

Family Decision Making On Purchasing the Gold: A Study on the Transition of Indian Gold Imports into Economic Turmoil

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Abstract

Golden era is seldom illustrated for an epitomized growth of anything for a tenure and India having been topped the list in the consumption of gold, cannot be proved to be safer for the economic turmoil is ahead with current account deficit. Gold is a symbol for the fortune and treated as a cultural trait especially by Indian families coated with traditional thinking where the usages and purchases are escalating year by year. The innumerable efforts of the Government in the way of schemes and reforms have not been considerably successful and as a result, the large quantity of imports indicates economic disorder. Though many parties and players from different communities including the Government are responsible, the root level research on the family decision making of gold purchases for different purposes such as for ornaments, appreciation, investment, security and status would serve understanding the decision criteria of the need, resource utilization, place of buying and reality. The study as recommended with proper rationale, devoted an exploratory research with probability sampling of stratified random in the selected metro, urban, semi-urban and rural places of Northern coastal districts of Andhra Pradesh covering 200 respondents. This paper concludes with certain recommendations how the promotions of the government schemes would be materialized on the basis of family decision making choices influencing the purchases of the gold with an assessment of different purposes.

Keywords: Imports, Gold Schemes, Family decision making, Purposes of gold purchases

1. Introduction:

Ornaments bring the ultimate ecstasy to the women especially for Indians who may feel proud of standing second position in consuming it. But the question should be aroused in the minds of consumers and merchants that where the gold should be brought and what is the value of its imports (Rao B R K, 2015). In reality our imports are much more than what we export in terms of volume and value. It is quite disquieting that the gold exports are regarded as the third major imported commodity followed by petrol and machinery parts which are in fact serving a lot in the industrial productivity and economic development (Bundhun Rebecca, 2013). But the gold is quite not directly connected to the growth and considered to be an unproductive product for the reason; it is highly wasteful to allocate funds in the way of imports at fullest length which is alarming to the economic conditions of the country. It is evident that the deficit occurs whenever the imports are more than the exports of any country in terms of the volume and value which will lead to the deficit of current account as well and there by the currency will be weakened in the international trade (Kavita Rani, Sanjiv Kumar, 2013). We have been facing such kind of economic disorders with the root cause stated above with regard to the high imports of gold should have a mechanism to control and resist the same to the maximum possible extent.

The basic aspect of the relevancy in importing the gold is the sales generated by the market which should primarily be discouraged. So in the budget of 2012-13, the central finance ministry decided to escalate the custom taxes from 2% to 4% exclusively on gold imports which influenced positively for the first half , but in the next half the demand was bounced back to higher than normal (Deepak Kumar A, 2015). The reason for this upshot was the statement given by the World Gold Council focusing on the increase of the taxes by the

government in future also and in view of dynamic changes in taxation, all the merchants and consumers bought the gold in high volumes. To be touchy to this expectation the government also increased the taxes for all the consequent years partly starting from 6% to 8% and so on reached to 10% by August 2013. It could be understood by the experiences as discussed above how influential the gold trading to Indian economy.

A few years back the freeland of trading encouraged the bankers and other organisations to import lot volumes without limitation. But of late, the Government implemented a control measure against the quantity and free flow in terms of sanctioning the permission for only 10 bankers and a few agencies to import the gold in agreement with the certain conditions incorporated such as the conversion of at least 5% of the imported gold into ornaments or other derivatives which is to be exported to other countries and 80% the ornaments should again be traded in domestic market. Because of these conditions, the imports dropped to 1.6 lack crores in 2013-14 which was 46% lesser than the previous year (Vishnumurthy D, 2014). Statistically the imports were found to be dropped down but the demand did not have any fluctuations in the market. There was an undebated reason for the consistency of demand with back door operations by transporting the gold through illegal ways has compensated the scarcity. Though the operations are official or unofficial, it is mandatory that the Indian currency should absolutely be paid to the countries from where we brought the gold. The measures which were taken through two instruments did not serve the purposes of controlling imports and securing financial deficits in a dexterous way. Moreover the smuggling of gold had taken place for which Reserve Bank intervened and untied the conditions in the way of granting permissions to import the gold to some other banks and other agencies additionally (Santosh Ranganath N, Prakash Babu, 2011).

Recent decline in the prices of gold has also increased the sale which has also brought dynamic changes in the economy with a simple formula that the increased demand led to the increased imports. Moreover we cannot rely on our domestic production of gold in kolar which was very less than the demand created could not balance the situation (Rao B R K, 2015).

There have been many catastrophes around the world in the recent years directed to economic crisis in several countries. The means they found to get back to the normal state were the investment from their home countries and the saving habits of the people which resulted adroitly in saving the country from the appalling situations. But at the same time, the increased usage of the gold by the people generated high volumes of sales in the way of a captive share in their total savings where the remaining funds which have been gained as investments were quite low. In general, people consider the gold as an overriding asset but economists treat it as a barrier for the economic growth of the nation. At the same time, stubborn decisions of the Government to control the imports again lead to illegal operations and smuggling which is more treacherous. (Bundhun Rebecca, 2013)

Gold is believed to be as equal as to have the liquidity cash in the pocket for the reasons such as encashability in the easiest and fastest way especially through the loan facilities provided by the bankers and other financial institutions (Kavita Rani et al 2013). The demand for the gold always amplifies for also the people assume it as a security commodity at the time of inflation and the gold has become the factor of investment showering good returns in the way of profits. The merely way out for this predicament is to encourage people towards small saving schemes which should be more profitable than the investment in the gold. Motivation to the people is highly needed in the way of converting the money into savings and there by investing the same on certain sectors that bring productivity and profitability. The nationality of the people can also be proven in terms of concentrating on this issue as an opportunity to recoup from economic crisis by adopting the measures to progress and recuperate National saving schemes. As a matter of fact, it is high time for also the political leaders especially to shoulder the responsibility to formulate convinced strategies to stimulate the people to safeguard the economic welfare of the country. For a long period of time, our international business operations have not been profitable as the deficit all the times is quite evident. Foreign reserves might be increased but the growth rate is found low.

On the other hand, challenges such as short term debts, increased imports and declined exports have been accelerating the diminishing growth of our economy. So it is correspondingly important that the manifestation to control the gold imports should be compliant to the people and the Government should keen on that (Rao B R K, 2015).

As Indians do have many festivals, events and marriages and give much importance to celebrate with royal and prestigious symbolism through exposing the gold ornaments, the usage is drastically high and for the wealthy segments of the people now a days, other alternative and appreciated commodities like diamonds also replace the gold (Kavita Rani et al 2013). It is quite surprising that the decrease in the gold prices in 2014-15 did not bring any considerable changes in its sales. But comparative to the past years, the usage and purchases of the gold is found decreased this year might be influenced by the gossip that there will be the chances for lowering the prices of the gold because of America is going to increase the interest rates which causes the dollar rate will also be decreased (Bundhun Rebecca, 2013). Family behaviour should also be changes to solve this problem from the root level and the consumption and purchases should be minimized in line with the sensitivity and relevance of the usage with a sense of urgency and purposeful. Hence the study has been conducted for the different selected purposes such as Ornament Purpose, Appreciation Purpose, Investment Purpose, Security purpose and Status purpose in consideration with per capita income, lifestyle changes, purchase habits and gender discrimination etc. The vitality of decision variables such as wife, husband and joint in any family are adjacent enough to study their attitudes towards how much, where, why and how to buy the gold which in turn will be useful for the government also to act accordingly to implement their schemes (Rao B R K, 2015). This paper discusses about the attitude of the family people from different geographical areas on the exact purpose of gold purchases and its correlation with their decision making.

2. Objectives:

1. To study the Historical perspective of the gold imports and usage in India.
2. To assess the various purposes of gold purchases in line with different geographical areas.
3. To evaluate the family decision making alternatives in correlation with the purposes.

3. Methodology :

The collection of data consists of primary sources and secondary sources. An exploratory study with a cross sectional survey was conducted to 200 respondents from households in various places i e Metro (77), Urban (38), Semi-urban (29) and Rural (56) of coastal Andhra Pradesh , with Probability sampling specifically Stratified Random technique, The Structured questionnaire was composed of 4 -point itemised scales with anchor verbal descriptions. Chi-square tests were carried out for testing, besides percentages and the methods adopted for statistical data analysis amalgamated with the collected data were entered using SPSS-16 (Statistical Package for Social Sciences) software and STATISTICA.

4. Historical Perspective

To explain the growth in the Indian gold market since the repeal of the Gold (Control) Act in June 1990, it is important to understand how the market had been constrained over the previous 27 years. The story begins on 10 January 1963 when a comprehensive range of Gold Control Rules were promulgated as part of the Defence of India Rules 1963. The Government's objective was to inhibit unofficial gold imports and the consumption of gold by imposing severe bureaucratic constraints not only on the trade but also on private owners. By December 1963, control over the domestic trade and distribution of gold was firmly established. In 1965, Parliament endorsed the Government's policy underlying the Gold Control Rules through the Gold (Control) Act 1965, but before the Act could be brought into force, the Government recognized the need to modify some aspects. Modifications - including the withdrawal of a 14 carat purity restriction on gold jewellery applied since 1963 - were then included in the Defence of India (Fourth Amendment) Rules

1966. Rather than amend the Gold (Control) Act 1965, a new Gold (Control) Act 1968 was enacted in September 1968.

4.1. Trade Structure

The Act grouped gold market participants into 5 categories:

4.1.1 General public: Permitted to buy gold “ornaments” only, i.e. gold jewellery for the purpose of adornment. They were no longer allowed to own or buy gold bars or any non-jewellery articles. Individuals had to declare the extent of their gold ownership if it exceeded 2000 g, and families if it exceeded 4000 g. Any change in the amount owned over these limits had to be notified.

4.1.2 Licensed refiners: Restricted to melting, refining, assaying and making of bars for the trade only. They could buy and sell primary gold but detailed records of all transactions had to be submitted to the authorities. They were not permitted to make, repair or polish any gold article or “ornament” (i.e. jewellery) or sell bars to the public. As a result, all major refiners closed down and the 49 licensed refiners (at 1989) were small operations mainly involved in melting and assaying.

4.1.3 Certified goldsmiths: Only self-employed individuals were certified. They could buy gold bars from a licensed refiner or dealer, could receive gold for manufacturing purposes from a licensed dealer or the general public, but could not buy or sell any jewellery, article or primary gold.

4.1.4 Licensed dealers: The term “dealer” covered all entities involved in buying or selling gold or gold jewellery among trade counterparties or gold jewellery with the public, although most were jewellery retailers.

4.1.5 Registered artisans: Defined as a person who was employed or used by a licensed dealer (i.e. not a certified goldsmith) in order to manufacture gold jewellery, having been supplied with the necessary gold to undertake the task. No figures on the number of registered (and unregistered) artisans are available. According to the trade, few artisans were registered.

The imports of the gold to India in 2002-03 were 18,608 cr. and after three years i.e. in 2005-06, it crept to Rs 47,051 crores where the gold was placed second position in imports pushing the majorly imported machinery parts till then into third. The same thing happened in 2012-13 also. The percentage of importing machinery was 10.5 in 2011-12 and 10.6 in 2012-13 where as the gold was 11.5 and 11 respectively for the same years. It was high time for the government to take some control measures and downsized the imports of gold in 2013-14 to 6.4 % which was said to appreciable.

4.2. Materialization of the Government Schemes

India with holding of 20,000 tons of gold worth Rs. 55 Lakh Crore is the largest buyer of gold. Millions of people India, who have been traditionally buying gold, will have more than one option to invest in the precious yellow metal. The Government launched three gold schemes which are meant to recycle a part of the huge pile of unused and reduce import of coins and bars. A part of the gold collected through the monetization scheme will be sent to MMTC and RBI for minting of coins and auction. The three schemes are- Gold Monetization Scheme (GMS), Sovereign Gold Bonds and the Gold Coins bearing the national emblem Ashoka Chakra on one side and Mahatma Gandhi's image on the other (Kavita Rani et al 2013).

It was expected by the world gold council that there would be a significant demand in future and quite contrary to this there had been an increase in the prices of the gold in the international trade and even our Government also increased the custom taxes at the same time. There was still a possibility of an increase even in those conditions through if china decrease more of its currency value, there would be a chance of gold demand and the prices also as well because of the country has acquired good gold reserves. If the central banks of developing countries are attracted towards there will be many chances for the high demand for the gold. The Indian government tried to take out the gold reserves with “Gold Monetization Scheme” with which 20,000 tons of unexploited gold would be taken into the

best utilization through deposits and there by the loans are endowed. The government also thought that the conversion of the gold into ornaments and other derivatives might control the imports to some extent.

The schemes recently implemented by the Government for the control of the gold export had two major purposes. The first was to reduce the consumption of the gold at every household as it has been rapidly increasing and showing a positive significance with the imports. Statistics revealed that the merchants had imported 300 tons last year for their investments which was found to be anomalous. Secondly the gold unexploited and unproduced into either ornaments or commercialization is 20,000 tons costing approximately Rs 5.40 lacks crores which is kept idle in the Indian houses as well as in the temples (Rao B R K, 2015).. Recently in response to the schemes implemented by the Government, an exemplary step taken by TTD (Tirumala Tirupathi Devasthanam) by coming forward to deposit some quantity of gold in State Bank of India. There will be a good sign if the demand for the gold is decreased considerably especially for the current account deficit will be reduced.

So far the schemes stated above have not been successful completely in an accomplished manner. It can be appreciated that the Gold Bond Scheme has had better results with 63,000 applications for 617 tons of gold bonds worth 246 crores were sold within 15 days. Whereas Gold Monetization Scheme is not fruitful at all as it could acquire around 400 grams only against the targeted unexploited gold of 20,000 tones. The reasons are divided such as the time, mechanism of implementation, education to the people, instruments to motivation etc (Deepak Kumar A, 2015).

Government thinks that there is a need of gold from around 100 temples to make this scheme more successful through which the scheme would accumulate more or less 1000 tons of gold every year which is almost equal to what we import every year; there by no deficit may also be recorded. But there may also be a unconstructive assumption for instance temples may not exactly show their readiness for the sake of economic development of the Nation like TTD (Rao B R K, 2015).

4.3. Family decision making

According to a joint report by Industry body, Federation of Indian chambers of commerce and Industry (FICCI) and the world gold council (WGC), Indian households spend 8% of its daily consumption on gold jewelry and coins. Consumer attitudes to gold jewellery vary among the rural/urban, rich/poor and young/old, and by region and State. Although “everyone buys gold”, the market relies mainly on the top 60% (109 million households). Retailers observe that the primary target market is not the very rich or the very poor, but the emerging middle class (upper middle, middle and lower middle). Hence the importance is to be given by the at the root level where the family decision making of Metro, Urban, Semi-urban and Rural places are influenced much backed up by various purposes.

The success of the schemes can be materialized through motivating the people from ground level. Any purchase decisions of highly valuable products are to be taken wisely with a prolonged process in particular with Indian standpoint for the decision making is irresistibly depended on the family where the husband and wife take all the chances with adroit choices. It is evident with so many research results with reference to many valuable products are bought solely either by a husband or by a wife. The culture of buying the thing jointly has also been there to avoid any conspiracies poised with egos, misunderstandings and other gaps (Rao B R K, 2015).

According to Natarajan I 1998, both urban and rural categories are important. Urban consumer demand may account for as much as 40% of total demand, but the rural/urban split is not a static proportion because rural demand is more sensitive to fluctuations in the rural economy. The markets are also different. For example, in rural areas there is more recycling of jewellery as buy-backs for cash because jewellery is more widely used for savings and as “money”. In major cities, there is now more exchange of old for “fashionable” new jewellery. Due to the urbanization is considerably dynamic in India, Semi-urban and rural people with their changing lifestyles behave contrary to the traditional way and their decision making on gold purchases for different purposes are to be evaluated. Regarding Metro and Urban the purposes of buying the gold is expected to be steadfast as it has been

there for years. So the study on the four categories of the Family people form Metro, Urban, Semi-urban and Rural who continue with their purchase decisions either individually or jointly.

According to Rao B R K, There are always the three possible chances and choices in buying the gold in the family in consideration with any geographical or demographical factors for the decision making on the gold is found to be so important as far as the money and purposes mainly are concerned. They are

4.3.1. *Wife dominated decision making*: The importance of the decisions related to household items which are generally been taken by the wife as they are experts in the choice of alternatives with an adroit experience in quality of the product, pricing, promotional offers and etc. When it comes to the Gold the importance would be more as most of the purposes discussed above are much understood by the wife only and most of the Indian husbands would not like to interfere especially while buying the gold for the purpose of ornament purpose.

4.3.2. *Husband dominated decision making*: Husband gets certain chances of buying the gold for the purpose of appreciation, investment, security and status purposes but the type of the product is found to be selected mostly by the wife only.

4.3.3. *Joint decision making*: A wise decision for the purchase of the gold can ever be the joint as the decision is amalgamated with the resources, purchase places, quantity required and logics in purchasing.

The vivacity of above stated decision variables in any family for the research on their attitudes towards how much to buy, where to buy, why to buy and how to buy the gold will be useful for the marketers and government also to form the strategies to make awareness on the grounds that they are much influenced with.

4.4. Purposes identified

According to Nigel Desebrock, 2002, Gold jewellery is owned as an “adornment” for cultural, status and decorative reasons. It is also owned as an “investment” for store of value, savings and money purposes. For most consumers, the motivations are intertwined.

Marriage-related purchases are As much as 50% of annual sales appears to rely on new purchases associated with around 8 million weddings each year. Most weddings are held on 40 – 60 days declared auspicious each year according to Hindu lunar and solar calendars. In total, more than 70% of all purchases are broadly regarded as marriage-related because jewellery tends to be accumulated over many years.

The jewellery market relies on gift-giving. Most jewellery is given to brides (and Bridegrooms), women and young girls by their parents, husbands and relatives. The attitudes of givers and recipients are both important. The purchase of jewellery is also normally the outcome of a family decision. Fashion is stimulating a higher proportion of personal purchases in large urban showrooms. Although described as personal, many are the outcome of family decisions and would fall within the gift-giving category.

Retailers observe that the self-purchase of jewellery for adornment purposes will be extremely important in the future, but that it is likely to take many years before this new market rivals the marriage-related market on which most retailers currently depend.

Economic and social changes during the 1990s have encouraged many women to acquire items that are suited to a variety of social and work-related occasions. This has led to increasing purchases of lighter weight and smaller items. Most retailers view “wearable” jewellery as an important new market segment.

For both wedding and “wearable” jewellery, many women are now insisting on jewellery with innovative designs. Machine made chains and other items are becoming more important. They tend to be lighter, sleek, modern, precisely made and available in many stylish designs.

5. Analysis Of The Study

The circulation of family purchasing decision making levels among different category respondents and their significance levels in line with decision on requirement credentials,

decision on resources, quality and quantity, decision on place and process of purchase and actual purchase of selected purpose variables which is presented in the above table. The sample groups (Metro, Urban, Semi-urban and Rural) used to purchase the gold with several purposed on the exclusive decision of either husband or wife and also both of them jointly. The family purchasing decisions made by the respondents found vary from object to object. The analysis of their response is presented in the above table and the discussion is carried out here under.

Table: Family buying decision making levels among different categories on different purpose variables

Purpose variables	Respondents' category	No.	Decision on requirement credentials			Decision on resources, quality and quantity			Decision on Place and process of purchase			Actual purchase		
			M	F	J	M	F	J	M	F	J	M	F	J
Ornament Purpose	Metro	77	27	38	12	28	28	21	31	22	24	30	22	25
	Urban	38	21	4	13	10	13	15	14	16	8	14	16	8
	Semi-Urban	29	12	10	7	13	7	9	14	11	4	15	6	8
	Rural	56	21	23	12	17	18	21	22	26	8	9	22	25
	Chi-square		17.34**			4.61			8.98			16.24*		
Appreciation Purpose	Metro	77	39	27	11	17	47	13	24	36	17	13	50	14
	Urban	38	13	17	8	7	24	7	18	14	6	12	21	5
	Semi-Urban	29	8	16	5	5	22	2	15	9	5	7	18	4
	Rural	56	26	21	9	12	34	10	29	22	5	9	38	9
	Chi-square		6.60			2.79			9.14			4.61		
Investment Purpose	Metro	77	66	7	4	42	27	8	31	32	14	32	30	15
	Urban	38	18	13	7	16	15	7	27	8	3	17	16	5
	Semi-Urban	29	11	13	5	16	8	5	20	5	4	15	9	5
	Rural	56	25	23	8	15	29	12	42	11	3	25	24	7
	Chi-square		35.94**			12.77*			21.69**			2.48		
Security purpose	Metro	77	20	32	25	10	19	48	5	36	36	8	25	44
	Urban	38	5	16	17	4	13	21	7	16	15	3	9	26
	Semi-Urban	29	2	15	12	4	10	15	8	14	7	2	12	15
	Rural	56	5	32	19	5	19	32	12	29	15	10	15	31
	Chi-square		11.58			2.53			13.39*			6.06		
Status purpose	Metro	77	7	26	44	16	25	36	7	20	50	7	43	27
	Urban	38	1	12	25	8	20	10	2	13	23	6	13	19
	Semi-Urban	29	4	6	19	1	16	12	4	9	16	11	10	8
	Rural	56	9	19	28	14	20	22	8	21	27	15	15	26
	Chi-square		6.69			11.96			5.32			21.95**		

1. With reference to the chi-square analysis of the information pertaining to the purpose of ornaments in relation with the Decision on requirement credentials revealed the significant level 1 percent for the value is 17.34. Therefore it indicates that the Decision on requirement credentials in family buying decision it seems to be the wives domination is found in Metro and Rural categories, whereas in the case of urban and semi-urban categories, it is dominated by husbands.

2. In the case of the Decision on resources, quality and quantity for buying the gold on Ornament Purpose, the chi-square analysis revealed not significant level because the calculated value is 4.61 which is less than the table value. Therefore, the analysis revealed that both husband and wife taking equal part but in the case of Urban and Rural categories, whereas in the case of Semi-urban, wives domination was found in decision making.

3. Regarding the Decision on Place and process of purchase for buying the gold on Ornament Purpose, the calculated chi-square value 8.98 shows insignificant as it is less than the table value. Moreover, the wives domination from Metro and Semi-urban categories is quite found but in the case of Urban and Rural community, husbands' domination is indicating.

4. In the case of actual purchases for buying the gold on Ornament Purpose, the calculated chi-square value 16.24 found significant at 5 percent level because it is more than the table value (12.6). Therefore the analysis indicates that there is significant difference in family buying decision making in actual where, a major group of Metro and Semi-urban categories dominated by husband but in the case of Urban category the dominated group was wife and the Rural category make their decision making by both husband and wife.

5. In the case of Appreciation Purpose by the respondents in the Decision on requirement credentials, the tested chi-square value 6.60 shows insignificant at any level because it is less than the table value (12.8). Therefore, the analysis infers that there is no difference in family buying decision making at Decision on requirement credentials among the selected four groups of category.

6. As far as the Decision on resources, quality and quantity for buying the gold on Appreciation Purpose by the respondents, the calculated chi-square value is 2.79 found insignificant, because it is less than the table value (12.8). Therefore, this shows that there is no significant difference among the selected four categories in family buying decision making.

7. Regarding the gold purchases on Appreciation Purpose by the respondents and the Decision on Place and process of purchase, the calculated chi-square value for the above indicators is 9.14, which is insignificant because it is less than the table value. Therefore, the analysis infers that there is no significant difference among different categories.

8. Regarding the actual purchases on Appreciation Purpose by the respondents, the calculated chi-square value 4.61 found insignificant because it is less than the table value (12.8). Therefore, the analysis shows that there is no significant difference found in family buying decision making in actual purchase.

9. In the case of the purchase of the gold for Investment Purpose in the buying decision making process at the stage of requirement credentials, the calculated chi-square value is 35.94 which shows significant at 0.01 level. Therefore the analysis indicates that there is a significant difference in the family buying decision making in requirement credentials among different category respondents, where among Metro and Urban categories husband decision is more valuable than others, but in the case of Semi-urban and Rural communities, female is vital in purchasing.

10. Regarding the Decision on resources, quality and quantity for the purchase of the gold for Investment Purpose, the tested chi-square value is 12.77 found significant at 5 percent level because it is more than the table value (12.6). Therefore the analysis indicates that there is a significant difference in the family buying decision making among different family category respondents, where among Metro, Urban and Semi-urban categories, the dominated are husbands but in the case of Rural community, female is considered to be important.

11. In the case of the Decision on Place and process of the gold purchases for Investment Purpose, The chi-square value for the above analysis stood 21.69 which shows

significant level at 1 percent level. Therefore the analysis indicates that there is a significant difference in the family buying decision making among different category respondents, where among Urban, Semi-urban and Rural categories depend on husbands' decision, but in the case of Metro category, majority group of females take part at the most.

12. As far as the actual purchases of the gold purchases for Investment Purpose is concerned, the chi-square value for the above analysis stood at 2.48 and found insignificant. Hence, the analysis indicates that there is no significant difference among the selected four categories in actual purchasing of family buying decision for investment purpose.

13. Regarding the Decision on requirement credentials of the purchases of the gold for Security purpose, the chi-square value for the above analysis stood at 11.58 found insignificant. Hence, this analysis indicates that there is no significant difference among the selected four categories in requirement credentials of family buying decision.

14. Regarding the Decision on resources, quality and quantity for buying the gold on Security purpose, the chi-square value for the above analysis stood at 2.53 found insignificant. Hence, this analysis indicates that there is no significant difference among the selected four categories by family buying decision making.

15. Regarding the Decision on Place and process of purchase for the buying the gold on Security purpose, the chi-square value for the above analysis stood 13.39 which shows significant level at 5 percent level because it is more than the table value (12.8). Therefore the analysis indicates that there is a significant difference in the family buying decision making among different category respondents, where among Urban, Semi-urban and rural categories, majority families depend on wives' decision, but in the case of Metro category have given equal importance to wives as well as joint decision.

16. Regarding the actually purchases decision making for the purchase of gold on Security purpose, the chi-square value for the above analysis stood at 6.06 found insignificant. Hence, this analysis indicates that there is no significant difference among the selected four categories in actual purchases by family buying decision making.

17. Regarding the Decision on requirement credentials of the family buying decision making for the purchase of the gold on status purpose, the chi-square value for the above analysis stood at 6.69 shows insignificant. Hence, the analysis indicates that there is no significant difference among the selected four categories by family buying decision making.

18. Regarding the Decision on resources, quality and quantity for buying the gold on status purpose, the calculated chi-square value for the above data is 11.96, which found insignificant. Therefore, this analysis indicates that there is no significant difference among the selected four categories by family buying decision making.

19. Regarding the Decision on Place and process of purchase for the buying the gold on Status purpose, the chi-square value for the above analysis stood at 5.32 found insignificant. Hence, this analysis indicates that there is no significant difference among the selected four categories by family buying decision making.

20. Regarding the actual purchase decision of the family buying behaviour of the gold on status purpose, the calculated chi-square value for the above data elements is found significant at 1 percent level because it is more than the table value (16.8). Hence, this analysis indicates that there is significant difference among the selected four categories by family buying decision making. Therefore, it shows that majority group of Metro category respondents stated wife is the main role player, whereas, a dominant group of respondents from Urban and Rural categories reported that both husband and wife took equal part in actual purchasing.

6. Recommendations:

➤ Influences of the festivals, marriages and other functions increase the purchases a lot at the same time the cautiousness towards pricing, KDM rating and quantity is considerably high. The fantasy towards shopping is not just confined to wives only but also to husbands as the purpose of ornaments has been expanded to them also. Hence the cheaper metal such as silver is advisable to promote as an alternative to the gold in terms of innovations through designing and establishment of exclusive showrooms for silver more.

- Both the members of the family feel that there is an irresistible necessity to look for the appreciation as most of the families' objective is for future welfare but at the same time highly spending money on the gold at a stretch is found to be impossible. Hence the Government can promote their schemes by explaining in detail with better understandability how their involvement in the schemes will be beneficial in line with their expected appreciation.
- Irrespective of the four categories, the investment has been pretty famous in every area and the participation for the purpose is considerably high but the form of buying is not totally in the shape of biscuits but majorly through ornaments especially in semi and rural places. Hence the motivation towards high returns by depositing the gold in banks as a part of the scheme and future disastrous outcomes can make a changeover in the attitude of the family; the promotion mix such as advertising strategy to focus on this issue would be resulted positively.
- Most of the people neither feel the gold as security in expectation with the inflation increase and other economic disorders and quite surprisingly at the same time nor do they feel that overwhelming purchases lead to the turmoil. A contagious communication mix as a tool to demonstrate this is to be adopted by the government.
- Status is in fact highly influencing purpose to buy and use the gold as most of the discussions are taken place between different families on the place, design, quality and price of the gold ornaments for the reason that they want to brag connecting to their status. The promotion of the schemes in line with social responsibility incorporation could be succeeding to change the attitude of the people to some extent.
- There should also be harmonized ideologies between central government and the reserve bank to implement any reforms for the expectations on the schemes are high in terms of saving the country from economic tight spot. On the other hand, most of the merchants import the gold for the commercialization majorly through ornaments corresponding to the demand of its consumption in India. In this case the Government itself provides the gold which is procured by temples and households to the merchants for business in the way of loan; it could finally serve the purpose of diminishing imports.
- It is found by many economists and experts that there should be a well thought-out mechanism to motivate rural India in line with the economic hazards being faced by India particularly and exceptionally because of the gold consumption. A special motivating force can be employed to motivate the people in such a way that the success can be brought out from the dynamic drives.
- There may also be an unconstructive assumption for instance temples may not exactly show their readiness for the sake of economic development of the Nation like TTD. For the reasons are much adhered to cultural, traditional and spiritual emotions, the conversion of the holy gold endowed for adorning the God into commercialized goods may not be acknowledged by the Endowment Authorities, many spiritual communities and people. Moreover this may lead to some communal conflicts also. So the major challenge for the Government is to convince the entire temple communities explaining the way forward to prosperity without conspiracy.
- Some stubborn decisions in the way of implementing compulsive schemes may also be taken up if the change does not come in the people. As similar to Income Tax, all the rich segmented people should take the black gold into light voluntarily, If not the government should take all the possible measures to do so.
- The gold procured by the banks should be given to the merchants with absolutely lesser price than they used to import, then there is a chance of bulk sales also.
- As like as Stock Exchange, the government may have a plan to establish gold exchange for the better operations of the schemes where the people who are interested in gold transactions can buy and sell with high authenticity.

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