

A Study on Consumer's Preference towards Diamond Jewells in Coimbatore City

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Abstract: *In Retail industry is fast growing industry nowadays. All the factors of business are undergoing Change. Jewellery buying for a very long tie has had a traditional pattern of buying behavior. There were family Jewellers, and a family purchase. When the money was given by father or husband so the final decision maker was woman. The all the models of consumer buying behavior has adopted to change their buying decisions. The diamond jewellery buying that too in online has a generated a curiosity, because it has a route of high tradition. The present paper examines the consumer's preference towards diamond Jewells instead of gold and also consumer preference towards diamond purchase through online retail formats as well as buying behavior of branded retailers. It is descriptive research; survey method has been used for data collection through a structured questionnaire. The first part of the research which was qualitative research had personal interview with experts and review of literature, followed by secondary data search. Some of the key findings were most of the people are used to buy the precious diamond for maintaining their status in the function and in the society. Other Attributes are like store service for branded Jewellers seem to be far superior to the traditional outlets and quality satisfaction is very high with branded Jewellers. Some of the people are purchase the diamond for maintain their family traditional culture. However, as internet penetration and sales of smart phones accelerate, online buying is likely to gain importance, both as a sales channel and as search tool. The changing socio-economic perspectives adds boon to the diamond jewellery industry.*

Keywords: Diamond industry, Consumer preference.

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