

## Chapter III

### Analysis and interpretation of collected data

The data collected by using the techniques mentioned above was analysed with the help of simple statistical techniques like classification, tabulation, measures of central tendency etc. The findings of the study are presented in this report as per the following chapter scheme.

#### Outline of the study :-

Chapter first contains three parts i.e.

##### a) Marketing introduction -

It includes definition and theory of marketing system.

##### b) World wide gold marketing -

It includes demand, supply of gold and its use in monetary system as well as Indian gold market.

##### c) Profile of Kolhapur gold market -

To study the nature, history, culture and traditional ornaments of Kolhapur city. Actual gold market and outside gold market of Kolhapur city.

Chapter second contains objectives of the study, research methodology and limitations.

And in this third chapter it contains Analysis and interpretation of collected data into two parts i.e.

- A) Analysis And Interpretation of Data
- B) Data of sellers in Kolhapur gold market
- C) Data of buyers in Kolhapur gold market.

And last chapter, chapter four contains finding of data collections, observations, suggestions and direction for further research.

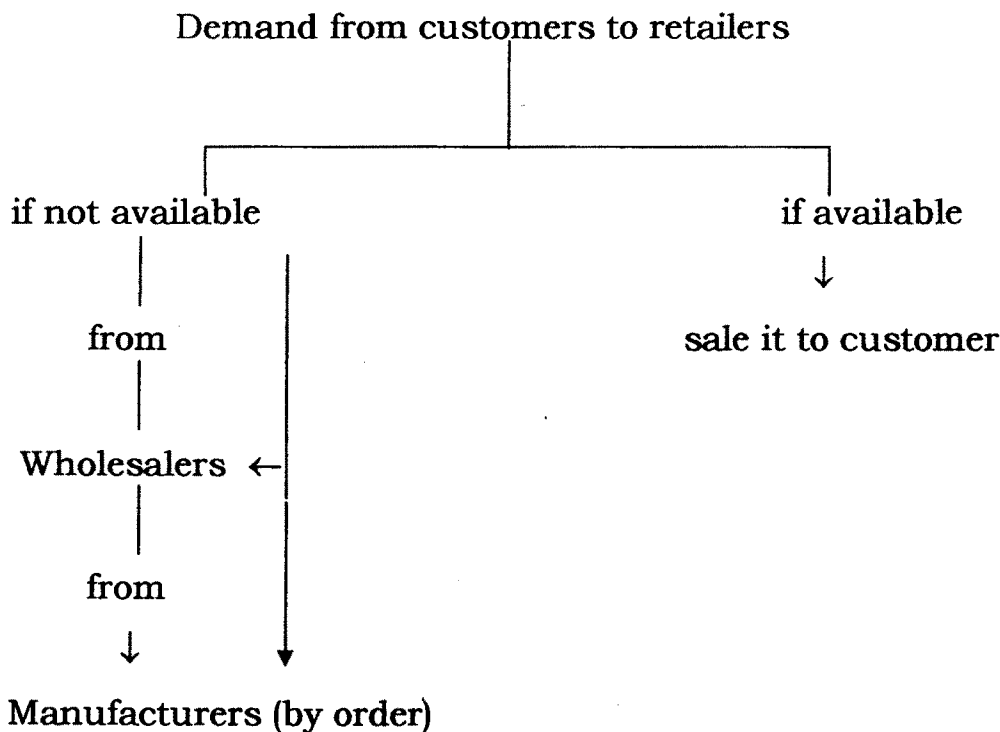
In last there is Questionnaires of and customers and Bibliography.

## Sellers in Kolhapur gold market

### 1) Sellers in Kolhapur city gold market :-

Neither manufacturers nor wholesaler can sell directly to final customers. Therefore, they have to depend on person or retailing shops with their roots in local. But one thing is different that

Following chart show how demand would be fulfilled by retailers.



If seller get on order of any special design from customer and if it is not available at his showroom, he (seller) demanded it from wholesaler or manufactured it from Manufacturer by order.

It is already available at showroom there is no problem of order he directly sale it to customer.

Retailer can directly pay order to manufacturer or indirectly manufactured it from manufacturer by paying order to wholesaler.

Some time jewellers are himself manufacturer and he made ornament by customer order.

In all, an interview schedule was prepared containing question regarding organization and management of these shops and their relations with customers. The responses obtained are presented below.

**2) Number of jewellery shops :-**

There were more than 800 shops of jewellery in Kolhapur market out off 495 jewellery shops are the member of Kolhapur Saraf Vyapari Sangh out off 20 shops were contacted for the purpose of this study. 10 jewellery shops are situated inside the gold market and remaining 10 jewellery shops are situated out side the gold market.

**a) Classification -**

20 shops are classified into three categories by their cost of investment. Cost of shop is not calculated in investment.

**Table No.2=Investment wise distribution of shops -**

<b>Class</b>	<b>Investment</b>
A	More than 5 lakhs
B	2 to 5 lakhs
C	Up to 2 lakhs

From the above table it is clear that there are three categories of shops by their investment. Shop from A class have invested more than 5 lakhs rupees in the jewellery and shops from B class have invested between 2 to 5 lakhs rupees in the jewellery and shops from C class have invested up to 2 lakhs rupees in the jewellery.

This classification is useful to know the situation of the market.

**b) Class of inside & outside market shops. -**

Out of 20 shops, 10 shops are situated inside the market and 10 shops are situated outside the market. The table shows the correct picture of both side market shops from their class.

**Table No.3= Class of inside and outside markets shops -**

Particulars	Class			Total
	A	B	C	
Inside Market	3	3	4	10
Outside Market	0	3	7	10
Total	3	6	11	20

from the above table it is clear that in Inside the market shops there are 3 shops of 'A' class, 3 shops of 'B' class and 4 shops of 'C' class and in outside market there is neither shop of 'A' class and 3 shops of 'B' class and 7 shops of 'C' class.

The table shows that investment of jewellery cost is more in inside market shops than outside market shops.

**c) Ownership pattern -**

Out of 20 shops 13 shops are owned and managed by private individuals. 7 shops are owned and managed by 'Karta' of Hindu Undivided Family. There is no any kind of partnership among the shops.

**Table No.4= Ownership patterns of shops -**

<b>SR. NO.</b>	<b>Ownership Patterns</b>	<b>No. of shops</b>
1	Sole trader	13
2	HUF	07
3	Partnership Firm	00
4	Company	00

**d) Sources of finances -**

The jewellery shops have raised the necessary funds for carrying out their business operations through their own resources and savings. Somebody has taken loan from banks or any credit society.

**e) Investment -**

Shops from inside or outside market classified into three class i.e. A, B & C and classes are depend upon their owners investment cost of jewellery in that shop.

**Table No.5= Investment in shops -**

<b>Class</b>	<b>Investment</b>	<b>No. of shops</b>
A	More than 5 lakhs	3
B	2 to 5 lakhs	6
C	up to 2 lakhs	11

It is estimated that an amount of more than 5 lakhs is invested in three shops and in six shops an average amount of Rs. 2 to 5 Lakhs is invested and in 11 shops an amount up to 2 lakhs is invested. This amount is invested only in gold jewellery and other items. Cost of shops is not calculated in investment.

**3) Location and Arrangement Shops :-**

**a) Location of shops -**

(MAP) 1 # Inside Market shops

2 # Outside Market shops

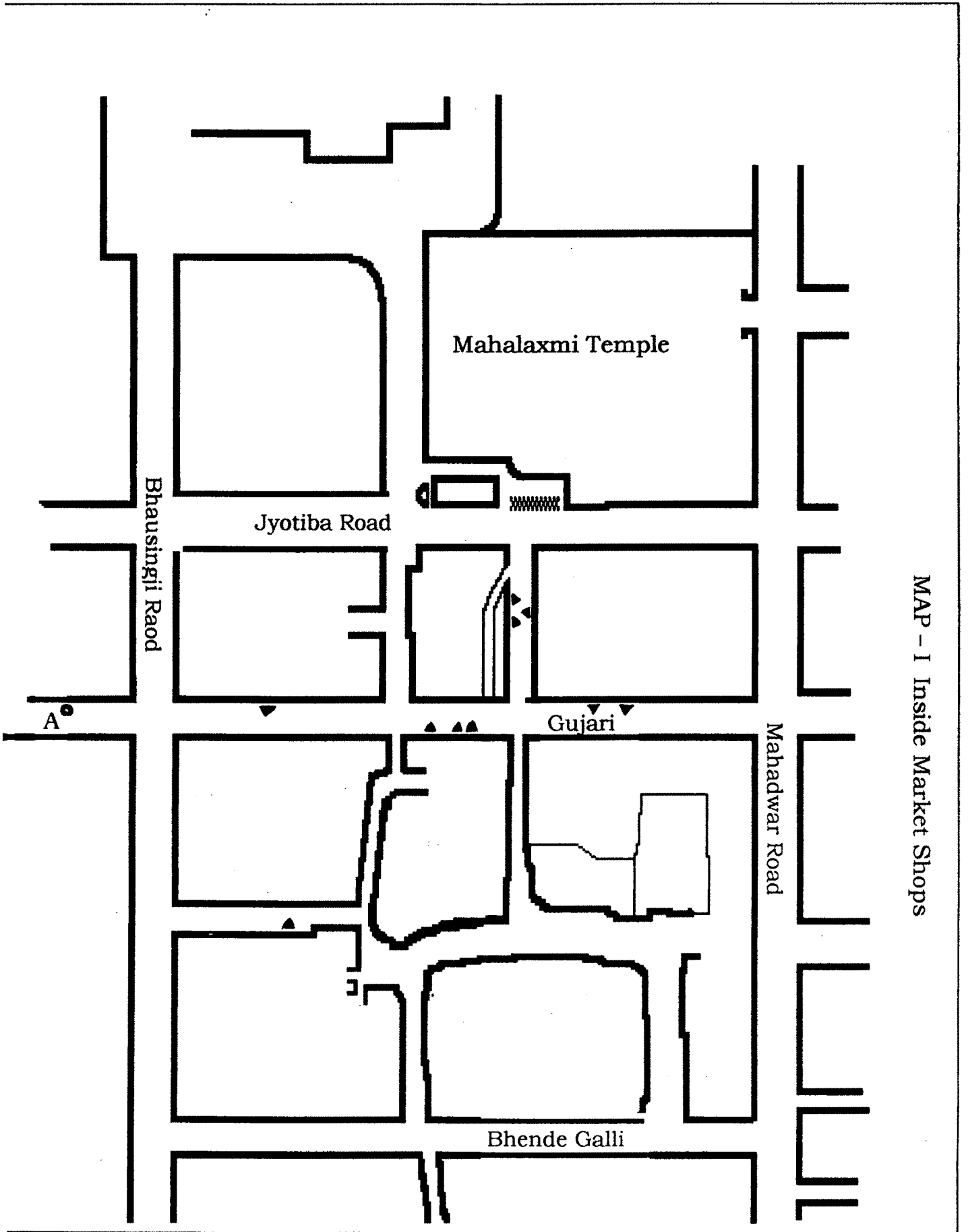
Maps showing the clear location of the shops are attached herewith

Map-1

Map-2

Map-1 is for central gold market of Kolhapur city & Map-2 is for outside market shops of Kolhapur city.

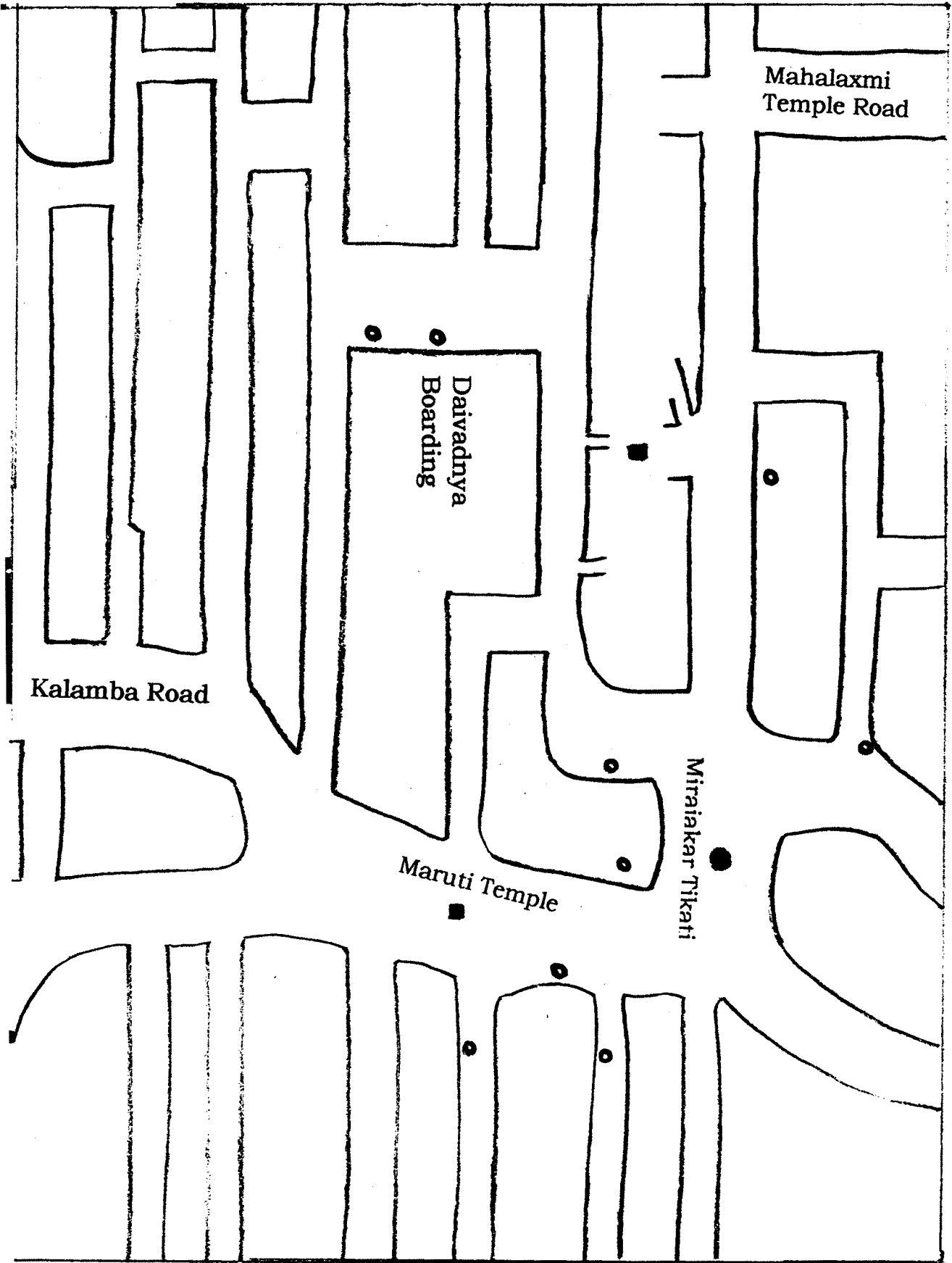
It will be seen from the maps that 11 shops are located in the first gold market Map-1. Out of 10 shops are located in the gold market and 1 shop is in the outside market and it is defined as 'A'. This 'A' shop is near to gold market but not in gold market which is defined area as in Map.



MAP - I Inside Market Shops



MAP II - Outside Market Shops



**b) Area occupied by shops -**

The following table gives the details of the area occupied by the jewellery shops in the Kolhapur gold market.

**Table No. 6 = Area occupied by shops -**

Size of the Rooms in Sq. Feet	No. of shops in class			Total
	A	B	C	
70 to 150 Sq. feet	-	2	11	13
150 to 250 Sq. feet	2	3	-	5
250 to above Sq. feet	1	1	-	2
Total	3	6	11	20

All shops have limited area of one room only. The table shows the area of 13 shops is in between 70 to 150 Sq. feet, out of 2 shops from 'B' class and 11 shops from 'C' class. There are 5 shops from the area between 150 to 250 Sq. feet, out of 2 shops from 'A' class and 3 shops from 'B' class. And the area of 2 shops is above the 250 Sq. feet out of 1 shop from 'A' class and 1 shop from 'B' class.

Maximum shops area is in between 70 to 150 Sq. feet.

**c) Rental Shops -**

Out of 20 shops 3 shops are run in a rental area. And those three shops are situated outside the market.

**d) Identity of shops -**

Jewellery shop in Kolhapur market have not specific shop name, all of them are identified with the name of sellers.

**Table No.7= Identity of shops -**

Identified with / without owners name	No. of shop / shops			Total
	A	B	C	
With	2	5	9	16
Without	1	1	2	04

Out of 20 shops, 16 shops are identified with the name of sellers and 4 shops are not identified with the name of the sellers.

**e) Persons employed in the shops -**

The total numbers of persons working in each shop are given in the following table.

**Table No.8 = Persons employed in the shops -**

No. of persons employed	Class of the shops ( No. of shops )			Total Shops
	A	B	C	
1	-	-	4	4
2	-	1	6	7
3	1	2	1	4
4	1	3	-	4
5 and above	1	-	-	1

4 shops are managed by 1 person, 7 shops are managed by 2 persons, 4 shops are managed by 3 persons, 4 shops are managed by 4 persons and 1 shop is managed by the 5 persons.

**f) Internal layout & Display -**

Internal layout and display helps in attracting customers and promoting sales. Therefore it is considered to be an important tool for promoting sales. This includes arranging jewellery in different groups in different departments. Internal layout and display is to facilitate easy movements of jewellery.

**Table No.9=Internal layout and display -**

<b>Shops</b>	<b>Display available</b>	<b>Display not available</b>	<b>Total</b>
Inside the market	8	2	10
Outside the market	4	6	10
<b>TOTAL</b>	<b>12</b>	<b>8</b>	<b>20</b>

Internal layout & display is available at 12 shops out of 20 shops are inside the market and only 8 shops are outside the market.

The space area available is very small. It was observed that the concept of internal layout and display is absent in the 8 shops, out of 2 shops are inside the market and 6 shops are outside the market.

**4) Goods sold in the shops :-**

The following table shows the jewellery is available in the shops with their class.

**Table No.10= Class wise ornament available in shops -**

SR. NO.	Particulars	Shops		
		A	B	C
1	Tops	+	+	+
2	Finger Rings (Small)	+	+	+
3	Finger Rings (Big)	+	+	+
4	Ear Rings	+	+	+
5	Chain	+	+	-
6	Mangalsutra (Full size)	+	-	-
7	Necklaces	+	-	-

+ = Stock of jewellery is available

- = Stock of jewellery is not available

From the above table it is clear that in all shops only Tops, Finger Rings (small, big), Ear Rings are available for sale. In class 'A' & 'B' stock of chain is available but stock of Mangalsutra (Full size) and Necklaces are not available in class 'B' & 'C'.

All kinds of ornament are available in 'A' class. And only small ornaments are available in 'C' class shops because of their small investment.

### **5) Sources of purchases :-**

Retailer purchase directly from manufacturers or depend upon middlemen or they may use both the sources of purchases.

Sources of purchases influence their pricing strategy and affect their distribution efficiency.

Purchases are made in Kolhapur and Bombay market. There is inside and outside sources for purchases.

#### **a) Facilities offered by wholesalers -**

The wholesalers offered short term credit facility, door delivery, guarantee regarding percentage of purity, trade discount, cash discount on purchases.

#### **b) Facilities offered by manufacturers -**

Manufacturers made ornaments as per order from retailer. They offer trade discount, guarantee regarding percentage of purity & door delivery. But they can't offer short term credit or cash discount to retailer because their production size of order is very small, hence they face large quantity of wastages.

### **6) Promotional activities :-**

Promotional activities include advertising, personal selling, sales promotion and publicity.

#### **Observations:-**

- a) Advertising is very less
- b) Personal selling
- c) Sales promotion

Goodwill is an advertising there is no need for special advertising. Mouth publicity from customers is a free and simple way of

advertising. If a customer is satisfied with seller service, there is no need to tell it another customer about shop, that customer tells it to another.

Sellers in Kolhapur market advertise by way of jewellery box, pouches. Sellers in Kolhapur market do not do much advertise of their business. Goodwill and personal selling is the basis of trade. They manage their sales function through personal skills. This would benefit to buyers and sellers for sales promotion.

**7) Facilities to customers :-**

The data collected in this respect shows that the sellers under study offer the following facilities to their customers i.e. Credit facility (Buy now, Pay later) , facility to return jewellery, sale jewellery according to needs and payment in kind of cheque etc.

**8) Type of customers in shops :-**

All types of customers are available in Kolhapur gold market. But their distribution of class and distribution of shops of class is very different. It is shown in following table.

**Table No.11=Class wise customers' distribution -**

Types of customer	Class		
	A	B	C
Low Class	No	Yes	Yes
Middle Class	Yes	Yes	Yes
High Class	Yes	Yes	No

Low class of customer is from the B & C Class of shops, middle class customer available in each and every class of shops and High class customer are from the A & B Class. Low class customers are not want to go in A class shops because their capacity of purchasement is very less. And rich class customer not want to go in 'C' class shop because they like to purchase readymade fancy jewellery and that is not available in 'C' class shop.

**9) Annul income of sellers:-**

Following table shows annul income of sellers of Kolhapur market.

**Table No.12=Annul income of sellers -**

Amount	class			Total
	A	B	C	
Up to 50,000	-	-	5	5
50,000 to 1 lakhs	-	6	6	12
1 lakh and above	3	-	-	3
Total	3	6	11	20

The net annul income of sellers is up to 50,000 of 5 shops from C class and income between 50,000 to 1,00,000 of 12 shops out of 6 shops from B class and 6 shops from 'C' class And annul income of 3 shops are above 1 lakh from 'A' class.



**10) Other observations:-**

**a) Buyer / seller relations -**

In the Kolhapur gold market buyers and sellers relations are quite good. Buyers go by advice given by sellers. It means that sellers influence their buying decision to a considerable extent.

**b) Shop loyalty -**

It is observed that in the kolhapur gold market there is a shop loyalty. Because of that every shop has particular type of customers and they normally make their purchases or repairs from that shop.

**11) About business:-**

At the time of interview it is found that owners want to increase the capital for internal layout and display because it helps in attracting customers.

## **Buyers in Kolhapur gold market.**

### **1) Introduction :-**

A survey of customers in Kolhapur gold market was conducted with a view to understand their buying practice and considerations.

A group of 75 respondents carefully selected from all sectors was contacted during the survey.

The responses obtained and observations based on the analysis of these responses are presented here.

### **2) Decision to buy :-**

Buying is the most important function of marketing. Buying is essential in every industry or trading concern. Purchasing is concerned with the decisions of what, where, when, which, and how it to be purchased.

#### **Decision to purchase finger ring**

Should buy a ring ?      → No !      → stop.

↓

Yes !

↓

Which design ?

↓

What weight ?

↓

from where ?

In the market ? ↓ Outside the market ?

What out let of class ?

↓

A class, B class, C class ?

↓

Payment plan ?

Cash ? time/credit ?

↓

Stop.

### 3) Size of family :-

Size of the family affects buying pattern of individual buyers. It is therefore necessary to study size of family before making marketing decision. Table gives data regarding the size of family of the sample population.

**Table No.13 =Size of family members -**

<b>No. of family members</b>	<b>Frequency</b>
3	13
4	47
5 and above	15
Total	75

The analysis of the table shows that family size of the population. It varies from 3 to above than 5 persons. However the number of family

with 3 and above than 5 members is very small. Out of 75 families 47 families have 4 family members.

So it may be concluded that 4 persons represents a family size in the Kolhapur city.

**a) Earning members of the family -**

Earning members are the real purchaser of jewellery. An important factor affecting the total income of the population is earning population. So a study of earning population is helpful in understanding the income earning capacity. The following table gives data regarding earning members in the families covered by survey.

**Table No.14=Earning members of the family -**

<b>Earning members</b>	<b>Frequency</b>
1	36
2	21
3	13
and above	5
Total	75

It is clear from the above table that 36 families have only one earning member and 21 families have 2 earning members and 13 & 5 families have 3 & above earning members respectively.

In the light of the fact that number of earning members vary as per the size of the family.

**b) Occupation -**

Occupation of 75 families divided in to three categories as follows.

**Table No.15=Occupation of population -**

<b>Name of the occupation</b>	<b>No. of families</b>
Business	24
Service	33
Farming	18
Total	75

Occupation of the family affects earning of the family. It is therefore necessary to study occupation of the families.

**c) Total annual income:-**

Expenditure pattern is affected by the sources of income as well as the size of the family. Therefore it would be useful to study the size of income of the families covered by the survey.

**Table No.16=Income wise distribution of buyers -**

<b>Annul income Rs.</b>	<b>Frequency</b>
Up to 20,000	16
20,000 to 70,000	32
70,000 and above	27
Total	75

The analysis of the table shows that 16 families have annual income up to 20,000, the average monthly income of these families to Rs.1600. This is the minimum income size of the population 32 families have annual income from Rs.20,000 to 70,000 the average monthly income of these families comes to Rs. 5,000 and remaining families have annual income is above 70,000, this is the maximum income size of the population.

**4) Purchase location :-**

Purchase location means the place of purchases. There are two alternatives in this regard. They are market purchases and purchases from outside market or mix of both in the market and outside the market, these are the two purchase places for our study.

The data regarding purchase location is summarized in the following table.

**Table No.17=Purchase location of buyers -**

<b>SR. NO</b>	<b>Respondents occupation</b>	<b>In the Market</b>	<b>Outside the Market</b>	<b>Total</b>
A	Business	18	6	24
B	Service	19	14	33
C	Farming	6	12	18
	<b>Total</b>	<b>43</b>	<b>32</b>	<b>75</b>

The analysis of the above table that out of the population surveyed 43 families purchases jewellery from in the market and 32 families' purchases from outside the market.

This information leads to a conclusion that the buyers have tendency to buy jewellery inside the market.

**5) Purchased jewellery and method :-**

For to understand clear idea about the purchasing it is necessary to see purchase quantity out of surveyed population.

**Table No.18=Purchasing pattern of buyers -**

<b>NO.</b>	<b>Resp. occupation</b>	<b>Small Mangalsutra</b>	<b>Ear Ring<sup>o</sup> or tops</b>	<b>Finger Rings</b>	<b>Neckless</b>	<b>Total</b>
24	Business	24	24	21	20	89
33	Service	33	33	27	10	103
18	Farming	18	18	04	04	44
75	Total	75	75	52	44	236

Number of purchase jewellery is 236 by surveyed population 75 families.

Table is for the limited jewellery which is in regular demand. And another ornaments also purchased by the customers.

**Conclusion -**

From the above table it is clear that small Mangalsutra and Ear Rings or Tops purchasing is more than others.

Second priority is for Finger Rings from 52 families. Purchasing of big ornament is less, it is because of lower class families.

**a) Method of purchase -**

How people purchase the jewellery is important thing. The data regarding this is presented in the following table.

**Table No.19=Method of Purchase -**

No.	Jewellery	Cash	Time/Credit
1	Small Mangalsutra	75	0
2	Ear Rings or Tops	75	0
3	Finger Rings	42	10
4	Necklaces	21	23
	Total	213	33

It will seen from above table that all small items are purchased on the basis of cash and big items like Finger Ring and Necklaces are purchased on credit by 10 and 23 families respectively.

**b) Purchase facilities -**

In the outside market purchase facilities are not provide in large scale. In the market purchase facilities like discount, time, credit, cheque, gifts provide by sellers in large scale because of competition.

**6) Reasons for outside purchases :-**

The reason for outside purchase must be considered while studying the buying behaviour of the customers. The responses for outside purchases are shown in to the following table.



**Table No.20=Reason for outside purchase -**

<b>Sr. NO.</b>	<b>Reasons</b>	<b>Frequency</b>
1	Goodwill & guarantee	06
2	Shop near the house	07
3	Less Labour charge	05
4	Family relation/ Friend	10
5	Any facility	03
6	For attraction	01
	Total	32

In purchase location it is cleared that out of 75 families, 32 families purchased jewellery from outside the market.

It is cleared from the table that the major reasons for outside purchases are,

- 1) Goodwill of the shop and guarantee of ornament.
- 2) That shop is near from living house.
- 3) Less labour charges than the market shops.
- 4) Family member or a friend serving in the shop.
- 5) Any facility like time credit, repairing service or loans against jewellery.
- 6) Attraction of shop.

**7) Service after sale :-**

For complete satisfaction of purchasing, service after sale is very important. If customer will get efficient service after sale they will be fully satisfied.

At the time of interview it is observed that,

- a) All customer gets efficient service after sales.
- b) Customer refuse to go in to the A class shop when there is need to repairs of jewellery. They repairs it in B or C class shop either they purchased jewellery from A class shop.

**8) Purchase & guidance :-**

Before purchasing, guidance is necessary for to understand the answer of why? where? what? which? and how? so it is important to see the following table . How purchase made and how they get guidance for purchasing or before purchasing .

**Table No.21=Purchasing and guidance -**

<b>Particular</b>	<b>Alone</b>	<b>With friend</b>	<b>With family members</b>
Business	2	7	11
Service	9	9	13
Farming	-	2	22
Total	11	18	46

From the above table it is clear that,

- a) 11 customers purchased good alone out of 75 families
- b) And 18 customer with friends.
- c) And 46 customer with family members.

### **9) Money problem :-**

Purchasing cannot make without money or cash so how did customer raise the money for purchasing in one more important part. The following table shows us about money problem.

**Table No.22= How buyer raise the money ? -**

<b>Particular</b>	<b>Saving / Earning</b>	<b>Loan &amp; Borrowing</b>
Business	24	0
Services	33	0
Farming	18	0
Total	75	0

### **Conclusion -**

All customers raise the money for purchasing the jewellery by saving and earning.

It is found that some time sellers' gives facility of time credit hence no body has purchased jewellery by taking loan. Customers do not borrow money from anybody for purchasing. It is good thing found at the time of interview.

### **10) Purpose :-**

Every purchasing is for a purpose. For what purpose customer buy jewellery is very important thing, at the time of interview it is collected for additional information.

**Table No.23=Purpose of buying ornament -**

<b>Sr. No.</b>	<b>Particular</b>	<b>Business</b>	<b>Service</b>	<b>Farming</b>	<b>Total</b>
1	Tradition	4	6	12	22
2	Investment	12	15	6	33
3	Prestige	8	12	-	20
	Total	24	33	18	75

Out of 75 families, 22 families buy jewellery for traditional purpose and 33 families buy for investment purpose and 20 families buy for prestige purpose.

**11) Purchase loyalty :-**

It is observed that in the Kolhapur gold market there is a shop loyalty and because of that every shop has particular type of customers. They normally make their purchases or repairs from that shop only.

**Table No.24=Buyers purchase loyalty -**

<b>Purchase always from</b>	<b>Business</b>	<b>Service</b>	<b>Farming</b>	<b>Total</b>
Same shop	20	23	18	61
No. of shop	4	10	-	14
	24	33	18	75

From the above table it is clear that 61 families out of 75 families purchase always from same shop and 14 families purchase from no. of shops.

## **12) Customers opinion about gold market of Kolhapur city :-**

Kolhapur is a district place and here is all types of buyer for jewellery have a traditional demand. But prestige and investment is the main thing.

### **Customers' opinion/wants -**

- 1) Customer want full replace value (without cutting wastage) of gold jewellery in market. But it is not possible, it is possible when customer buy gold bar not jewellery.
- 2) Electronic weight scale for weight of jewellery.
- 3) Guarantee of ornament and its percentage purity.
- 4) Constant and minimum rate of gold.
- 5) Available of design of jewellery.