WOMEN CUSTOMERS BUYING BEHAVIOUR IN GOLD JEWELLERY WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT:
Gold is considered as a symbol of status among people and it is one of the precious metals widely used in India. Indian gold market has lavish designs and varieties of gold ornaments. Indian consumers has a greater attraction towards gold jewellery, especially women considers gold ornaments as her vital necessity in day – to – day life. So, the buying behavior of women towards gold jewellery has been studied in this research.

KEYWORDS: Gold jewellery, buying behavior, women customers etc.,

Reference: