**Abstract**

Jewellers meet different types of consumers’ every day and they try to analyze the consumers’ expectations and satisfaction level while they visit to their showrooms. A study has been done to find out the jewellers opinion about gold jewellery consumers. It is found that consumers ask for BIS hallmark jewellery and design has been the high influencing factor to purchase gold jewellery. Jewelers have stated that, consumers do not come with any problem in gold jewellery