



## ACQUIRING BEHAVIOR OF WOMEN TOWARDS ORNAMENTS A CASE STUDY OF BIHPURIA TOWN UNDER LAKHIMPUR ZONE OF ASSAM



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### ABSTRACT:

Buying practices of customers assume more noteworthy job in the promoting procedure. It is otherwise called customer conduct in business writing. This paper centers around the ladies acquiring conduct of an explicit item, i.e. trimmings which is a type of enhancement at Bihpuria town under Lakhimpur region of Assam. Trimmings are commonly produced using valuable materials. In India, decorations assume a vital job in each religion's way of life. Consequently, a short history of adornments plainly depict in this paper. Finally, the affecting elements of obtaining conduct for purchasing decorations and furthermore the level of burning through cash by a lady for buying trimmings from their yearly pay are break down in this exploration paper.

**KEYWORDS:** Purchasing behavior, ornaments, Bihpuria.

### INTRODUCTION:

In advertising the board acquiring conduct assumes a critical job for the promoting procedure. In business writing, it is called buyer conduct. Buying conduct manages different stages that a shopper may pursue before buying any item or administration. It might be characterized as the conduct that a purchaser show in hunting down acquiring, utilizing, assessing and discarding if item or administrations that expect will fulfilled their necessities. Purchaser conduct is a mental, social and physical capability of buyers as they end up mindful of procurement, assess devour and educate others regarding the items or administrations. It is an efficient method for looking how a purchaser settles on a choice to buy an item. As per specialists, numerous elements can decide the purchaser conduct viz. social factor, social factor, individual factor and mental factor and so forth.

Decorations are a type of individual enhancement, for example, rings, pieces of jewelry, arm ornaments, studs and pins and so on. It is commonly produced using extensive variety of materials, for example, gemstones, valuable metals, dabs and shells. Adornments might be acknowledged for its material properties, designs or for significant images in various societies and diverse occasions. Notwithstanding, in this paper the term adornment alludes to mounted valuable or semi-valuable metals, for example, gold, silver, platinum, copper and metal.

History of Indian adornment is as old as history of our nation itself. In a wide range of customary move trimmings have been possessed a noteworthy part. Here, it ought to be referenced that in India decoration isn't utilized for people yet additionally for the divine beings, formal elephants and ponies and so on. Indeed, imperial class individuals have likewise offered support to the specialty of adornment since time

immemorial, when rajas and maharajas competed with one another to have the most lovely and brilliant pieces. The structures of trimmings might be diverse relying upon the distinctions in geological, social, individuals and their way of life.

Assamese gem specialists have dependably possessed the capacity to make delightful decorations of gold and silver. In the Ahom rule, menfolk wear adornments like Lokaparo, Kundal, Motamoni, Biri, Magardanaetc. Around then ladies get a kick out of the chance to wear Kanphul, Thuria, Nalak, Angathi, Kharu, Baju, Kardhani, Keru, Keyur, Kinkini and Napur and so on. Notwithstanding, with the progression of time the employments of such trimmings have diminishing. At present, Assamese ladies have wanted to buy less exorbitant trimmings.

The most celebrated decorations of Assam are really those made of gold. The imperative conventional decorations of Assam incorporate Thuriya, Jonbiri, Dholbiri, Bana, Keru, Gam-kharu, Loca-paro, Gal-pata and Muthi-Kharu and so on. Every one of these pieces are one of a kind in plan and example. Gam-kharu is an expansive wrist trinket made of silver or gold.

### OBJECTIVES OF THE STUDY:

- ♣ To study the purchasing behavior of women towards ornaments;
- ♣ To know about the factors influencing the buying behavior of women;

### METHODOLOGY

The examination depends on both essential and auxiliary information. The essential information is gathered based on conveying surveys which has been done in the Bihpuria region of Lakhimpur region, Assam. For this overview 30 ladies have been chosen haphazardly as test including all classes of ladies i.e. housewives, benefit holders and independently employed ladies. The optional information are gathered from different sites, magazines and diaries and so forth.

### FINDINGS:

From the renouncing dialogs the accompanying discoveries rose:

- ♣ There are numerous components which can impact a lady obtaining conduct, viz. accessibility of cash, necessities, individual reasons and family impact and so on.
- ♣ Most of the ladies more often than not lean toward gold as their favourite decorations.
- ♣ Regarding the components considered at the season of acquiring decorations it is discovered that the vast majority of the ladies of the investigation territory have favored structure of the trimmings, trailed by cost and quality.
- ♣ None of the example respondents has utilized platinum as adornments.
- ♣ Higher pay gathering of the ladies have spending more cash for acquiring adornments.
- ♣ The bring down pay gathering of the ladies has been spending lesser and lesser sum for acquiring their required trimmings.
- ♣ At time of field review it was discovered that not a solitary respondent knew about ISI HALL MARK at the season of buying decorations.

### CONCLUSIONS:

Adornments are assuming an exceptionally huge job in the everyday existence of the Indian ladies as a rule and the Assamese ladies specifically in antiquated time as well as at present. In some district of the nation man additionally use to wear adornments. In Assam, aside from normal utilize the Gold and Silver trimmings is required for a ring function, wedding, first birth commemoration of a kid and some different religious service. Be that as it may, because of the expanding cost of Gold in Indian market white collar class and lower class family are confronting a great deal of issues to purchase the required decorations because of which they will undoubtedly buy some impersonation adornments. Be that as it may, in the impersonation

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trimming market numerous agents have conning the ladies by moving sub-par nature of adornments. In this way, the ladies buyers should check the ISI Hall Mark before acquiring the trimmings as it is the image of innovation. For this reason, there is a need of mindfulness battle among the people of this area specifically and the province of Assam in general. Along these lines, it is proposed that diverse N.G.O's, purchaser discussion, instructive organizations and Government ought to arrange some mindfulness battle among the ladies shopper to make comfortable with the ISI Hall Mark and other related matter of customer insurance.

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