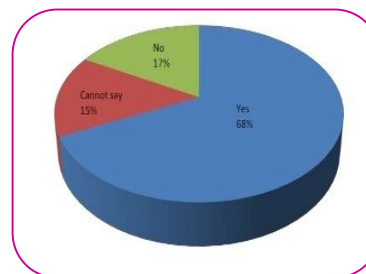




## PURCHASING BEHAVIOR OF WOMEN TOWARDS ORNAMENTS A CASE STUDY OF BIHPURIA TOWN UNDER LAKHIMPUR DISTRICT OF ASSAM

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### ABSTRACT

Acquiring practices of buyers assume more prominent job in the showcasing procedure. It is otherwise called customer conduct in business writing. This paper centers around the ladies buying conduct of an explicit item, i.e. decorations which is a type of enhancement at Bihpuria town under Lakhimpur region of Assam. Decorations are commonly produced using valuable materials. In India, trimmings assume an essential job in each religion's way of life. Accordingly, a short history of adornments obviously depict in this paper. Finally, the impacting components of acquiring conduct for purchasing trimmings and furthermore the level of burning through cash by a lady for buying decorations from their yearly pay are break down in this exploration paper.

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

### INTRODUCTION

In promoting the board obtaining conduct assumes an imperative job for the showcasing procedure. In business writing, it is called customer conduct. Acquiring conduct manages different stages that a buyer may pursue before buying any item or administration. It might be characterized as the conduct that a shopper show in looking for obtaining, utilizing, assessing and discarding if item or administrations that expect will fulfilled their requirements. Purchaser conduct is a mental, social and physical capability of buyers as they end up mindful of procurement, assess devour and enlighten others regarding the items or administrations.

History of Indian adornment is as old as history of our nation itself. In a wide range of conventional move adornments have been possessed a critical part. Here, it ought to be referenced that in India trimming isn't utilized for people yet in addition for the divine beings, formal elephants and ponies and so forth. Indeed, regal class individuals have additionally offered support to the specialty of trimming since time immemorial, when rajas and maharajas competed with one another to have the most lovely and sublime pieces. The structures of adornments might be distinctive relying upon the distinctions in topographical, social, individuals and their way of life.

Assamese gem dealers have dependably possessed the capacity to make delightful adornments of gold and silver. In the Ahom rule, menfolk wear decorations 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 forth. Be that as it may, with the progression of time the employments of such adornments have diminishing. At present, Assamese ladies have wanted to buy less exorbitant trimmings.

### Targets of the examination:

- To examine the buying conduct of ladies towards decorations;

- To think about the components affecting the purchasing conduct of ladies;
- To decide how much level of cash commonly a lady spent from their families' yearly pay for obtaining trimmings.

### Approach

The examination depends on both essential and optional information. The essential information is gathered based on dispersing polls which has been done in the Bihpuria zone of Lakhimpur area, 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 auxiliary information are gathered from different sites, magazines and diaries and so on.

### Universe of the investigation:

In Assam there is just a single city with a civil enterprise i.e. Guwahati and 82 civil towns as per the registration of 2011 ([en.wikipedia.org/wiki/rundown of urban areas](http://en.wikipedia.org/wiki/rundown_of_urban_areas)). In any case, in the event of Lakhimpur area there are just four towns, viz. North Lakhimpur, Bihpuria, Dhakuakhana and Narayanpur. Here, it ought to be referenced that Bihpuria town is the second most seasoned town of the locale which was built up in the year 1967. Thinking about the impediment of time and cash the present investigation was confined to Bihpuria town as it were.

### History of Bihpuria town

Amid pre-British period, this territory was known as assembling and bundling center point of Poison, utilized in bolt to chase in lower regions of Arunachal Pradesh. The purchasers were the clans of Arunachal Pradesh uniquely Nishi and Aadi. The market depended on bargain framework and the dealers use to get Tobago, Aromatic Rice/Herbs, crafted works and so forth. History says, the name of this town BIHPURIA got from the equivalent i.e. BIH (Poison) and PURIA (Pouch).

### Discoveries:

From the doing without talks the accompanying discoveries developed:

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

### CONCLUSIONS:

Decorations are assuming an extremely huge job in the everyday existence of the Indian ladies by and large and the Assamese ladies specifically in antiquated time as well as at present. In some locale of the nation man additionally use to wear adornments. In Assam, aside from regular utilize the Gold and Silver decorations is required for a ring function, wedding, first birth commemoration of a tyke 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 considerable measure of issues to purchase the required

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decorations because of which they will undoubtedly buy some impersonation adornments. Be that as it may, in the impersonation trimming market numerous agents have tricking the ladies by moving mediocre nature of adornments. In this manner, the ladies buyers should check the ISI Hall Mark before acquiring the trimmings as it is the image of inventiveness. For this reason, there is a need of mindfulness battle among the people of this locale specifically and the province of Assam all in all. In this manner, it is recommended that diverse N.G.O's, buyer gathering, instructive organizations and Government ought to sort out some mindfulness crusade among the ladies shopper to make comfortable with the ISI Hall Mark and other related matter of purchaser security.

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