

## **CHAPTER IV**

### **Findings and Conclusions**

The proceeding chapters explain the selling and buying process of gold jewellery from inside and outside gold market in Kolhapur city and system of the market.

#### **Findings :-**

1) Maximum jewellery shops are owned financed and managed by individuals some of that managed by H.U.F. There is no any kind of partnership among the shop.

Jewellery shops want large amount of capital to invest in readymade stock of jewellery hence there is need for partnership firm for large scale of capital.

2) No helps will be taken from outsiders for shop operation. All activities are managed with the helps of family members only and only salesman are used for service activity.

Such type of activity has faced lack of manpower. It causes the delay in work and order of customer.

3) Lack of the promotional activity or advertising is found in the gold market of Kolhapur city.

Modern approach says to publish availability of ready jewellery and their services about jewellery. Advertisement is a best medium for publicity of shop but jewellers depends upon mouth publicity and expand goodwill in market.

**4)** A long chain of middlemen results in higher prices. It is important to drop middlemen for lowest cost.

**5)** Customers from villages are mostly depending on agriculture for their income. As a result of developmental activities service class and business class customers buying habits are different than those who depend on agriculture.

It is important to serve them with their needs and demands.

**6)** All types of jewellery are demanded in the Kolhapur market but stock of readymade jewellery is very less. Hence customer gives order for manufacturing that jewellery, it causes waste of time.

**7)** Number of 'A' class jewellery shops in outside the market is very less in quantity. So outsiders customers depend upon inside market shops.

Now it is going to develop 'A' class shops in outside market. One shop of 'A' class is started in Rajarampuri area. B&C class shops are scattered over Kolhapur city. But their investment for readymade jewellery is much less than market shop.

**8)** A unique feature of gold market in Kolhapur city is customers and sellers relationship.

It was observed that people do not know perfect weight or purity of ornament but they believe in the words of sellers.

**9)** As a result of developmental activities outside market is growing in size, quantity and in quality also, however compare to inside market the rate of development is very low.

**10)** The bitter truth is found that the average customers encounters by lack of information about how jewellery will be applied.

**11)** Though gold jewellery is luxurious goods people buy it like an essential goods.

All customers buy jewellery for the purpose of additional to the fund of savings.

**12)** By custom, here is compulsion for every married woman to wearing Mangalsutra.

It causes to large quantity of demand for Mangalsutra with variety of design.

**13)** In gold market there is no scope for sales promoting scheme based on puzzles as well as chain system.

It is very useful for attracting the customers towards buying jewellery.

**14)** Customers save money for purchasing gold jewellery, it is found that cash purchases made out.

**15)** There is large quantity demand for jewellery in marriage seasons or in festivals like Diwali, Dassera etc.

**16)** There is manufacturers' speciality of making jewellery, shroffs only sale that jewellery to customers there is neither speciality of sellers in making ornament.

**17)** It is easy to manufacture jewellery in minimum weight and in large quantity in fewer periods because of advanced technology is used in manufacturing.

**18)** No one jeweller insured their shop for future care. This is careless thing about big investment.

**19)** There is a shop loyalty, customers always purchase jewellery from same shop because there is lack of advertisement.

### **Conclusions -**

The study leads to the following tentative conclusions which may be considered as hypothesis for further research.

- i.** In Kolhapur market better potential for fancy jewellery.
- ii.** In Kolhapur market there is high degree of shop loyalty.
- iii.** There is a purchase loyalty for Mangalsutra because of custom.
- iv.** Rural customers have a tendency to buy jewellery from outside market shop.
- v.** Sellers have considerable influence on buying decisions of their customers.