

Chapter 14

Understanding the Effect of Cultural Factors on Consumers Moods While Purchasing Gold Jewelry: With Reference to Brand Tanishq

Shruti Santosh Nair

Symbiosis International (Deemed University), India

Mallika Gautam Gulati

Symbiosis International (Deemed University), India

ABSTRACT

The researchers believe that the category of gold jewelry is evolving rapidly and has a lot of potential. Delving deeper into the topic will give a more holistic understanding of how marketers can target the Indian jewelry segment better. Understanding the patterns of buying behavior of gold jewelry consumers will help the researchers derive insight on how to market gold better. The way things currently pan out show the great role of promotional activities in the business of marketing gold jewelry. Through various sources and various ways big business establishments in gold jewelry are creating awareness on their brand. There are various promotional activities followed by jewelry shops for attracting new consumers and also for satisfying their existing consumers. Advertisements are of various types and still play a significant role as a promotional strategy especially in the gold jewelry market. The regional factors greatly influence it.

DOI: 10.4018/978-1-5225-5690-9.ch014

INTRODUCTION

The recent times have seen a gradual but definite change in the format of purchase of gold and more specifically gold jewellery. India has always had an extremely diverse culture depending on the geographic locations of and these cultural nuances are seen in the way people dress, the food they eat and several other factors. The key to understanding the consumer behaviour is therefore to understand the cultural annotations and nuances especially in the case of jewellery purchasing.

Gold especially bought for the occasion of a wedding is seen as an investment and stems from the concept of Stri Dhan. It was given to the woman at the time of her marriage and was her inheritance. This later evolved into the concept of giving a token amount during the wedding itself. This Vedic concept spread through the Indian society and is also a part of non-Hindu cultures such as the Parsi culture, Islamic concept of Mehr and a crucial part of the trousseau in Christian weddings. This osmosis and leaching of this culture can be seen with the analogy of the Bene Israle, while the wedding traditions mainly echo those inherent to Judaism except for the inclusion of gold jewellery which has seeped into the culture and in contrast to Jews all over who only purchase the wedding ring made of gold the Bene Israle Jews have several ornaments and accessories.

There is occasion based buying and festival buying as well. Occasions like Akshaytritiya, Dhanteras are auspicious days to purchase gold. In addition to this wedding trousseaus are often put together over years and so there is a high likelihood that events such as land mark birthdays are seen as occasions to buy gold. In addition to this gold is bought as a gift item also. Given that today jewellers in urban areas have created an aspiration appeal in context to owning gold targeting working women and making gold a symbol for not just beauty but also empowerment.

The category of gold is an extremely interesting category to study in terms of the influences of advertising because there is a high amount of investment which is taken on an emotional basis and is highly influenced by cultural and regional influences especially in the Indian context. In India Gold forms an integral part of the customs and traditions especially in the context of weddings and rituals, it is also considered as an investment and has a lot of cultural significance.

The basis of this chapter is to understand the purchasing behaviour of the consumers when they interact with a brand's communication. The purpose of the study is to analyse the different cultural and regional factors that connect with the purchase behaviour. The brand Tanishq has been an integral part of the Indian jewellery segment and has been known for its diverse communication and branding. It has been known to showcase progressive, diverse and out of the box communication and the purpose of this paper is to identify the influence of the communication on

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/understanding-the-effect-of-cultural-factors-on-consumers-moods-while-purchasing-gold-jewelry/208441

Related Content

The Roles of Cross-Cultural Perspectives in Global Marketing

Kijpokin Kasemsap (2015). *Analyzing the Cultural Diversity of Consumers in the Global Marketplace* (pp. 37-59).

www.irma-international.org/chapter/the-roles-of-cross-cultural-perspectives-in-global-marketing/130863

Sustainable Improvement for United Arab Emirates' SMEs: A Proposed Approach

Abdel Moneim Mohammed Baheeg Ahmed, Muhieddine Z. Ramadan and Hisham Al Saghbini (2015). *International Journal of Customer Relationship Marketing and Management* (pp. 25-32).

www.irma-international.org/article/sustainable-improvement-for-united-arab-emirates-smes/141533

An Exploration of the Value of Online Social Networks for Salespeople

Mary E. Shoemaker (2012). *International Journal of Customer Relationship Marketing and Management* (pp. 1-9).

www.irma-international.org/article/exploration-value-online-social-networks/66424

Communication Strategies and Information Choice Strategy of the Arab Tourists: The Mediating Role of Situational Characteristics

Bilal Ahmad Ali Al-khateeb and Mohammad Abdel-Hammed Ali Al-Hussein (2020). *International Journal of Customer Relationship Marketing and Management* (pp. 36-47).

www.irma-international.org/article/communication-strategies-and-information-choice-strategy-of-the-arab-tourists/263778

Determinants and Antecedents of Relationship Marketing Orientation: The Impact of Bank Ownership Style on the Bank's Orientation towards Relationship Marketing

Ahmed Abdelkader, Howard Jackson and John Cook (2012). *Successful Customer Relationship Management Programs and Technologies: Issues and Trends* (pp. 210-231).

www.irma-international.org/chapter/determinants-antecedents-relationship-marketing-orientation/63708