

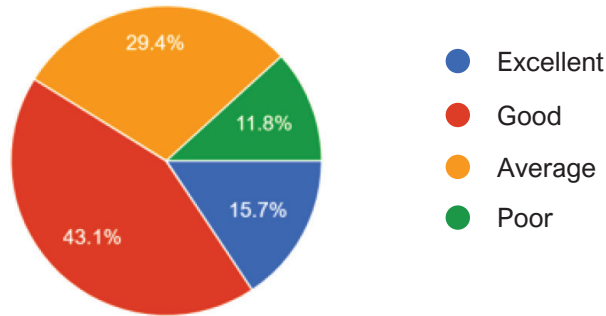
Jewellery Sales and Consumer buying Behavior: A Study of Akshaya Tritiya Season in India

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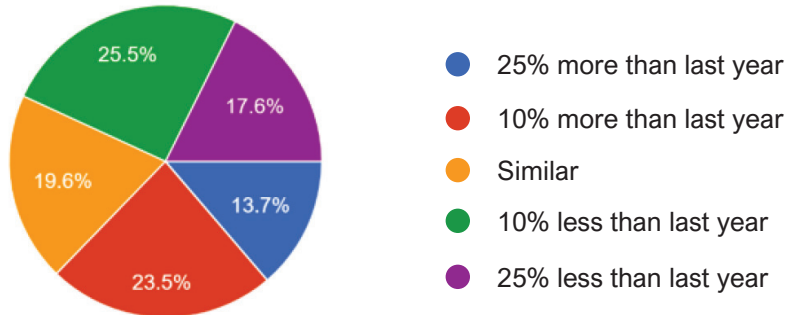
Akshaya Tritiya, a festival celebrated annually in India, is considered as an auspicious occasion to buy gold. The festival, which falls on the third day of the Hindu month of Vaisakha, is believed to bring prosperity and good fortune to those who buy gold on this day. In recent years, the Akshaya Tritiya festival has become a significant event for the Indian gold industry, with jewellers and retailers offering special discounts and promotions to attract customers leading to a significant increase in demand for gold. This year, despite the surge in gold price, the demand for gold jewellery remained good.

Bullion World conducted an online survey of 100 jewellery retailers pan India to gather insights on consumer buying trends during this year's Akshaya Tritiya and to analyze the impact of gold prices and other market factors on the industry. Here are our findings.

How were the sales during this Akshaya Tritiya season?
100 responses

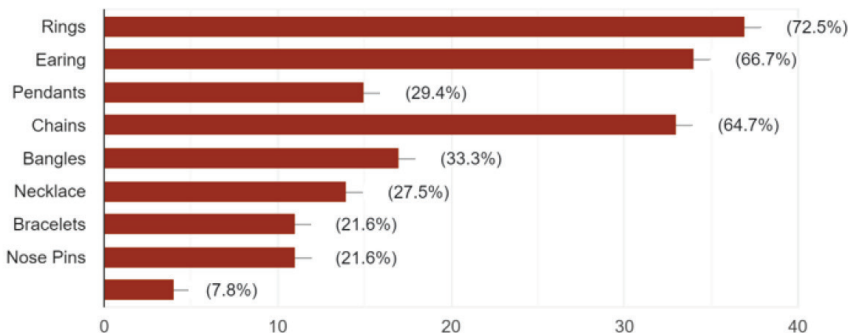


How do you compare with last year's sales?
100 responses



Preference for Lightweight and Lower Caratage Jewellery

Which segments were the most preferred among?
100 responses

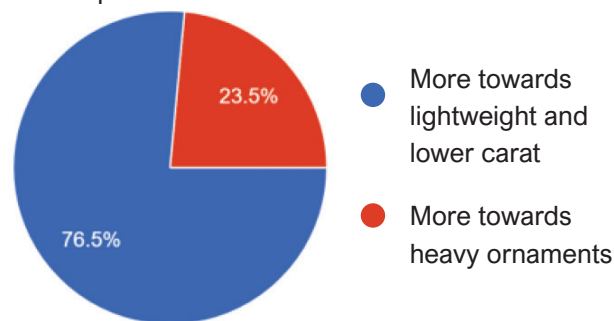


According to jewellers, there was a significant shift in consumer preference towards lightweight and lower-caratage jewellery this year. When asked about the preferred segment, 70% of jewellers reported that rings, earrings and chains were the most popular, followed by pendants and bangles.

Impact of Gold Prices on Consumer Buying Behavior

Despite the high gold prices, our survey found that 64% of jewellers reported that consumers did not consider price to be a significant factor while making their purchase. This indicates that the emotional significance of buying gold on Akshaya Tritiya outweighs the financial aspect for most consumers. However, among the jewellers who reported price sensitivity among consumers, 76% indicated that consumers preferred lightweight jewellery over heavy ornaments. This trend is consistent with the preference for lower-caratage jewellery, indicating that consumers were looking for affordable options without compromising style.

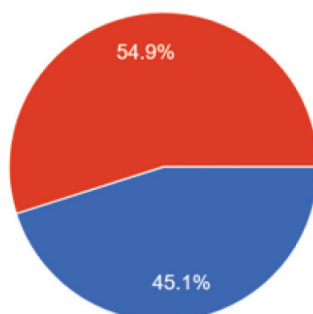
Among the segments above, what was the preference?
100 responses



A shift in Consumer Preferences from Heavy Ornaments to Coins

What was the nature of the purchase?
100 responses

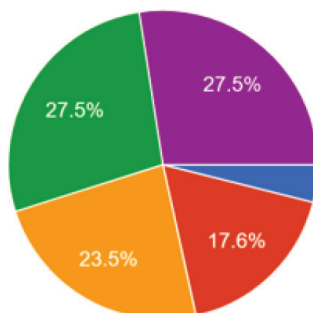
- Purchase of new jewellery from old gold
- Purchase of a brand new jewellery



Our survey findings suggest a shift in consumer preferences from heavy ornaments to gold coins. According to jewellers, while last year saw an increase in gold coin sales, this year, 40% of respondents indicated that they sold gold coins, as compared to only 30% who went for heavy ornaments. This shift in consumer preferences may be attributed to affordability, as coins are available in lower denominations, making them a popular replacement for heavy ornaments. They see it as an investment. But when compared to last year, there was a decline in gold coin sales. The higher prices may be a reason.

Last season we saw an increase in gold coins sales: how was this season?
100 responses

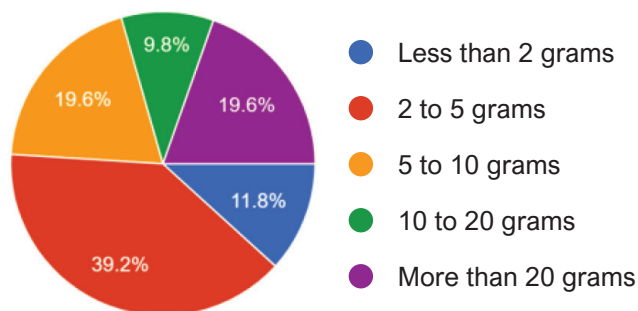
- Much higher
- Slightly higher
- Similar
- Slightly lower
- Much lower



Average Ticket Size of Purchase and Grammage

The majority of purchases were made below 5 grams. This accounted for almost half of all purchases, with 53% of respondents falling into this category. The most popular range was 5 to 10 grams, accounting for 22% of purchases. The third most popular range was 10 to 20 grams, with 16% of purchases falling into this category. Only 8% opted for more than 20 grams. Consumers were most interested in purchasing smaller amounts of gold this Akshaya Tritiya, with the 2-to-5-gram range.

What was the average ticket size of purchase?
100 responses



In conclusion, our survey findings suggest a shift in consumer preferences towards lightweight and lower-caratage jewellery this year, with rings and earrings being the most preferred segment. Despite the high gold prices, consumers could still purchase gold on Akshaya Tritiya, with many opting for gold coins. The average ticket size of purchase was between Rs. 20,000 to Rs. 40,000, with most consumers opting for jewellery weighing less than 10 grams. These insights can be valuable for jewellers in understanding consumer preferences and designing product offerings to cater to the changing market trends.

