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## Consumer Buying Behavior towards Precious Metals and Jewelries in Nepalese Market

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### Abstract

This study examines the influence of consumer buying behavior towards precious metals and jewelries in Nepalese market. Consumer buying behavior is the selected dependent variable. The selected independent variables are price, purity, design, brand image, advertisement, and product quality. The primary source of data is used to assess the opinions of the respondents regarding the consumer buying behavior towards precious metals and jewelries. The study is based on primary data with 122 respondents. To achieve the purpose of the study structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and influence of selected independent variables on consumer buying behavior towards precious metals and jewelries in Nepalese market.

The study showed that price has a positive impact on consumer buying behavior. It implies that fairness in price of precious metal stimulates the buying behavior of consumers towards precious metal and jewelry. The study also revealed that purity has a positive impact on consumer buying behavior. It implies that increase in purity of jewelry stimulates the buying behavior of consumers. Moreover, design has a positive impact on consumer buying behavior. It implies that better the designs of jewelry, more it stimulates the consumer buying behavior. Furthermore, brand image has a positive impact on consumer buying behavior indicating that good brand image stimulates the consumer buying behavior. The study also showed that advertisement has a positive impact on consumer buying behavior. It implies that increase in advertisement of jewelry stimulates the buying behavior of consumer. Similarly, the study also showed that product quality has a positive impact on consumer buying behavior. It indicates that better quality of jewelry stimulates the buying behavior of consumers.

*Keywords:* consumer buying behavior, price, purity, design, brand image, brand image, advertisement, product quality

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### 1. Introduction

Consumer buying behavior is a set of activities which involves the purchase and use of goods and services resulting from the customer's emotional and mental needs and behavioral responses (Stallworth, 2008). It

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is very important to know what the consumer needs as consumer behavior is a multidisciplinary field that draws on concepts and theories from psychology, sociology, anthropology, economics, and marketing. Consumers may engage in different types of buying behavior, such as routine, limited, or extensive decision-making, depending on the product, brand, and level of involvement. Knowing the perception of how and what influences the purchasing behavior of consumers is very complex and competitive in today's environment. In this era of intense competition, one must pay more than actual profit for just customer acquisition (Rahman and Bhattacharyya, 2003).

Kumar (2013) stated that the guiding factors behind purchasing jewellery are price, purity, and design. Purity of gold is a very crucial factor that can influence consumer behaviour, as purity gives perception of quality, gives sense of trust, price sensitivity, demand, etc. According to Berad et al. (2015), design, price, purity, image, variety, display, service, promotion and offers, family and friends are the major influencing purchase decision of gold jewellery. The study also revealed that gold purity has great significance when buying and selling of gold, which lead to many consumers buying gold only from reputed shops due to not trusting the purity of local shops. Businesses need to carefully consider the purity of their gold products as it can influence consumer purchase behavior. Higher-purity metals are often more durable and resistant to tarnishing or corrosion. Consumers who value longevity and durability in their jewelry purchases may be more inclined to choose pieces made from purer metals. They may believe that higher-purity metals will retain their appearance and value over time, making them a worthwhile investment. Some consumers have skin sensitivities or allergies to certain metals or alloys commonly used in jewelry (Pitta et al., 2006). By opting for jewelry made from higher-purity metals, such as hypoallergenic or nickel-free options, these individuals can avoid potential allergic reactions. Consequently, consumer buying behavior may be positively influenced by the purity of metals to cater to their specific needs. Similar to the relationship between price and consumer behavior, the purity of precious metals can also influence jewelry purchases from an investment perspective. Some consumers may view jewelry made from higher-purity metals as better long-term investments due to their perceived value and potential for appreciation over time. This can drive consumer buying behavior, especially among those who prioritize the investment aspect of their jewelry purchases (Ljungberg et al., 2003).

Design plays a very crucial role in influencing consumer behavior

as product's design can impact consumer's perception of the product, their emotional response, and their decision to purchase. An effective design generates desirable consumption experience and favorably influences subsequent consumer behavior (Chitturi et al., 2007; Desmet and Hekkert, 2007). Design is a critical factor in influencing consumer behavior. Gilal et al. (2018) stated that design was more prominent in capturing consumer willingness-to-buy, and also design was more salient in enhancing word-of-mouth. A well-designed product is often perceived as higher quality, more valuable, and more desirable than a poorly designed product. Design can also be used to differentiate a product from its competitors. The consumption of the product shapes or designs the preferences of consumers regarding purchase of such products which influence the consumer purchase behavior (Braun and Wickland, 1989). The design of jewelry plays a crucial role in attracting consumers. Consumers are drawn to well-crafted and aesthetically pleasing designs that resonate with their personal tastes and preferences. Unique and innovative designs that showcase creativity and craftsmanship can capture consumers' attention and motivate them to make a purchase. Jewelry is often seen as a form of self-expression and a way to showcase individual style. Consumers seek designs that reflect their personality, values, and fashion sense (Janssen et al., 2014). Whether it's minimalist, vintage, modern, or statement pieces, the design of precious metal jewelry allows consumers to express themselves and create a distinctive look. Jewelry that aligns with current fashion trends or allows for customization can have a strong appeal to consumers. Jewelry holds sentimental value for many consumers. The design of a piece can evoke emotions and create a connection with the buyer. Jewelry may be purchased to commemorate special occasions, celebrate relationships, or serve as meaningful heirlooms (Kumar and Noble, 2016). Consumers are more likely to be influenced by the design if it resonates with their emotions and represents a significant aspect of their lives. Jewelry brands often have distinct design aesthetics and styles that attract loyal consumers. Brands with a strong reputation for quality and innovative designs can influence consumer buying behavior. Consumers may seek out specific brands known for their unique and recognizable designs, which can drive their purchasing decisions (Walsh et al., 1988). Consumer buying behavior is also influenced by social factors, including trends and peer influence. Popular designs that are endorsed or worn by influencers, celebrities, or friends can create a desire among consumers to own similar jewelry. The design of precious metal jewelry can become fashionable and trendy, leading consumers to follow these trends and make related purchases. The design of precious metal jewelry can affect

consumers' perception of value. Intricate designs, attention to detail, and use of unique gemstones or embellishments can contribute to the perceived value of a piece. Consumers may be willing to pay a higher price for well-designed jewelry that they perceive as more valuable and aesthetically pleasing (Bloch et al., 2003).

Quality has a significant impact on consumer behavior. Consumers are more likely to purchase products or services that they perceive as high quality, and they are often willing to pay a premium price for such products. Quality is an important factor in consumer behavior, as consumers are willing to pay more for high-quality products and services. Businesses that prioritize quality are more likely to attract and retain loyal customers (Rita et al., 2019). Higher prices for precious metals can sometimes be driven by increased demand or limited supply. This can create a sense of urgency among consumers who fear that prices will continue to rise or that the availability of certain designs or pieces may become scarce (Hennigs et al., 2013). Consequently, consumers may be motivated to purchase jewelry before prices increase further or before specific items become difficult to obtain. While the price of precious metals plays a role in consumer buying behavior, fashion trends and design aesthetics also heavily influence jewelry purchases. Consumers may prioritize the style, design, and craftsmanship of a piece over the price of the materials (Djaelani and Darmawan, 2021). Therefore, the relationship between price and consumer behavior may be moderated by factors such as design preferences, cultural influences, and individual tastes. When the price of precious metals increases, consumers tend to perceive jewelry made from these materials as more valuable. Higher prices can create a perception of exclusivity, quality, and luxury, which can attract certain consumers who are seeking prestigious or high-end products (Pecoraro, and Uusitalo, 2014). Precious metals, particularly gold, are often seen as a store of value and a safe haven investment. When the price of gold rises, some consumers may view buying jewelry made from gold as a form of investment. They believe that the jewelry can retain its value or even appreciate over time, making it an attractive purchase (Dickson et al., 2004).

In the context of Nepal, Thapa and Shah (2020) evaluated the various factors influencing investment decisions in gold. Six influential factors such as price of gold, secured investment, liquidity need, social status, advertisement and influences and demand of gold were used and their relation with investment decision in gold was tested. Among all the influential variables, liquidity need and social status shows the highest mean value which indicates

strong agreement towards reason for investing in gold whereas advertisement and influences has lowest agreement. However, when it comes to relationship of different factors with investment decision on gold then, secured investment has the highest correlation value with the investment decision in gold. Moreover, the results showed that there is positive significant relationship between all the contextual variables and investment decision.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the determinants of consumer buying behavior of precious metal and jewelries. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings use more recent data in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze the factors affecting consumer buying behavior of precious metal and jewelries in Nepal. More specifically, it examines the impact of price, purity, design, brand image, advertisement, and product quality on consumer buying behavior of precious metal and jewelries in Nepal

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

## **2. Methodological aspects**

The study is based on primary data. The data were gathered from 122 respondents through questionnaire. The study has employed convenience sampling method. The respondents' views were collected on price, purity, design, brand image, advertisement, and product quality. The study is based on descriptive and causal comparative research designs.

### *The model*

The model estimated in this study assumes that customer buying behavior depends on price, purity, design, brand image, advertisement, and product quality. Therefore, the model takes the following form:

Consumer buying behaviour =  $f$  (price, purity, design, brand image, advertisement, and product quality)

More specifically, the given model has been segmented into following model:

$$CBB = \beta_0 + \beta_1 PRI + \beta_2 PUR + \beta_3 DES + \beta_4 BI + \beta_5 AD + \beta_6 PQ + e$$

Where,

CBD= Consumer buying behaviour

PRI= Price

PUR= Purity

DES= Design

BI= Brand image

AD= Advertisement

PQ= Product quality

Consumer buying behavior was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I buy jewelry and precious metals due to investment benefits too”, “I intend to buy more jewelry and precious metal in near future too” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.793$ ).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I check for price of gold while buying”, “Price of gold is very important to me” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.796$ ).

Purity was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Purity of gold is main concern for me while purchasing”, “I have knowledge on purity of gold” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.721$ ).

Design was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Design is very important for me while making a purchase of jewelry and precious metal”, “I

prefer simple design when it comes to gold jewelry” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.70$ ).

Brand image was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Brand name of shop is very important for me while making a purchase”, “I like to buy jewelry from wherever I feel comfortable” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.728$ ).

Advertisement was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I like to purchase from the shops and brands advertised in social media and different media”, “Promotion have strong influence on my purchase decision of the product” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.872$ ).

Product quality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am very concerned about the quality of the product”, “I like to ask about the quality of product than just purchasing based on other factors” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.879$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

### *Price*

Ramya and Geetha (2014) investigated the impact of gold price on Indian consumer buying behaviour. The study found that consumers are highly sensitive to fluctuations in gold price. Similarly, the study also showed that price is a key factor in their decision to purchase gold. Consumers also consider factors such as brand, purity, and design when making purchasing decisions. Monroe (1990) argued that price is a key factor in consumer decision-making and that consumers are willing to pay a premium for products that they perceive as having higher quality. Grewal et al. (1998) highlighted the importance of understanding the psychological mechanisms underlying price perceptions and consumer decision-making. Haws and Bearden (2006) suggested that price is one of the most important factors in



consumer decision-making, as it is often the most salient and easily observable attribute of a product. Zhang et al. (2018) examined the impact of gold price volatility on Chinese consumer behaviour. The study showed that consumers are highly sensitive to changes in gold price and that price volatility can lead to significant changes in consumer behaviour. Based on it, the study develops the following hypothesis:

H<sub>1</sub>: There is a positive relationship between price and consumer buying behaviour.

### *Purity*

Kwak and Lee (2008) suggested that purity is a critical factor in the purchasing decision of gold, as consumers view higher purity gold as being of higher quality and value. The study found that consumers were willing to pay a premium for gold with higher purity levels. Lai et al. (2015) highlighted the importance of understanding how purity perceptions are shaped by factors such as packaging, branding, and labeling. Consumers are more likely to perceive a product as being pure when it is presented in a way that emphasizes its purity or naturalness. In some cultures, purity may be associated with religious or spiritual values, while in others it may be associated with health or environmental concerns. Venkatesan et al. (2014) assessed the purchasing behaviour of Indian consumers towards gold. The study found that purity is a critical factor that influences consumer behaviour. Consumers often view higher purity gold as a better investment and are willing to pay a premium for gold with higher purity levels. Lee and Park (2015) analyzed the purchasing behaviour of Korean consumers towards gold. The study found that purity is a significant factor that influences consumer behaviour. Based on it, the study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between purity and consumer buying behaviour.

### *Design*

Su et al. (2016) assessed the impact of design on consumer behaviour towards gold jewelry. The study found that design is an important factor that influences consumer behaviour, and consumers are willing to pay a premium for gold jewelry with unique and attractive designs. Consumers are more likely to purchase gold jewelry that has unique and trendy designs and are willing to pay more for such products. Kucukusta and Ozgen (2015) suggested that design plays a critical role in the purchasing decision of gold jewelry. Wu et



al. (2015) revealed that design is an important factor that influences consumer behaviour towards gold jewelry in Taiwan. Chen et al. (2019) suggested that design is an important factor that influences consumer behaviour towards gold jewelry in China. People place a high value on the design of gold jewelry and are willing to pay a premium for products that have unique and attractive designs. Based on it, the study develops the following hypothesis:

H<sub>3</sub>: There is a positive relationship between design and consumer buying behaviour.

### *Brand image*

Riley et al. (2002) suggested that brand image is an important factor that influences consumer behaviour towards luxury goods, including gold jewelry. Consumers are more likely to purchase products from brands that have a positive image. Similarly, the study also showed that brand image can have a significant impact on their perceptions of the quality and value of the product. Wang and Yu (2018) assessed the impact of brand image on consumer behaviour towards gold jewelry in China. Brand image is an important factor that influences consumer preferences and purchasing decisions. According to Aaker (1992), brand equity contributes to a firm's long-term success and competitive advantage by creating customer loyalty, differentiating the brand from competitors, and enabling premium pricing. Veloutsou et al. (2017) suggested that brand image is an important factor that influences consumer behaviour towards luxury goods, including gold jewelry. Nwankwo and Hamelin (2017) examined the impact of brand image on consumer behaviour towards luxury goods, including gold jewellery in Nigeria. A high value on brands is associated with quality, reliability, and prestige, and jewelry strong brand image can help companies to establish a competitive advantage. Balaji and Khong (2013) suggested that brand image can play a critical role in influencing consumer behaviour in emerging markets. Based on it, the study develops the following hypothesis:

H<sub>4</sub>: There is a positive relationship between brand image and consumer buying behaviour.

### *Advertisement*

According to McQuarrie and Mick (1999), advertisements play a critical role in shaping consumers' perceptions of products and brands, as well as influencing their attitudes and behaviours. Ampofo (2014) concluded that advertising satisfies the needs of the firm and the wishes of consumers.

Marketers can use various strategies in their advertisements to increase their effectiveness, such as using emotional appeals, creating strong brand images, and providing relevant information. Jain and Kaur (2012) found that advertisements that focused on the emotional and sentimental value of gold jewelry, such as its role in weddings and other special occasions, were more effective in influencing consumers' attitudes and purchase intentions than advertisements that focused on its economic value. Hsu and Chen (2014) found that social media advertising can be a powerful tool for creating brand awareness and influencing consumers' attitudes and behaviours. Similarly, Kihlstrom and Riordan (1984) argued that market mechanisms create positive association between product quality and advertising expenditures. According to Zhang (1996), the phenomenon of humor in advertisements significantly influences the individual's response towards product. Furthermore, Niazi et al. (2012) found that there is a significant relationship between emotional advertisement and people buying decision. Based on it, the study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between advertisement and consumer buying behaviour.

#### *Product quality*

Zeithaml (1988) suggested that consumers' perception on product quality is a key determinant of their purchase decisions. High-quality products can help to build brand loyalty and increase customer satisfaction. In gold jewelry, high quality can refer to factors such as the purity of the gold, the craftsmanship of the jewelry, and the level of detail and design. Bauer and Auer (2011) found that consumers were willing to pay more for jewelry that has higher quality cues, such as a higher gold purity, a greater weight, or a more intricate design. The study also found that consumers were more likely to perceive a higher value in jewelry that had these quality cues. Kim and Kim (2017) found that consumers were more likely to purchase gold jewelry when they perceived it to be of high quality. Lee et al. (2018) found that perceived quality was a significant predictor of consumers' attitudes and behaviours towards luxury goods. The study also found that high-quality products were more likely to lead to repeat purchases and positive word-of-mouth recommendations. Further, Lai et al. (2020) consumers were more likely to purchase these products when they perceived them to be of high quality. Based on it, the study develops the following hypothesis:

H<sub>6</sub>: There is a positive relationship between product quality and consumer buying behaviour.

### 3. Results and discussion

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

#### **Kendall's Tau correlation coefficients matrix**

This table presents Kendall's Tau correlation coefficients between dependent and independent variables. The correlation coefficients are based on 122 observations. The dependent variable is CBB (Consumer buying behavior). The independent variables are PRI (Price), PUR (Purity), DES (Design), BI (Brand image), AD (Advertisement) and PQ (Product quality).

Variables	Mean	SD	CBB	PRI	PUR	DES	BI	AD	PQ
CBB	3.579	0.759	1						
PRI	3.648	0.793	0.230**	1					
PUR	3.816	0.706	0.279**	0.336**	1				
DES	3.451	0.678	0.174**	0.274**	0.289**	1			
BI	3.341	0.717	0.188**	0.294**	0.238**	0.482**	1		
AD	2.879	0.855	0.226**	0.170*	0.068	0.302**	0.279**	1	
PQ	4.003	0.800	0.333**	0.351**	0.406**	0.265**	0.228**	0.102	1

Notes: The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.

The result shows that price is positively correlated to consumer buying behavior. It implies that fairness in price of precious metal stimulates the buying behavior of consumers towards precious metal and jewelry. The result also reveals that purity is positively correlated to consumer buying behavior. It implies that increase in purity of jewelry stimulates the buying behavior of consumers. Moreover, design is positively correlated to consumer buying behavior. It implies that better the designs of jewelry, more it stimulates the consumer buying behavior. Furthermore, brand image is positively correlated to consumer buying behavior indicating that good brand image stimulates the consumer buying behavior. The result also shows that advertisement is positively correlated to consumer buying behavior. It implies that increase in advertisement of jewelry stimulates the buying behavior of consumer. Similarly, the result also shows that product quality is positively correlated to consumer buying behavior. It indicates that better quality of jewelry stimulates the buying behavior of consumers.

### Regression analysis

Having analyzed the Kendall's Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of price, purity, design, brand image, advertisement, and product quality on consumer buying behavior towards precious metal and jewelries in Nepal.

Table 2

#### Estimated regression results of price, purity, design, brand image, advertisement and product quality on consumer buying behavior

The results are based on 122 observations using linear regression model. The model is  $CBB = \beta_0 + \beta_1 PRI + \beta_2 PUR + \beta_3 DES + \beta_4 BI + \beta_5 AD + \beta_6 PQ + e$ , where the dependent variable is CBB (Consumer buying behavior). The independent variables are PRI (Price), PUR (Purity), DES (Design), BI (Brand image), AD (Advertisement) and PQ (Product quality).

Model	Intercept	Regression coefficients of						Adj. R_bar <sup>2</sup>	SEE	F-value
		PRI	PUR	DES	BI	AD	PQ			
1	1.776 (6.361)**	0.494 (6.607)**						0.261	0.653	43.653
2	1.217 (3.910)**		0.619 (7.713)**					0.326	0.623	59.493
3	1.648 (5.296)**			0.559 (6.320)**				0.243	0.660	39.943
4	1.899 (6.534)**				0.503 (5.913)**			0.219	0.671	34.961
5	2.708 (11.834)**					0.302 (3.966)**		0.109	0.712	15.730
6	1.172 (4.287)**						0.601 (8.974)**	0.397	0.590	80.541
7	0.990 (3.143)**	0.243 (2.702)**	0.446 (4.419)**					0.360	0.607	34.961
8	0.821 (2.507)*	0.191 (2.024)*	0.372 (3.402)**	0.186 (1.704)				0.370	0.603	24.649
9	0.770 (2.333)*	0.176 (1.851)	0.354 (3.210)**	0.112 (0.883)	0.129 (1.157)			0.371	0.602	18.874
10	0.692 (2.073)*	0.159 (1.661)	0.366 (3.324)**	0.100 (0.793)	0.081 (0.700)	0.102 (1.379)		0.376	0.600	15.596
11	0.591 (1.836)	0.054 (0.562)	0.178 (1.485)	0.053 (0.436)	0.040 (0.360)	0.115 (1.626)	0.365 (3.323)**	0.426	0.575	15.962

Notes:

- Figures in parenthesis are t-values
- The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- Consumer buying behaviour is the dependent variable.

Table 2 shows that the beta coefficients for price are positive with consumer buying behaviour. It indicates that price has a positive impact on consumer buying behaviour. This finding is consistent with the findings of Zhang et al. (2018). Likewise, the beta coefficients for purity are positive

with consumer buying behaviour. It indicates that purity has a positive impact on consumer buying behaviour. This finding is similar to the findings of Venkatesan et al. (2014). Similarly, the beta coefficients for design are positive with consumer buying behaviour. It indicates that design has a positive impact on consumer buying behaviour. This finding is consistent with the findings of Kucukusta and Ozgen (2015). Furthermore, the beta coefficients for brand image are positive with consumer buying behaviour. It indicates that brand image has a positive impact on consumer buying behaviour. This finding is similar to the findings of Riley et al. (2002). Similarly, the beta coefficients for advertisement are positive with consumer buying behaviour. It indicates that advertisement has a positive impact on consumer buying behaviour. This finding is consistent with the findings of Jain and Kaur (2012). Moreover, the beta coefficients for product quality are positive with consumer buying behaviour. It indicates that product quality has a positive impact on consumer buying behaviour. This finding is similar to the findings of Lai et al. (2020).

#### **4. Summary and conclusion**

Consumer buying behaviour refers to the process and factors that influence individuals' decisions and actions when purchasing products or services. Understanding consumer buying behaviour is essential for businesses as it allows them to tailor their marketing strategies, product offerings, and customer experiences to meet consumers' needs and preferences. Price, purity, design, brand image, advertisement, and product quality have been the crucial factors for influencing consumer buying behaviour.

This study attempts to examine the consumer buying behavior towards precious metals and jewelries in Nepalese market. The study is based on primary data with 122 observations.

The study showed that price, purity, design, brand image, advertisement, and product quality have positive impact on consumer buying behaviour. The study concluded that consumers value jewelry that is well-made and of high quality. Precious metal jewelry that exhibits superior craftsmanship and attention to detail is often perceived as more durable and long-lasting. Consumer expect their jewelry purchases to provide value for the price they pay. High-quality precious metal jewelry is often associated with better value as it is crafted with superior materials and workmanship. Consumers are more likely to invest in jewelry that they perceive as having a higher quality, as it gives them confidence that they are getting a worthwhile product. High-quality jewelry leads to increased customer satisfaction. When consumers are

pleased with their purchase and the durability of the jewelry, they are more likely to become repeat customers. Positive experiences with quality products can foster loyalty and encourage consumers to return for future purchases or recommend the brand to others. Likewise, the study also concluded that product quality followed by purity and price is the most influencing factor that explains the consumer buying behaviour towards precious metals and jewellery in Nepalese market.

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