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Perceived Value and Digital Confidence: A Quantitative Study of Online Gold Purchasing Trends with Special Reference to Chennai City

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Abstract

The transition of gold purchasing from traditional retail to online platforms has brought opportunities and challenges for consumers and businesses. This study examines consumer perceptions of online gold transactions, with a particular focus on trust, convenience, education, and market strategies. A descriptive research design using primary data from 333 respondents revealed that the majority of consumers value seller reputation, product purity, and transparent pricing as pivotal factors influencing their willingness to purchase gold online. Urban consumers and those with higher educational qualifications display greater confidence in online transactions. However, significant barriers, including delivery risks, security concerns, and authenticity issues, hinder the adoption of online gold purchases. The study underscores the need for robust trust-building measures, such as assurance certificates, effective marketing strategies, and secure payment systems, to enhance consumer confidence. By addressing these challenges, businesses can tap into the untapped potential of the online gold market.

Keywords: Online gold purchase, online payment, Design, purity, making and wastage cost, Preference, Payment method, Delivery

1. Introduction

The dynamics surrounding consumer purchasing behavior have experienced significant transformations in the digital epoch, particularly within markets that have historically relied on physical interactions and elevated perceived value. Within this context, the gold retail sector provides a distinctive perspective from which to analyze the confluence of digital evolution and cultural heritage. Traditionally linked with tangible assessment, ceremonial importance, and physical verification, gold has been predominantly acquired through in-person transactions, wherein consumers prioritize tactile confidence, purity authentication, and assurance of reputation. Nonetheless, the amalgamation of e-commerce platforms, digital financial infrastructures, and evolving consumer anticipations has instigated a paradigm shift—facilitating and promoting the acquisition of gold via online modalities. This transformation transcends mere technological advancement; it is fundamentally behavioral, propelled by convenience, enhanced accessibility, and the emergence of digital-native consumers who exhibit increasing ease in engaging with high-value transactions online (Gunasekare & Jayawardena, 2025) . However, this progression is not devoid of opposition. Concerns regarding trust, product authenticity, price transparency, and logistical reliability persist as pivotal factors contributing to consumer reluctance. In contrast to low-risk digital transactions, gold purchases necessitate enhanced assurance mechanisms—such as third-party certifications, secure payment systems, and comprehensive after-sales support—to alleviate perceived risks and bolster consumer confidence. This research aims to explore consumer perceptions and behavioral preparedness (Joseph, 2014) concerning online gold acquisition, concentrating on the psychological, demographic, and operational variables that affect digital purchasing intentions. Through the analysis of preferences, expectations, and obstacles within a varied consumer demographic, the study enhances understanding of how digital platforms must be customized to align with the emotional and functional requirements of the online gold marketplace. The outcomes are intended to assist marketers, platform developers, and retailers in designing more credible, transparent, and consumer-oriented online gold shopping experiences. This transformation in consumer behavior aligns with overarching trends in the digital retail paradigm, wherein even products of significant involvement and cultural symbolism are being reconceptualized through

the frameworks of platform trust, algorithmic personalization, and omni-channel marketing methodologies. The Indian gold market, which has been traditionally dictated by familial customs and local jewellers, is currently subject to the influences of national e-commerce entities, financial technology integrations, and digitally facilitated certification processes. However, this transition is marked by disparities—while urban, digitally literate demographics (Pyae & Nuangjamnong, 2023) demonstrate a greater propensity to engage in online transactions, semi-urban and rural consumers exhibit a degree of reticence, often attributable to inconsistent digital infrastructure and entrenched perceptions of trust . (Yoganandham, Govindaraj, & Kumaran, 2020). As the process of gold acquisition evolves into an increasingly hybrid model—encompassing both emotional and utilitarian dimensions—this research contributes to the marketing literature by analyzing the behavioral determinants and barriers associated with online gold purchasing. Furthermore, it provides strategic recommendations for retailers seeking to establish credibility, harness technological advancements (Bakirlioglu, Cakiroglu, Tuncer, & Cebeci, 2022). , and address a diverse yet swiftly transforming consumer demographic.

2. Review of literature

In recent years, the purchase of gold—a commodity long associated with tradition, trust, and tactile evaluation—has taken a digital turn. As e-commerce platforms continue to redefine consumer expectations, even high-value, culturally significant products like gold jewelry are now being considered for online purchase (Kurien, Kshatriya, & Bardia, 2021). Yet, consumers don't approach online gold buying the way they do with other products; their decisions are driven by a delicate balance of value perception, transactional trust, and emotional security.At the heart of this transformation lies perceived value. Consumers evaluate not just the gold itself, but what surrounds it: the design, the brand's reputation, the purity certifications (such as 22K or 24K), and perhaps most critically, the resale value (Chen & Dubinsky, 2003; Zeithaml, 1988). In this regard, making charges, wastage costs, and transparent pricing structures play an outsized role in shaping consumer trust (Sweeney & Soutar, 2001). While established players in the market are often trusted to deliver on these expectations, emerging platforms still face a credibility gap (Sharma, Soni, Sharma, & Gautam, 2024.Srivastava, 2021). But value is not just what's perceived before purchase—it's also about what happens after the order is placed. In the case of gold, delivery service becomes a litmus test for trust. Consumers demand secure packaging, identity verification at delivery, and fair return policies as non-negotiables (Kannan & Kulkarni, 2020, Chaisuriyathavikun & Punnakitikashem, 2016). These features turn a digital interaction into something more reassuringly physical. And while timely delivery is appreciated by most, it becomes a point of concern in rural or semi-urban areas, where logistics can falter and trust may waver (Gupta et al., 2022; Huang et al., 2019). Then comes the issue of price transparency, which in this category is more than just a nice-to-have—it's a requirement. Platforms that offer detailed breakdowns of pricing, taxes, and additional charges perform better in terms of consumer confidence (Panigrahi et al., 2023). On the payment side, the desire for secure gateways, escrow services, and even partial or delayed payments reflects the consumer's need for control and assurance in high-stakes transactions (Liu et al., 2020). Yet, innovations like buy-now-pay-later remain under-researched in the context of luxury or precious goods (Sunil, 2020).Consumer perception is further molded by the experience of the interface—how easily one can navigate the website, customize a design, or understand product specifications. Brand image, certification of purity, and the availability of customization elevate the shopping experience (Chiu et al., 2014). However, these benefits often collide with long-standing barriers, including the lack of tactile interaction, risk of counterfeit products, and a lingering skepticism toward online jewelry (Kim et al., 2018; Sharma & Kaur, 2020, Kakkar & Chitrao, 2021).Demographics, too, shape these perceptions. Younger, digitally literate consumers are more open to online gold purchases, driven by convenience and comfort with technology. In contrast, older or more traditional consumers remain tethered to in-store experiences where touch, trust, and tradition play a greater role (Ranjan & Singh, 2021; Bhatnagar & Ghose, 2004). While income and education affect preferences, the cultural context—often overlooked—may hold even deeper explanatory power.Finally, purchase intention in this space is not formed in isolation. It stems from a web of influences: platform reputation, website usability, transparent pricing, and even seasonal or occasion-driven motives such as weddings and festivals (Kumar et al., 2019) (Rai & Gopal, 2017). The Theory of Planned Behavior (Ajzen, 1991) reminds us that attitudes, subjective norms, and perceived control all matter. In newer studies, corporate social responsibility (CSR) and ethical sourcing are emerging as meaningful contributors to trust and long-term loyalty (Das et al., 2023, Moraes, Carrigan, Bosangit, Ferreira, & McGrath, 2017) hinting at a shift in what consumers value beyond the product itself.Together, these threads form a complex picture of a consumer who is increasingly open but cautiously optimistic about buying gold online. While the infrastructure and experience of digital platforms continue to evolve, the deeper work lies in building a consistent narrative of trust—one

that honors both the emotional legacy of gold and the convenience of e-commerce. In particular, the study seeks to:identify and analyze the key factors influencing consumer preference for online gold purchases, with a focus on perceived value, price transparency, brand reputation, and delivery assurance.

Examine the association between demographic characteristics—including age, gender, income level, education, and residential location—and consumers' readiness to engage in digital gold transactions.

Uncover the perceived barriers and psychological resistances that inhibit consumers from purchasing gold online, such as trust deficits, product authenticity concerns, and perceived risks in payment and delivery processes. To achieve these objectives, a descriptive and empirical research design was adopted, anchored in a structured, survey-based approach. The study collected primary data from 333 respondents across Chennai, leveraging a convenience sampling technique that is well-established in consumer behavior research Krishnan & Nandhini, 2017) for its pragmatic applicability in urban field settings.

3. Research Methodology

This study adopts a descriptive, quantitative research approach to investigate customer perceptions of online gold purchasing. The research targeted gold buyers in Chennai city, collecting data via a structured questionnaire. Due to the absence of a defined population frame, convenience sampling was utilized, a method favored in consumer behavior research for its practicality and adaptability in field settings (Malhotra & Dash, 2016; Bryman & Bell, 2015).A sample of 333 respondents was surveyed from December 23, 2024, to February 18, 2025. Data collection occurred at jewellery outlets, including major branded stores like Tanishq, GRT, Malabar Gold, Joy Alukkas, Saravana Stores Elite, Alankar, and Sree Devi Jewellers, as well as local goldsmith shops, with respondents approached post-visit or purchase. The sample was distributed across North, South, East, and West Chennai, covering areas such as T. Nagar, Velachery, Tambaram, Anna Nagar, Vadapalani, and Sowcarpet to ensure balanced regional representation. Detailed sample distribution is provided in the annexed document. The sample deliberately included a higher proportion of female customers and corporate working professionals, as these groups exhibit greater inclination toward online shopping and digital engagement, aligning with the study's objectives (Korgaonkar & Wolin, 1999; Hasan, 2010).

A pilot study involving 35 customers was conducted before the main data collection. Feedback from the pilot, combined with results from Exploratory Factor Analysis (EFA), informed revisions to the questionnaire to enhance construct clarity and content validity. The final questionnaire comprised demographic items and 5-point Likert-scale questions measuring perceptions related to product trust, price transparency, convenience, and delivery satisfaction.Data analysis was performed using IBM SPSS. Descriptive statistics summarized respondent profiles and trends, while EFA identified key constructs of online gold buying perceptions. Cronbach's Alpha was used to verify the internal consistency of scale items. Chi-square tests examined associations between demographic factors and perceptions, and multiple regression analysis determined significant predictors of customer readiness to purchase gold online.

Table 1:Sample distribution of jewelry outlets in Chennai

Segment	Areas	No. of Customers Surveyed
North Chennai	Tondiarpet	9
	Perambur	17
	Royapuram	4
	Sowcarpet (added)	23
Total (North)		53
South Chennai	T. Nagar	20
	Velachery	22

	Tambaram	20
	Adyar	20
Total (South)		82
East Chennai	Mylapore	21
	Santhome	20
	Thiruvanmiyur	22
	Mandaveli	20
Total (East)		83
West Chennai	Anna Nagar	20
	Vadapalani	23
	Ashok Nagar	20
	K.K. Nagar	20
Total (West)		83
Grand Total		333

3.1 Factors Influencing Consumer Attitudes towards Online Gold Purchases

In the preliminary phase of the research, a meticulously structured questionnaire encompassing 26 pertinent items concerning consumers' perceptions of acquiring gold through online platforms was formulated. In order to enhance the instrument and discern the fundamental constructs, Exploratory Factor Analysis (EFA) was utilized. EFA represents a statistical methodology employed to reveal the latent configuration of a relatively extensive array of variables. This technique facilitates data reduction by categorizing interrelated items into distinct factors, consequently streamlining the measurement of constructs while preserving a significant amount of information.

Table 2: Bartett's Test of Spericity for conducting Factor Analysis

Kaiser-Meyser-Olkin Measure of Sampling Adequacy		.945
Bartett's Test of Sphericity	Approx Chi-Square	2794.304
	Df	184
	Sig	.001

Bartlett's Test of Sphericity evaluates whether the correlation matrix of your variables is significantly different from an identity matrix. An identity matrix indicates that variables are uncorrelated, rendering factor analysis inappropriate. A significant result ($p < 0.05$) suggests that correlations among variables are sufficient for factor analysis. In your study, the test yielded a Chi-Square value of 2794.304 with 184 degrees of freedom and a significance level of $p = 0.001$, indicating that the data is suitable for factor analysis

Table 3: Factors driving customer preferences in online gold jewelry purchases

Factors	Item Description	Factor Loading	Eigen Value	% of Variance	Cumulative %

Perceived Value	I value design of gold jewellery the most during online purchase	0.870	3.217	31.856	28.126
	I Prefer to buy gold from reputed E-commerce sites like Amazon,FlipKart,etc	0.561			
	I Prioritize the wastage and making cost of the gold	0.802			
	I give importance to the Purity of the gold (Karat 22k/24k)	0.807			
	I Prefer to buy gold in online from reputed Brand/Seller of Gold	0.796			
	I value the details regarding resale value of the gold purchased through online	0.623			
Delivery Services	I Prefer Strong return policy if the delivered jewellery is not meeting to my expectation	0.874	1.488	16.681	47.357
	I will only accept the delivery if the goods are delivered within a week	0.610			
	I feel more comfortable when delivery personnel verify my identity upon delivery	0.696			
	I expect proper and secure packaging when gold jewellery is delivered	0.611			
Price Transparency	I trust gold sellers who allow partial payment in advance and balance on delivery		1.612	14.951	61.195
	I prefer websites that clearly break down price, taxes, making charges, and delivery fees before payment	0.812			
	I expect instant confirmation and invoice after making an online gold purchase.	0.669			
	I feel more secure when payment is made through an escrow or secure gateway	0.494			

Interpretation

This study examines customers' perceptions of buying gold online, focusing on three key independent variables—perceived value, price transparency, and delivery service—and their influence on purchase intention. Using Explanatory Factor Analysis (EFA), Garrett Ranking, and Linear Regression, the study offers statistical and conceptual insights into consumer behavior.EFA revealed three major factors explaining 61.19% of the total variance. Based on eigenvalues

above 1, these factors were deemed significant. The first, Perceived Value (eigenvalue = 3.217), accounted for 31.85% of the variance and included elements like design, purity, brand reputation, making charges, and resale value. The second, Delivery Assurance (eigenvalue = 1.488), explained 16.68% and involved return policies, timely delivery, and secure packaging. The third, Secure and Transparent Payment (eigenvalue = 1.612), contributed 14.95%, with items related to secure payments, cost breakdowns, and invoicing.These findings confirm the relevance of each factor in shaping customer perception. Bauer et al. (2006) emphasize the role of delivery assurance in online trust, while Pavlou (2003) and Gefen et al. (2003) highlight the importance of secure payment systems. High factor loadings, such as 0.870

for design under Perceived Value, affirm the reliability of these items. The 61.195% explained variance is acceptable in social science research, validating the three-factor structure.

4. Data Description and Analysis

The demographic characteristics of the respondents provide essential revelations regarding the dynamics of consumer behavior in relation to online gold acquisitions. With a predominant proportion of respondents identifying as female (57%) and the majority situated within the 26–35 age cohort (37%), this indicates that young and middle-aged women constitute pivotal participants in the online gold marketplace. analyses have substantiated that both gender and age.

Table 4: Demographic profile of the respondents

Demographic variables		**No. of Respondents**	**Percentage total**
Gender	Male	143	43
	Female	190	57
Age	18-25	73	22
	26-35	125	37
	36-45	83	25
	46-55	52	16
Education Qualification	SSLC	32	10
	HSC	85	25
	UG	186	56
	PG	30	9
Annual Income	100000-200000	24	7
	200001-300000	27	8
	300001-400000	214	64
	400001-500000	53	16
	Above 500000	15	5
	Rural	77	23

Residential Area	Urban	59	18
	Semi-urban	197	59
Occupation	Professional	7	2
	Entrepreneur	12	4
	Corporate Employee	170	51
	Homemaker	95	29
	Retired	4	1
	Student	45	13

Inference

This finding is important, as the earlier chi-square test shows a significant impact on payment preferences and transaction willingness. A large portion of respondents (56%) hold undergraduate degrees, indicating an informed consumer group that understands the risks and benefits of online payments. Most respondents (64%) are middle-income earners (₹300001–₹400000), suggesting they are price-sensitive and seek value—aligning with key factors like purity, transparency, and payment security identified in the EFA.Additionally, 59% of the sample comes from semi-urban areas, highlighting the growing use of online platforms for gold purchases beyond major cities. The data also show that 51% are corporate employees and 29% are homemakers, indicating that both earning individuals and household decision-makers influence buying behavior. These demographic insights help explain consumer preferences and stress the need for platforms to focus on secure payments, strong branding, and customer education tailored to these groups.

4.2 Customer Perception and Expectations in Online Gold Jewellery Shopping

The Garrett Ranking Technique is employed in this study to systematically understand the relative importance of different factors influencing customers' perceptions and expectations in the context of online gold purchasing. Unlike simple frequency or percentage analysis, Garrett Ranking provides a weighted score-based ranking, offering deeper insight into the degree of preference rather than just occurrence. This helps in identifying which factors customers value the most, thereby enabling businesses and researchers to focus efforts on the most impactful areas.

Table 5 Customer Perception and Expectations in Online Gold Jewellery Shopping

S.NO	Factors	X	81	69	62	56	50	44	38	31	19	450	Garrett Mean Score	Mean Rank
1	**Ease of Online Purchase**	F	120	112	56	21	12	4	5	1	2	333	69.5	5
		Fx	9720	7728	3472	1176	600	176	190	31	38	23131		
2	**Brand Reputation**	F	42	114	110	39	12	8	4	3	1	333	97.2	1
		Fx	5832	10971	9548	3192	1100	1056	418	217	19	32353		
3	**Gold Purity and Certificati**	F	167	29	18	28	26	14	10	15	26	333	93.2	2
		Fx	17091	3174	2108	2688	2050	1232	836	1023	836	31038		

	on													
4	**Payment Security**	F	14	33	75	102	47	20	16	15	11	333	83.5	3
		Fx	1944	3795	6448	8568	3750	1232	950	744	361	27792		
5	**Return and Exchange Policy**	F	9	21	25	50	101	131	94	45	31	333	68.8	6
		Fx	729	1449	1550	2800	5050	5764	3572	1395	589	22898		
6	**Delivery Speed**	F	8	17	27	45	61	26	38	45	66	333	65.4	7
		Fx	1053	1794	2294	3752	4550	1980	2242	2356	1767	21788		
7	**Ease of Online Purchase**	F	5	14	18	23	47	56	44	63	63	333	64.3	8
		Fx	648	1932	1922	3136	3550	3432	2736	2511	1558	21425		
8	**Discounts and Offers**	F	3	5	10	42	34	84	77	54	24	333	61.0	9
		Fx	324	483	1178	1736	3000	5280	4294	2883	1140	20318		
9	**Resale Value of Gold**	F	3	6	5	4	17	28	59	94	117	333	49.0	11
		Fx	243	759	682	504	1150	1804	3572	4309	3287	16310		
10	**Price Competitiveness**	F	30	65	53	81	47	20	16	10	11	333	57.3	10
		Fx	2430	4485	3286	4536	2350	880	608	310	209	19094		
11	**Availability of Customization**	F	130	110	55	14	11	6	3	2	2	333	70.0	4
		Fx	10530	7590	3410	784	550	264	114	62	38	23304		

Inference

The Garrett Ranking Technique was employed to prioritize the factors influencing online gold purchase decisions from a customer-centric perspective. The results revealed that Brand Reputation ranked highest (mean score = 97.2), followed closely by Gold Purity and Certification (93.2) and Payment Security (83.5). These findings confirm that trust in the source of the gold and the authenticity of the product outweighs logistical aspects like delivery speed or promotional offers. Interestingly, Customization was also rated highly (mean score = 70.0), indicating an emerging customer preference for personalized gold jewelry options even in the online space. This is consistent with the work of Kim and Forsythe (2008), who noted that online customers are increasingly valuing individualized product features in the luxury goods market.

4.3 **Association between demographic profile of respondents and their preference for the online gold purchase**

. The Chi-Square Test of Independence was used to examine the relationship between respondents' demographic profiles and their preferences and behaviors related to online gold purchasing

Table 6: Association between demographic profile of respondents and their preference for the online gold purchase

Demographic Factors	**Factor**					**Asymp. Sig.**
	Preferred mode for buying gold online					
Age	Cr/Dr Card	UPI	Mobile Wallets	Bank Transfers	COD	
18-25	2	17	1	4	49	
26-35	2	26	4	7	86	.398
36-45	0	15	0	3	65	
46-55	0	13	0	0	39	
Gender	Cr/Dr Card	UPI	Mobile Wallets	Bank Transfers	COD	
Male	4	40	5	11	83	.000
Female	0	31	0	3	156	
Annual Income	Cr/Dr Card	UPI	Mobile Wallets	Bank Transfers	COD	
100000-200000	1	9	1	2	11	
200001-300000	1	7	4	4	11	
300001-400000	0	39	0	8	167	
400001-500000	1	9	0	0	43	
Above 500000	1	7	0	0	7	.000
	The Expectation from online gold seller					
Annual Income	Trust	Security concern	Product Authenticity	Complex return policy	Delivery risk	
100000-200000	2	8	2	3	9	
200001-300000	3	7	4	5	8	
300001-400000	119	12	49	4	30	
400001-500000	36	3	9	0	5	
Above 500000	6	5	1	0	3	.000
	Barriers faced by the respondents for purchasing gold online					
Annual Income	Transparency	Security	Timely S&D	Post Purchase		
100000-200000	1	7	14	2		
200001-300000	1	6	15	5		
300001-400000	10	19	181	4		

400001-500000	6	8	38	1	.000
Above 500000	0	5	10	0	
100000-200000	1	7	14	2	
	Overall readiness for purchasing gold online				
Age	D	N	A	SA	.000
18-25	7	0	63	3	
26-35	11	2	112	0	
36-45	29	0	54	0	
46-55	14	1	37	0	

Inference

The results show that age does not affect preferred payment method (p = 0.398), meaning people of all ages use similar digital payments like cards, UPI, and wallets. But gender and income do affect payment choices (p = 0.000 for both). Men use a mix of options, while women prefer safer methods like UPI and Cash on Delivery (COD). Higher-income people choose cards and bank transfers, while lower-income groups prefer COD and UPI due to trust and access.Income also affects what customers expect, what worries them, and how ready they are to buy gold online (p = 0.000). High earners care more about product quality, safe delivery, and trusted brands. Lower-income buyers worry more about safety, returns, and support after buying. Younger customers (18–35) are more willing and confident to buy gold online than older ones.

These results show that online gold sellers should adjust their platforms to meet the needs of different groups. Building trust, offering flexible payment options, and clear information can help increase sales. Overall, gender, income, and age strongly affect customer choices, so strategies should be tailored for each group.

4.4 Barriers to buy gold jewellery from online

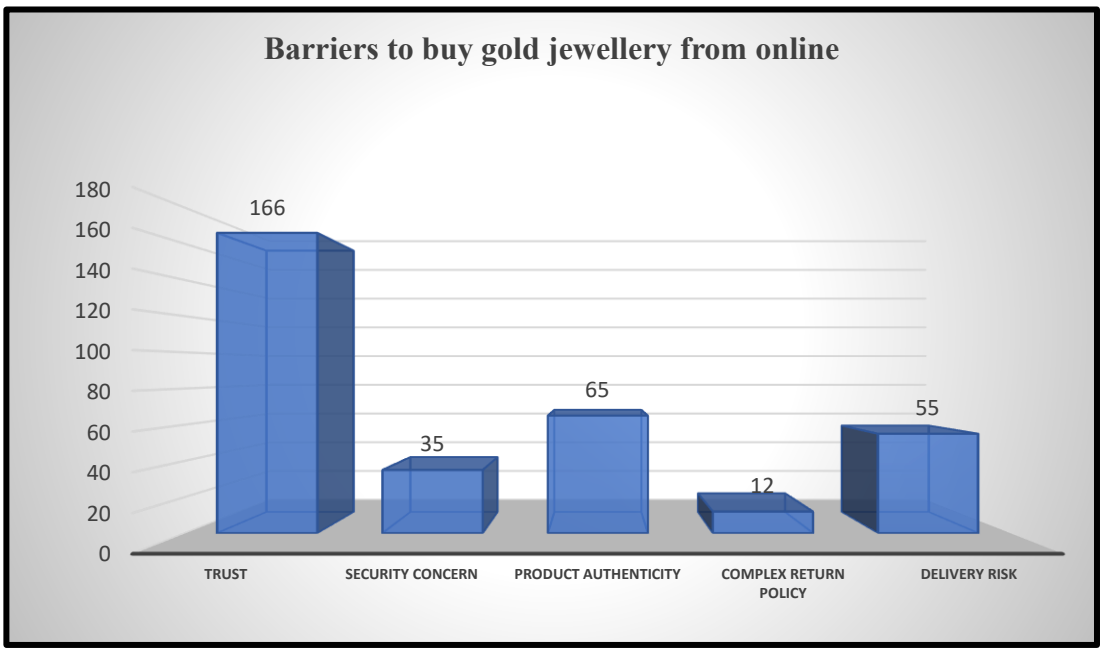

Fig 1. Barriers to buy gold jewellery from online

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Inference

The data reveals that trust issues (166) are the primary barrier preventing consumers from purchasing gold online, indicating that a lack of confidence in online platforms is a significant concern. Following trust, concerns about product authenticity (65) are the next most prominent obstacle, with consumers wary of the legitimacy of the gold they purchase. Delivery risks (55) also pose a challenge, as customers fear delays or mishandling of their orders. Although less significant, security concerns (35) and a complex return policy (12) are still notable factors that influence consumer hesitation. To encourage online gold purchases, it is crucial for retailers to focus on building trust through secure platforms, offering guarantees of authenticity, and ensuring reliable delivery services. Addressing these concerns can help improve consumer confidence and increase the adoption of online gold buying.

4.5 Factors influence Purchase Intention of Online Gold Purchase

The primary purpose of using regression in this research is to quantify and rank the strength of influence of the predictors, offering insight into which factors play the most significant role in shaping customer behavior in the context of online gold purchasing. This study aims to examine the predictive relationship between the identified independent variables—Perceived Value, Price Transparency, and Delivery Service—and the dependent variable, which is Purchase Intention towards buying gold online. This method is appropriate as it helps determine the extent to which each independent variable influences the outcome variable, while controlling for the effects of the ot

Table 6: Relationship Between Purchase Intentio n in Online Gold Buying and Key Perceptual Factors

Factors	**Constant**		**Coefficientt**		**T tvalue**		**Eqaution**		
Model	**R**		**R^2**	0.637	**Adj R^2**	0.713	**Std error**	**Sig f changes**	**ANOVA Sig**
Perceived Value	0.81	2.149	0.647	0.528	0.659	0.395	0.176	**Y=2.149+0.637X1**	**0.000** **0.528X2** +
Price								**0.254X3**	
Delivery Service				0.254		0.214			

Inference

In this present study Linear Regression Analysis showed that the model is statistically significant (ANOVA Sig. = 0.000), with an R^2 value of 0.647. This indicates that approximately 65% of the variance in purchase intention is explained by the independent variables. The regression coefficients were strongest for Perceived Value ($\beta = 0.637$), followed by Price Transparency ($\beta = 0.528$), and Delivery Service ($\beta = 0.254$). These results clearly show that customers' intentions to purchase gold online are primarily driven by their perceptions of value, the clarity of pricing, and to a slightly lesser extent, the delivery experience. Cyr (2008) supports this view by stating that information quality and secure transaction features enhance online customer trust and influence their behavioral intentions.

Conclusion:

The survey highlights a growing interest in online gold purchases among younger and mid-income consumers, particularly in semi-urban areas. However, the market faces substantial challenges, including trust issues, concerns about authenticity, and delivery risks. Addressing these barriers through transparent business practices, secure platforms, and efficient delivery systems is critical for expanding the market.

Furthermore, affordability, gold purity, and brand reputation play crucial roles in influencing consumer decisions. Marketing strategies that emphasize these factors while leveraging user-friendly platforms, such as dedicated apps, can enhance consumer confidence and drive online gold sales.

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