classification of respondents **on the basis of marital status** highlights that 64% of the respondents are married whereas 36% respondents are unmarried highlighting the approach of women for gold. **Education wise classification** states that 68% respondents are post graduate followed by 24 % respondents who have done graduation and just 8 % respondents are there who are under- graduate. Occupation wise classification shows that 72 % women respondents are employed followed by 24 % respondents who are housewives and 4% respondents are such who are still studying but certainly having some influence of gold on them.

Income wise classification indicates that 68% respondents belong to the middle income group followed by 32% respondents who are from high income bracket and no one respondent is from low income group under the field of this study. As per the **nature of family**, when we classify the sample population, it is observed that majority i.e.60% of respondents are from nuclear family where as 40 % respondents are the part of joint family and this count to be an important element in analyzing the perception of

respondents towards gold.

Table 2:Opinion towards gold as source of investment

Opinion	No. of respondents	%age
Yes	168	84
No	32	16
Total	200	100

It has been observed that 84% of the respondents consider gold as a source of investment where as 16% respondents are responding negatively.

Table 3: Mode for purchase of gold



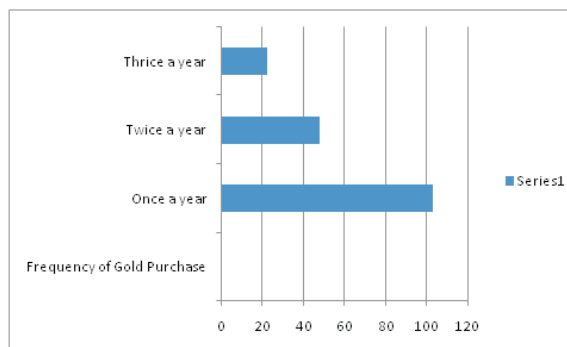
Table 3 shows that 70% of the respondents use their savings for purchase of gold while 30% respondents are such who make their purchase of gold out of their earnings.

Table 4: Proportion of income invested in gold annually

Proportion of income	No. of respondents	%age
Up to 5 %	116	58
5-10%	56	28
More than 10 %	28	14
Total	200	100

It has been inferred from the table that 58% of the respondents spend very less(i.e. up to 5%) of their income annually for purchase of gold followed by 28% respondents who spend 5-10% of their income and 14% of respondents spend more than 10% of their income on purchase of gold.

Table 5: Frequency to purchase gold



65% of the respondents purchase gold once a year whereas 24% of the respondents purchase twice a year and remaining 11 % respondents purchase it thrice or more times in a year.

Table 6 a: Choice between Artificial Jewelry and Pure Gold

Particulars	No. of respondents	%age
Artificial Jewelry	80	40
Pure Gold	120	60
Total	200	100

The study reveals that 60% of the women respondents have liking for pure gold while 40 % of the respondents have their interest in artificial jewelry.

Table 6 b: Type of Jewelry in pure gold

Types	Rank 1 st	Rank 2 nd	Rank 3 rd	Rank 4 th	Total	WAS	NET Ranking
Plain gold	48	35	25	12	359	35.9	1 st
Studded	36	30	17	37	305	30.5	2 nd
Platinum	24	45	30	21	312	31.2	3 rd
Coins	12	10	48	50	224	22.4	4 th
Total	120	120	120	120			

*Rank 1-4= 4-1 (weights assigned in descending order)Liking for the pure gold has been further supported by the ranking done on the basis of type of jewelry preferred by those respondents.

When respondents were asked about their choice for type of jewelry in pure gold, it has been seen that plain gold has been given the 1st rank followed by studded gold which is given the 2nd rank and the 4th rank has been given to the coins indicating that coins are the least preferred option in the pure gold.

Table 7: Reasons for preference in gold

Reasons	Rank 1 st	Rank 2 nd	Rank 3 rd	Rank 4 th	Total	WAS	Net Ranking
Status symbol	80	60	40	20	600	60	1 st
Less loss of value	48	50	50	52	494	49.4	4 th
Cushion for unforeseen circumstances	36	30	40	94	408	40.8	2 nd
Investment purpose	36	60	70	34	498	49.8	3 rd
Total	200	200	200	200			

*Rank 1-4= 4-1 (weights assigned in descending order)
When the reasons for preferring gold are compared to each other in the study, it is highlighted that status symbol is the most important reason to call for purchase of gold. Second important factor is investment with WAS of 49.8 followed by cushion for unforeseen circumstances getting 2nd rank. And the last rank has been given to loss of value being less.

Table 8: Sources opted for purchase of gold

Sources	No. of respondents	%age
Family jeweler	120	60
Local jeweler	24	12
Jewelry exhibitions	16	8
Branded stores	40	20
Total	200	100

It has been observed from the study that 60% of the respondents purchase gold from family jeweler followed by 20% purchasing from branded stores. The least used source for purchase of gold has been the jewelry exhibitions with just 8% respondents.

Table 9: Consideration of gold rates to make purchase of gold

Particulars	No. of respondents	%age
Always	128	64
Sometimes	56	28
Never	16	8
Total	200	100

It has been analyzed from the table that 64% respondents give due consideration to gold rates all the time when they purchase gold whereas 28% respondents consider the gold rates sometimes. And only 8% respondents are there who do not get affected by the changes in gold rates and therefore their purchase decision is in no way depending upon the gold rates.

Table 10 a: Preference for Branded Gold Jewelry

Opinion	No. of respondents	%age
Yes	60	30
No	140	70
Total	200	100

As far as preference for branded gold jewelry is concerned, it is clear that only 30% respondents have inclination towards branded gold jewelry.

Table 10b: Choice among different brands of jewelry

Brands	No. of respondents	%age
Nakshatra	20	33.3
Tanishq	30	50
Asmi	06	10
Gitanjali	04	6.7
Total	60	100

As if we see the choice for branded gold jewelry, it has been observed that out of the different brands prevailing in the market, Tanishq has been liked the most with 50% respondents followed by Nakshatra with 33.33% responds. Asmi&Gitanjali hold 3rd& 4th place with 10% and 6.7% respectively.

Table 11: Occasions preferred for making purchase of gold

Occasions	No. of respondents	%age
Festival season	80	40
Wedding season	56	28
Fall in gold rates	40	20
Bonus/Increments	24	12
Total	200	100

It has been observed that in the view of 40% respondents, it is the festive season which carries its importance for purchase of gold followed by 28% respondents as per whom weddings are the appropriate time for making purchase of gold. Fall in gold rates has been the considerable factor for only 20% respondents followed by 12% respondents who have the opinion that Bonus or increments are the reasons which influence their decision to purchase gold.

Application of Chi Square Test

Cross - Tabulation of Age and liking for artificial jewelry & pure gold (Table 1.1)

Age/Liking	Yes	No	Total
Below 25 years	18(12.8)	14(19.2)	32
25-40 years	46(54.4)	90(81.6)	136
40 years & above	16(12.8)	16(19.2)	32
Total	80	120	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Age and liking for artificial jewelry & pure gold is studied by using Chi-Square statistic. As per table, calculated value (7.0159) is higher than the tabulated value (5.991) and null hypothesis is rejected highlighting the association between age and liking for artificial jewelry.

Cross - Tabulation of Marital status & frequency of purchase (Table 1.2)

Marital status/Frequency	Once a year	Twice a year	Not specific	Total
Unmarried	32(46.8)	30(17.28)	10(7.92)	72
Married	98(83.2)	18(30.72)	12(14.08)	128
Total	130	48	22	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Marital status & frequency of purchase is studied by using Chi-Square statistic. As per table, calculated value (22.7968) is higher than the tabulated value (5.991) and null hypothesis is rejected highlighting that alternative hypothesis is accepted.

Cross - Tabulation of Nature of family and frequency of purchase (Table 1.3)

Nature of family/Frequency	Once a year	Twice a year	Not specific	Total
Nuclear	72(78)	38(28.8)	10(13.2)	120
Joint	58(52)	10(19.2)	12(8.8)	80
Total	130	48	22	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Nature of family and frequency of purchase is studied by using Chi-Square statistic. As per table, calculated value (10.4404) is higher than the tabulated value (5.991) and null hypothesis is rejected with the observation that there is significant difference between nature of family and frequency of purchase.

Cross - Tabulation of Marital status and liking for artificial jewelry or pure gold (Table 1.4)

Marital status\Liking	Yes	No	Total
Unmarried	37(28.8)	35(43.2)	72
Married	43(51.2)	85(76.8)	128
Total	80	120	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Marital status and liking for artificial jewelry or pure gold is studied by using Chi-Square statistics. As per table, calculated value (6.08) is higher than the tabulated value and null hypothesis is with the observation that there is significant difference between marital status and liking for artificial jewelry or pure gold.

Cross - Tabulation of Occupation and frequency of purchase (Table 1.5)

Occupation/Frequency	Once a year	Twice a year	Not specific	Total
Housewife	22(31.2)	20(11.52)	6(5.28)	48
Service/Business class	98(78)	16(28.8)	6(13.2)	120
Post - graduate student	10(20.8)	12(7.68)	10(3.52)	32
Total	130	48	22	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Occupation and frequency of purchase is studied by using Chi-Square statistics. As per table, calculated value (43.7644) is higher than the tabulated value (9.488) and null hypothesis is rejected and alternative hypothesis is accepted which is significant.

Cross - Tabulation of Occupation and opinion for gold as investment (Table 1.6)

Occupation/Opinion	Yes	No	Total
Housewife	38(40.32)	10(7.68)	48
Service/Business class	110(100.8)	10(19.2)	120
Post - graduate student	20(26.88)	12(5.12)	32
Total	168	32	200

*Figures in bracket indicate expected frequencies

Cross - Tabulation of Occupation and opinion for gold as investment is studied by using Chi-Square statistics. As per table, calculated value (17.0883) is higher than the tabulated value (5.991) and null hypothesis is rejected. Hence, there is no association between occupation and opinion for gold as source of investment.

Summary of application of Chi-Square Test

Variables	Calculated value of chi-square	Tabulated value of chi-square	D.O.F@5% level of sig.	Test of significance
Age and liking for artificial jewelry or pure gold	7.0159	5.991	2	Significant as null hypothesis is rejected
Marital status & frequency of purchase	22.7968	5.991	2	Significant as alternative hypothesis is accepted
Nature of family and frequency of purchase	10.4404	5.991	2	Significant as null hypothesis is rejected
Marital status and liking for artificial jewelry or pure gold	6.08	5.44	1	Significant
Occupation and frequency of purchase	43.7644	9.488	4	Significant as alternative hypothesis is accepted

Findings of the study

- The study revealed that in general, majority of women respondents see gold as a source of investment and rely on their savings for the purchase of same.
- A large number of women respondents have shown their inclination towards pure gold over the artificial jewelry.
- And as far as pure gold is concerned, plain gold has been given the top priority as against coins which are least preferred.
- Gold highlights wealth and prosperity as it is clear from the study that majority of respondents have considered status symbol as the most important reason for the purchase of gold.
- It has been further observed from the study that frequency of purchase has its association with demographic variables such as marital status, nature of family and occupation etc. Similarly opinion of women respondents about gold as source of investment shows its association with age and occupation.

Conclusion

Gold has been regarded as the true asset for everyone's life especially for a woman's life since times immemorial. The possession of gold is firmly rooted in Indian culture and traditions. Gold is still considered the symbol of wealth and prosperity. So the entire study conducted highlights the view that in spite of the fact that in the current time as well as in the time to come, though the gold rates are soaring the skies, Gold is still the limelight in every woman's life.

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Questionnaire

Name:

Age:

(a) Below 25 years (b) 25-40 years (c) 40 years & above

Marital Status:

(a) Unmarried (b) Married · Education:

(a) Under Graduate (b) Graduate (c) Post Graduate

Occupation:

(a) Housewife (b) Service (c) Business (d) Others

Income Level:

(a) Low Income Group (b) Middle Income Group

© High Income Group

Nature Of Family:

(a) Nuclear

(b) Joint family

Please choose the appropriate answer for the following:

1. Do you consider Gold as a source of investment?

(a) Yes

(b) No

2. Which mode do you prefer for purchase of gold?

(a) Savings

(b) Earnings

3. What is the proportion of income to be invested in gold annually?

(a) Up to 5% (b) 5-10% (c) 10% & above

4. How often do you purchase gold from?

(a) Once a year

(b) twice a year

(c) thrice a year

5(a) Do you like?

(a) Artificial jewelry

(b) Pure Gold

(b) If pure gold is your option, what is the type of jeweler you like? (Rank 1-4)

(a) Plain Gold (b) Studded Gold (c) Platinum (d) Coins

6. What are the reasons of preferring gold to other investment avenues?

(a) Status Symbol (b) Loss of value is less (c) Cushion for Unforeseen circumstances (d) Investment

7. Where do you purchase gold from?

(a) Family jeweler (b) Local jeweler
(c) Jewellery exhibitions (e) Branded Stores

8. Do you take into consideration the gold rates while purchasing gold?

(a) Always (b) Sometimes (c) Never

9(a) Do you prefer Branded Gold jewelry?

(a) Yes (b) No

(b) If the answer to above is yes, then which brand appeals you the most?

(a) Nakshatra (b) Tanishq (c) Asmi (d) Gitanjali

10. On what occasions do you purchase gold?

(a) Festival season (b) Wedding season (c) Fall in gold rates
(d) Bonus/Increments