



A study on level of acceptance 9 karat gold among public of with special reference to Coimbatore city

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Abstract

The study titled “A Study on the Level of Acceptance of 9 Karat Gold among the Public” aims to evaluate consumer awareness, perception, and acceptance of 9K gold jewelry. A total of 50 respondents participated in the survey, representing various age groups and income levels. The findings reveal that while 9K gold is appreciated for its affordability and durability, many respondents still prefer higher-karat gold due to concerns about purity, resale value, and traditional beliefs. The results suggest that increasing public awareness about the benefits and authenticity of 9K gold through proper hallmarking and marketing strategies could enhance its acceptance among consumers.

Keywords: Gold acceptance, public awareness, price affordability

Introduction

This study aims to assess the level of acceptance of 9 karat gold among the public by analyzing factors such as awareness, perception of quality, price sensitivity, design preferences, and social influence. The research will help identify key determinants that influence consumer attitudes and purchasing decisions toward 9K gold jewelry. The findings will provide valuable insights influencing acceptance, including price affordability, appearance, purity concerns, durability, and cultural or social values. The study is limited to a specific group of respondents (e.g., 52 participants) and reflects for jewelry manufacturers, retailers, and marketers in promoting 9 karat gold more effectively in the competitive jewelry market.

Objectives

1. To measure the level of awareness of 9karat gold among different demographic groups of the public.
2. To analyze consumer perception regarding the purity, quality, and appearance of 9-karat gold compared to higher karat gold.
3. To evaluate the influence of price and affordability on the acceptance of 9-karat gold.
4. To study the impact of marketing, branding, and design trends on consumer preference for 9-karat gold jewelry.

Scope of the Study

This study focuses on assessing the level of acceptance of 9 karat gold among the public. It aims to understand people’s perceptions, awareness, preferences, and purchasing behavior toward 9K gold jewelry compared to higher karat gold such as 18K or 22K. The research covers factors their opinions within a particular region or demographic. The findings will help jewelry retailers, manufacturers, and marketers understand consumer attitudes and identify strategies to promote 9K gold products effectively.

Statement of the Problem

Gold jewelry has long been valued for its beauty, purity, and cultural significance. However, with rising gold prices,

consumers are increasingly exploring alternatives such as 9 karat (9K) gold, which is more affordable but contains lower gold content compared to higher karats like 18K or 22K. Despite its cost advantage, the acceptance of 9K gold remains uncertain among the public due to concerns about its purity, durability, and long-term value. this study seeks to identify the level of public acceptance of 9K gold jewelry and to understand the factors influencing their perceptions and purchasing decisions. It aims to determine whether affordability, appearance, brand trust, and social or cultural values affect people’s willingness to buy and use 9K gold.

Limitations

This study on the level of acceptance of 9 karat gold among the public has certain limitations that may affect the generalizability of its findings. The research was conducted with a limited number of respondents from a specific area, which may not fully represent the opinions of the wider population. Additionally, some participants may not have complete knowledge about 9K gold, such as its composition, durability, and value, which could influence their responses. Time constraints also restricted the study from exploring long-term trends or conducting a more in-depth analysis. Furthermore, the study focuses mainly on public perception and does not incorporate detailed market or sales data from jewelry retailers, which could have provided a broader understanding of acceptance.

Research methodology

Primary data

The primary data for this study on the level of acceptance of 9 karat gold among the public is collected directly from respondents through a structured questionnaire.

Secondary data

Secondary data for this study is gathered from existing sources to support and supplement the findings from the primary data.

Sample Size

The sample size for this study on the level of acceptance of 9 karat gold among the public consists of [50] respondents. The respondents were selected using purposive sampling, focusing on individuals who have knowledge of or interest in gold jewelry.

Statistical Tools

Simple Percentage Analysis: to understand demographic distribution and investment

Preferences

Chi-Square Test: to determine the relationship between Gender and Percentage of invest in gold.

Over view

This research focuses on assessing how far the public accepts 9K gold as a suitable option for jewelry purchase. Data for the study is collected from respondents through questionnaires to analyze their level of awareness and willingness to purchase 9K gold jewelry. The findings will help jewelry manufacturers, retailers, and marketers

understand consumer preferences and develop effective strategies to promote 9K gold in the market. Overall, the study provides valuable insights into consumer attitudes, influencing factors, and potential market opportunities for 9K gold jewelry, contributing to the understanding of how affordability and quality perceptions shape jewelry-buying decisions among the public.

Simple percentage

Data analysis and interpretation

Table 1: Gender Status of the Respondents

S.NO	Gender	No. of respondents	Percentage
1	Female	19.4	38.8%
2	Male	30.6	61.2%
	Total	50	100%

Source: Primary data

Interpretation

The above table shows that 38.8% of the respondents are Female, 61.2% of the respondents are Male. Hence, majority (61.2%) of the respondents are Male.

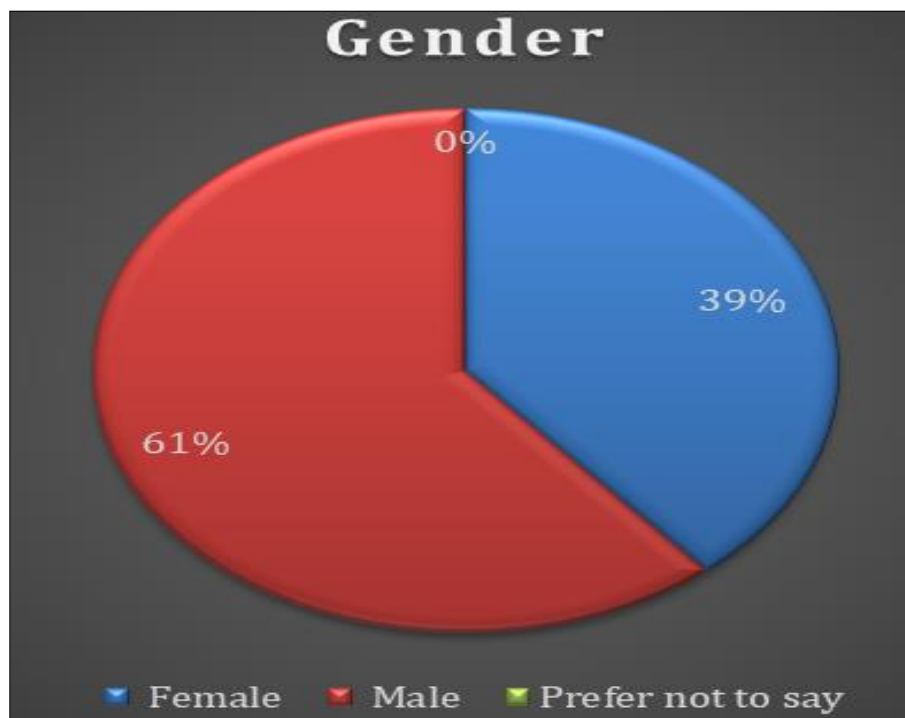


Table 2: Factors influence your decision to invest in gold

S.no	Factors influence your decision to invest in gold	No of respondents	Percentage
1	Price affordability	15.3	30.6%
2	Resale/market value	16.3	32.7%
3	Purity & quality	14.3	28.6%
4	Culture/social value	4.1	8.2%
5	Liquidity & ease of selling	0	0%
	Total	50	100%

Interpretation

The table shows that 30.6% of the respondents are Price affordability, 32.7% of the respondents are Resale/market value, 28.6% of the

respondents are Purity & quality, 8.2% of the respondents are Culture/ social value, 0% of the respondents are Liquidity & ease of selling. Hence, majority (32.7%) of the respondents are Resale/ market value.

Chi square test

Table of observed value(o)

Gender / factors influence your decision to invest in gold	Price affordability	Resale/market value	Purity/ quality	Culture/social value	Liquidity & ease of selling	Total
Female	6	6	5	2	0	19
Male	9	11	9	2	0	31
Total	15	17	14	4	0	50

Table of expected value(E)

Gender / factors influence your decision to invest in gold	Price affordability	Resale/market value	Purity/ quality	Culture/social value	Liquidity & ease of selling
Female	5.7	6.46	5.32	1.52	0
Male	9.3	10.54	8.68	2.48	0

Calculation of chi-square: $X^2 = \sum (O-E)^2/E = 12.592$

Table of chi-square: $X^2 = \sum (O_i - E_i)^2/E = 7.82$

Degree of freedom: $Df = (r-1)(c-1) = (2-1)(4-1) = 3$

Level of significance: $\alpha = 0.05$ (5% level)

Hypothesis

Null Hypothesis (H₀): There is no significant association between gender (male/female) and the categories being studied.

Alternative Hypothesis (H₁): There is a significant association between gender and the categories

Chi-square analysis

Observed value (o)	Expected value (e)	(o-e)	(o-e) ²	(o-e) ² /e
6	5.7	0.30	0.09	0.01
6	6.46	0.46	0.21	0.03
5	5.32	0.32	0.10	0.01
2	1.52	0.48	0.23	0.15
0	0	0	0	0
9	9.3	0.30	0.09	0.00
11	10.54	0.46	0.21	0.02
9	8.68	0.32	0.10	0.01
.2	2.48	0.48	0.23	0.09
0	0	0	0	0

Result

The calculated Chi-square value (12.592) is greater than the table value (7.82), the null hypothesis is rejected. Hence, it is concluded that there is a statistically significant association between gender and the categories.

Findings

- The calculated chi-square value is much higher than the table value.
- This means the difference between observed and expected values is not due to chance.
- There is a significant association between gender and the categories in the data.

Suggestion

The recent approval for hallmarking 9-karat gold (37.5% purity) by regulatory bodies in India is a significant development in the jewelry market. Due to persistently high gold prices, this move aims to make genuine, quality-assured gold jewelry more accessible and affordable to a wider consumer base, including budget-conscious buyers, younger urban consumers (Gen Z and millennials), and rural markets. However, public perception and acceptance of lower-karat gold are not well understood, especially in

markets with a strong tradition of high-purity (22- and 24-karat) gold. A study on consumer acceptance of 9-karat gold is therefore crucial for jewelers, marketers, and policymakers to inform strategy, product design, and consumer.

Conclusion

The study on the level of acceptance of 9 karat gold among the public reveals that people’s perceptions and buying behaviour are influenced by several key factors such as price affordability, appearance, awareness, and perceived quality. The findings indicate that while 9K gold is appreciated for its lower cost and modern designs, a portion of the public still associates higher karat gold (like 18K or 22K) with greater purity, prestige, and long-term value. Most respondents recognize 9K gold as a practical option for everyday wear due to its durability and affordability. However, limited awareness and misconceptions about its purity have affected its wider acceptance. Statistical analysis shows that demographic variables such as income level, age, and gender have a significant relationship with acceptance levels.

Reference

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