**Abstract**

The gold market in India is predominantly a market for buying and selling physical gold and gold in the form of ornaments. Gold in India serves many functions and wearing it, has several implications. It is considered as a status symbol. India is considered to be the fastest growing market in the world for gold jewellery. It is valued in India as a savings and investment vehicle and is the second preferred investment option after deposits and mutual funds. Hence, this study deals with the purchase behaviour of jewellery buyers in Coimbatore city. The results of the study reveal that, consumers have purchased gold jewellery for the purpose of investment. Design has been considered as an important factor influencing the consumers purchase decision followed by purity.