

# **Covid-19 Impact on Consumer Buying Behaviour: A Study of the Gold Jewellery Market in Tamilnadu**

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## **ABSTRACT**

The COVID-19 pandemic presents the greatest test the world has faced. This pandemic is a historic challenge for any economy to overcome as they have no prior preparation. Lack of testing kits, insufficient ventilators and community spread has forced countries to impose indefinite shutdown that has made major markets to suffer, the consumer faced unforeseen challenges to deal with the abrupt change in buying behaviours. The purpose of this research is to contribute to understanding the influence of the COVID-19 outbreak in Tamilnadu on consumer gold jewellery purchase behaviour. Consumer preferences fluctuate according to requirements, wants, choices, and fashion. Gold is a sign of success, power, and riches in many civilizations. Based on the foregoing, client buying habits. The survey indicated that females aged 26-40 make up the majority of investors. Most customers are self-employed and make very little money, but they invest it in gold, especially gold jewellery. They acquire gold with their own funds. During the epidemic, the bulk of consumers switched from monthly to annual purchases. Price, Quality, Trustworthy/Safety, Advertisement, Brand, Transparent, Convenient easy, Transparent, Family/Friends suggestion and Shop Display are 10 aspects that influence while purchasing gold jewellery. The study will assist to identify customer preferences for jewels during a pandemic and investigate different essential measures to boost the jewellery market's economy.

**KEYWORDS:** Buying Behaviour, COVID-19, Factors influence, Gold Jewellery, Investment.

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## **I. INTRODUCTION**

Gold is a very unique precious metal with which humanity has a deep and personal history. To Indians, gold is more than a precious metal. Since time immemorial, Indians have considered gold as a symbol of purity, luxury, wealth, status, beauty, affection, and good fortune. This brilliant yellow metal, unlike any other, elicits strong emotional responses in humans. Historically, gold has been seen as a safe investment, akin to liquid cash, and has been used as risk collateral. Purchasing gold jewellery is an integral part of our culture, and it plays a crucial role in all aspects of our life, including birth, marriage, health, house construction, festivals, and religious rites. Women in India, regardless of religious affiliation, like wearing gold jewellery. Gold jewellery is the preferred wedding present for close relatives of the bride and groom. Farmers are particularly fond of jewellery, with gold sales surging following a prosperous agricultural season. There were several theories regarding the impact of various types of jewellery on health, and it was worn to ward against particular maladies such as smallpox. The application of gold to the nose was intended to provide protection against colds. While "Rudraksha beads" were believed to lower blood pressure, valuable stones were believed to have a positive effect on one's health and disposition. Jewelry has been associated with a number of health and well-being benefits. As a result of this, India's gold market is one of the largest and fastest growing in the world in terms of consumption of gold jewellery.

The globe is currently battling the century's largest pandemic, called "COVID-19," which is being fuelled by the new corona virus SARS-CoV-2. The illness, which was originally identified in December 2019 in Wuhan, Hubei Province, China, has spread globally, causing severe respiratory discomfort in susceptible individuals. The World Health Organization (WHO) declared the COVID-19 outbreak a pandemic in March 2020. WHO has asked countries worldwide to act swiftly to treat COVID-19 and safeguard human life. The WHO suggested staying at home, using face coverings or masks, maintaining social distance, and adhering to