

## A Study on the Impact of Organized Gold Showrooms on Gold Artisans in Madurai

Prof. R Bala Subramanian, RBS Kochi



The study delves into the dynamics of the Indian gold market, specifically in the context of traditional and professional corporate showrooms. This research hypothesizes that the consumers' preferences for showrooms may differ based on product, occasion, and the person for whom gold is being bought. Socio-economic factors are likely expected to be the driving force behind these buying preferences. Thus, the research question targets exploring brand loyalty, socio-economic background differences, and the diverse meanings and purposes of gold buying among consumers. A stratified quota sampling technique, representing relevant subgroups based on socio-economic status factors like age, gender, and class, is employed for examining the influence of these factors on buying preferences in both Madurai and Trichy. The sample size for this study was made up of quotas totalling 600 samples for each stratum to ensure proportional representation.

The study intends to measure the socio-economic status of participants using the modified Kuppaswamy scale, following the use of a structured questionnaire to measure their buying behaviour. The use of methodology thus targets analysing the factors leading to the transition in consumer behaviour from traditional to corporate showrooms for gold purchases, highlighting the research gap in understanding this shift. Hence, the findings of the study are expected to have implications for marketing strategies of gold showrooms and provide insights for policy centres regarding factors influencing gold buying behaviours.