



Analyzing Consumer Satisfaction with Tanishq Jewellery Products: A Study of Marketing Mix Strategies

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Abstract

The present study examines consumer satisfaction towards the marketing strategies of Tanishq jewellery products, with a specific focus on key elements of the marketing mix, namely product, price, and promotion. The research is descriptive and analytical in nature and is based on primary data collected from 80 respondents using a structured questionnaire. Percentage analysis was employed to understand the demographic profile of consumers, while statistical tools such as the Friedman test and ANOVA were used to identify the specific reasons for consumer satisfaction and to examine the association between satisfaction and selected demographic variables. The study aims to provide empirical insights into how marketing strategies influence consumer satisfaction in the organised jewellery retail sector. The findings reveal that product-related factors such as quality, design, purity assurance, and craftsmanship are the most influential determinants of consumer satisfaction, followed by promotional strategies, whereas price plays a comparatively secondary role. The results further indicate that occupation has a significant association with consumer satisfaction, while age does not show a significant difference in satisfaction levels. Overall, the study concludes that Tanishq's marketing strategies are largely effective in addressing consumer expectations, with strong emphasis on product excellence and trust-based promotion. The study offers valuable implications for jewellery retailers and marketers in designing consumer-centric marketing strategies to enhance satisfaction and long-term brand loyalty.

Keywords: Consumer, Satisfaction, Tanishq Jewellery, Marketing Strategies

Introduction

Tanishq jewellery products are widely recognised for their superior quality, contemporary designs, and strong emphasis on trust and transparency. As a flagship jewellery brand of the Tata Group, Tanishq offers a diverse range of products including gold, diamond, platinum, and gemstone jewellery that cater to various occasions such as weddings, festivals, daily wear, and investment purposes. The brand is particularly known for its BIS-hallmarked gold jewellery, innovative design collections, and purity assurance, which have helped build strong consumer confidence. By blending traditional Indian craftsmanship with modern aesthetics, Tanishq successfully appeals to consumers across different age groups and socio-economic backgrounds.

In addition to product quality, Tanishq jewellery products are supported by a customer-centric approach that enhances overall value perception. Features such as transparent pricing, detailed product information, buy-back and exchange schemes, and customised jewellery options further



strengthen customer satisfaction and loyalty. The brand regularly introduces new collections inspired by cultural heritage, regional designs, and contemporary fashion trends, keeping its product portfolio dynamic and relevant. Through consistent innovation, ethical sourcing, and a strong brand image, Tanishq jewellery products have established a distinct position in the organised jewellery retail sector in India, making them a preferred choice among quality-conscious consumers.

Consumer satisfaction refers to the degree to which a product or service meets or exceeds the expectations of consumers after purchase and usage. It is a critical indicator of business success, as satisfied consumers are more likely to exhibit repeat purchase behaviour, positive word-of-mouth, and long-term brand loyalty. In the context of branded products, consumer satisfaction is influenced by multiple factors such as product quality, price fairness, promotional effectiveness, service experience, and trust in the brand. A high level of satisfaction reflects alignment between consumer expectations and actual performance, whereas dissatisfaction arises when there is a gap between the two.

In the jewellery industry, consumer satisfaction assumes greater importance due to the high value, emotional attachment, and cultural significance associated with jewellery purchases. Consumers carefully evaluate aspects such as purity, design, craftsmanship, pricing transparency, and brand credibility before making purchase decisions. For a reputed brand like Tanishq, satisfaction is largely driven by assured quality, ethical practices, innovative designs, and effective communication strategies. Since jewellery purchases are often linked to life events such as weddings and festivals, satisfaction also depends on the overall buying experience, including showroom ambience, staff behaviour, and after-sales services.

Furthermore, consumer satisfaction is not uniform across all segments and may vary based on demographic factors such as age, occupation, income, and marital status. While some consumers prioritise product quality and brand trust, others may focus on price sensitivity, promotional offers, or investment value. Understanding these variations enables firms to design targeted marketing strategies that address diverse consumer needs. Overall, sustained consumer satisfaction plays a vital role in strengthening brand equity, enhancing competitive advantage, and ensuring long-term growth in the highly competitive organised jewellery retail market.

Review of Literature

1. **Gomathy & Yesoda Devi (2015)**, in the research paper titled “A Study on Consumers’ Awareness and Perception About Branded Jewellery”. The study concludes that branded jewellery is increasingly accepted, and Tanishq emerges as one of the most preferred brands due to trust, awareness, and positive perception. It highlights that branding improves confidence in quality/purity, while consumers also notice price variation between branded and non-branded jewellery, indicating that satisfaction is strongly tied to transparency, credibility, and the value consumers attach to branded assurance.
2. **Trivedi (2016)**, in the research paper titled “Consumer Preferences on Branded Jewellery in Rajkot – A Case Study”. This study emphasizes that consumer satisfaction and preference in branded jewellery are shaped by the overall buying process pre-purchase evaluation, purchase experience, and post-purchase feelings. It underlines that customers’ decisions depend on



multiple influences (demographic, social, and psychological), suggesting that marketers must align product designs, pricing perceptions, and buying experience to improve satisfaction and repeat buying.

3. **Sharma (2018)**, in the research paper titled “Understanding Customer Preferences for Branded Jewellery in India: A Vis a Vis study”. The paper finds a clear shift toward branded jewellery because customers increasingly prefer lightweight, fashionable designs and judge brands by trust and modern styling rather than only gold content. It suggests that jewellers can strengthen satisfaction by improving design innovation (product), transparent practices (trust), and customer-oriented marketing strategies (promotion/service) to retain consumers in a competitive market.
4. **Vasan (2018)**, in the research paper titled “Attitude of Customers towards Branded and Non-Branded Gold Jewellers – A Study”. The study indicates that customers form different attitudes toward branded vs. non-branded jewellers largely based on perceived reliability, buying confidence, and overall service experience. It implies that branded jewellers can improve satisfaction by strengthening assurance (purity/certification), customer handling, and consistent value delivery, while non-branded sellers must build trust mechanisms to compete effectively.
5. **Padhi & Ajagaonkar (2018)**, in the research paper titled “Comparative Study of Advertisements of Jewellery Brands and its Impact on Customers in Mumbai”. The research concludes that jewellery advertising significantly affects buying behaviour and brand recall, and consumers respond to multiple ad elements such as theme, design visuals, promotional schemes, celebrity influence, and media choice. It also shows strong recall for leading brands (including Tanishq), implying that promotion strategy and message design play a major role in shaping consumer preference and satisfaction in the branded jewellery segment.
6. **Dogra (2020)**, in the research project titled “A Study on Tanishq”. This project-style study supports the view that Tanishq’s brand-building is strongly linked to structured marketing decisions and market positioning. It broadly indicates that growth in branded jewellery depends on a combination of product range strategy, pricing accessibility (within brand limits), and brand-led promotions, suggesting that satisfaction rises when customers feel the brand offers dependable quality and modern choices aligned with evolving consumer expectations.
7. **Nagare & Mohod (2024)**, in the research paper titled “Study of Brand Awareness of Tanishq Jewellers in Pune City”. The study concludes that strong brand awareness is built through consistent marketing and positioning, which influences consumer buying decisions and loyalty. It indicates that Tanishq’s visibility through media and campaigns strengthens recognition, and as awareness increases, consumers show more confidence in purchase decisions implying that promotion and brand familiarity directly support satisfaction and repeat preference.
8. **Gupta & Saw (2024)**, in the research paper titled “Exploring the Effectiveness of Advertisements on Women’s Consumer Behaviour – A Special Reference to Tanishq Jewellery”. This paper concludes that advertisements meaningfully shape women consumers’ perceptions and purchasing decisions for Tanishq jewellery. It also points out that while ads reflect brand values for many respondents, there is scope to strengthen emotional connection and value communication showing that satisfaction is influenced not only by product quality but also by how effectively promotions communicate brand meaning, trust, and relatability.
9. **Chitradevi & Selvarani (2025)**, in the research paper titled “Consumer Perception and Purchase Intention Towards Branded Jewellery in India: The Mediating Role of Customer



Satisfaction”. The study concludes that consumer perception significantly drives purchase intention, and customer satisfaction partially mediates this relationship meaning perception improves intention largely by improving satisfaction first. It highlights practical drivers like perceived quality, brand image, trust, and service experience, which connect directly to marketing mix decisions (product quality, pricing fairness, promotion credibility, and service/process).

10. **Banurekha & Aksharasree (2025)**, in the research paper titled “An Overview of Consumer Satisfaction of Jewellery Sales Through the Impact of Social Media in Natraj Jewels”. The study concludes that social media engagement can increase satisfaction and repeat purchase intentions, as frequent interaction improves familiarity and positive evaluation. It also reports that demographic variables like income and occupation can significantly affect satisfaction, suggesting that jewellery brands can enhance satisfaction by tailoring digital promotions, offers, and personalized communication, which is highly relevant for the “Promotion” component of the marketing mix in branded jewellery.

Research Gap

A review of existing literature on consumer satisfaction in the branded jewellery sector reveals that while several studies have examined brand awareness, consumer perception, advertising effectiveness, and general buying behaviour, most of them adopt a descriptive or comparative approach and focus on either branded versus non-branded jewellery or on isolated elements such as promotion or trust. Very limited empirical research has comprehensively analysed consumer satisfaction specifically in relation to the integrated marketing mix (Product, Price, Promotion, and Place) for a single leading jewellery brand such as Tanishq. Additionally, prior studies largely overlook the use of non-parametric statistical techniques (such as mean rank analysis) to prioritise marketing mix elements influencing satisfaction, and they provide insufficient insights into how demographic variables (age, occupation, income, and marital status) moderate satisfaction levels. Hence, a clear research gap exists for a structured, brand-specific, and statistically driven study that evaluates consumer satisfaction through marketing mix strategies while integrating demographic perspectives, which the present study seeks to address.

Research Methodology

The present study adopts a descriptive and analytical research design to examine consumer satisfaction towards the marketing strategies of Tanishq jewellery. Primary data were collected from 80 respondents using a structured questionnaire designed on a Likert scale to measure satisfaction with key marketing mix elements such as product, price, and promotion, along with relevant demographic variables including age, occupation, income, and marital status. The respondents were selected using a convenience sampling technique, considering accessibility and willingness to participate. The collected data were analysed using appropriate statistical tools, including percentage analysis for demographic profiling, the Friedman test to identify specific reasons for consumer satisfaction towards marketing strategies, and ANOVA (F-test) to examine the association between satisfaction and demographic factors such as age and occupation. The results were interpreted at a 5 per cent level of significance, ensuring the validity and reliability of the findings.



Data Analysis

The Demographic Factor of the study is as follows:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Age Group	Up to 25 Years	15	18.8
		25 to 35 Years	30	37.5
		35 to 45 Years	22	27.5
		45 to 60 Years	9	11.3
		Above 60 Years	4	5.0
2	Occupation	Private Job	20	25.0
		Government Job	17	21.3
		Self-Employed	8	10.0
		Business	9	11.3
		Homemaker	26	32.5
3	Annual Income	5-10 Lakhs	21	26.3
		10-20 Lakhs	21	26.3
		20-30 Lakhs	20	25.0
		More than 30 Lakhs	18	22.5
4	Marital Status	Single	17	25.0
		Married	63	75.0
5	Total		80	100.00

The demographic profile of the respondents presents a diverse and balanced representation suitable for analysing consumer satisfaction. In terms of age, the majority of respondents belong to the 25



to 35 years group (30 respondents), followed by those aged 35 to 45 years (22 respondents), indicating strong participation from the economically active population. With respect to occupation, homemakers constitute the largest segment (26 respondents), followed by private job holders (20) and government employees (17), reflecting varied income stability and purchasing behaviour. The annual income distribution is fairly even across categories, with 5–10 lakhs and 10–20 lakhs groups each accounting for 21 respondents, followed closely by 20–30 lakhs (20 respondents) and above 30 lakhs (18 respondents), ensuring representation across middle- and high-income consumers. Regarding marital status, a substantial majority of respondents are married (63) compared to single (17), suggesting that purchase decisions are largely influenced by family needs, social occasions, and long-term value considerations. Overall, the demographic composition provides a comprehensive base for understanding variations in consumer satisfaction across different socio-economic groups.

Objective-1: To Study the satisfaction of consumers towards marketing strategies for Tanishq jewellery.

Null Hypothesis H₀₁: There is no specific reason of satisfaction of consumers towards marketing strategies for Tanishq jewellery.

Alternate Hypothesis H₁₁: There is a specific reason of satisfaction of consumers towards marketing strategies for Tanishq jewellery.

To study the above null hypothesis, Friedman Test is applied and results are as follows:

Test Statistics ^a	
N	80
Chi-Square	25.000
df	2
P-value	.000
a. Friedman Test	

Interpretation: Above results indicate that p-value is 0.000. it is less than 0.05, therefore Friedman test is rejected. Hence null hypothesis is rejected and alternate hypothesis is accepted.

Conclusion: There is a specific reason of satisfaction of consumers towards marketing strategies for Tanishq jewellery.

Findings: to understand the findings of the hypothesis, mean rank table is obtained and presented as follows:

Ranks	
	Mean Rank
Price	1.56
Product	2.31
Promotion	2.13

The findings derived from the mean rank analysis clearly explain the specific reasons behind consumer satisfaction towards the marketing strategies adopted by Tanishq jewellery. Among the



marketing mix elements, product emerged as the most influential factor, securing the highest priority with a mean rank of 2.31, indicating that consumers are highly satisfied with Tanishq’s product quality, design innovation, purity assurance, and craftsmanship. This is followed by promotion, which achieved a mean rank of 2.13, reflecting the effectiveness of Tanishq’s advertising campaigns, brand communication, and trust-oriented promotional strategies in influencing consumer perception. Price, with a mean rank of 1.56, occupies the lowest position, suggesting that while pricing is acceptable and transparent, it is not the primary driver of satisfaction compared to product excellence and promotional appeal. Overall, the results confirm that consumer satisfaction with Tanishq jewellery is predominantly product-driven, supported by strong promotional efforts, with price playing a comparatively secondary role.

Objective-2: To Study the association between satisfaction of marketing strategies and occupation of consumers.

Null Hypothesis H₀₂: There is no significant difference between satisfaction of marketing strategies and occupation of consumers.

Alternate Hypothesis H₁₂: There is a significant difference between satisfaction of marketing strategies and occupation of consumers.

To study the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2602.535	4	650.634	5.862	.000
Within Groups	8325.015	75	111.000		
Total	10927.550	79			

Interpretation: The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore, ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a significant difference between satisfaction of marketing strategies and occupation of consumers.

Findings: To test the above null hypothesis mean score of occupation is obtained and results are as follows.

Report			
Satisfaction			
3. Occupation of Respondents	Mean	N	Std. Deviation
Private Job	76.10	20	7.063



Government Job	60.94	17	18.250
Self-Employed	68.00	8	5.127
Business	72.89	9	5.925
Homemaker	74.15	26	7.958
Total	71.08	80	11.761

The mean score analysis of consumer satisfaction across different occupations reveals noticeable variations in satisfaction levels among respondents. Individuals engaged in private jobs reported a relatively high mean satisfaction score of 76.10, indicating strong positive perceptions, possibly due to stable income and brand-oriented purchasing preferences. Homemakers also exhibited a high satisfaction level with a mean score of 74.15, suggesting appreciation for product quality, trust, and value offered by the brand. Respondents involved in business activities recorded a mean score of 72.89, reflecting favourable satisfaction, likely influenced by their awareness of value, brand reputation, and resale or investment aspects. Self-employed respondents showed a moderate-to-high satisfaction level with a mean score of 68.00, indicating balanced perceptions shaped by income variability and cost consciousness. In contrast, government job holders reported the lowest mean score of 60.94, along with the highest standard deviation, implying comparatively lower satisfaction and greater diversity in opinions. Overall, the findings indicate that occupation significantly influences satisfaction levels, with private employees and homemakers showing higher satisfaction compared to other occupational groups.

Objective-3: To Study the association between satisfaction of marketing strategies and age of consumer.

Null Hypothesis H₀₃: There is no significant difference between satisfaction of marketing strategies and age of consumers.

Alternate Hypothesis H₁₃: There is a significant difference between satisfaction of marketing strategies and age of consumers.

To study the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	301.132	4	75.283	.531	.713
Within Groups	10626.418	75	141.686		
Total	10927.550	79			

Interpretation: The above results indicate that calculated p-value is 0.713. It is more than 0.05. Therefore, ANOVA and F-test is accepted. Hence Null hypothesis is accepted and Alternate hypothesis is rejected.

Conclusion: There is no significant difference between satisfaction of marketing strategies and age of consumers.



Findings: To test the above null hypothesis mean score of age is obtained and results are as follows.

Report			
Satisfaction			
1. Age of Respondents	Mean	N	Std. Deviation
Up to 25 Years	71.73	15	12.186
25 to 35 Years	72.67	30	12.411
35 to 45 Years	69.09	22	10.451
45 to 60 Years	68.00	9	11.045
Above 60 Years	74.50	4	16.442
Total	71.08	80	11.761

The mean score analysis of consumer satisfaction across different age groups indicates moderate variations in satisfaction levels among respondents. Consumers in the 25 to 35 years age group reported a relatively higher mean satisfaction score of 72.67, suggesting strong satisfaction driven by design preferences, brand trust, and promotional influence. This is closely followed by respondents above 60 years, who recorded the highest mean score of 74.50, indicating a high level of satisfaction, possibly due to long-term brand association, trust, and perceived value. The up to 25 years age group also showed a favourable satisfaction level with a mean score of 71.73, reflecting growing brand acceptance among younger consumers. Respondents in the 35 to 45 years and 45 to 60 years categories reported comparatively lower mean scores of 69.09 and 68.00 respectively, suggesting slightly reduced satisfaction, potentially influenced by higher expectations related to price, variety, or investment value. Overall, the findings reveal that consumer satisfaction with Tanishq jewellery varies across age groups, with younger adults and senior consumers demonstrating relatively higher satisfaction levels.

Conclusion

The study reveals that consumers exhibit a significant level of satisfaction with the marketing strategies adopted by Tanishq jewellery, with satisfaction being influenced by specific marketing mix elements and selected demographic factors. The Friedman test confirms that product quality emerges as the most dominant factor, followed by promotion, while price plays a comparatively lesser role in shaping satisfaction. Further, the ANOVA results indicate that occupation has a significant association with satisfaction, as private job holders and homemakers demonstrate higher satisfaction levels compared to other occupational groups, whereas age does not significantly influence satisfaction, despite minor variations across age categories. The demographic profile reflects a balanced representation of respondents across age, income, and occupation, strengthening the reliability of findings. Overall, the study concludes that Tanishq’s consumer satisfaction is primarily product-driven and promotion-supported, with occupation acting as an important differentiating factor, thereby validating the effectiveness of its marketing strategies in addressing diverse consumer segments.



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