



**CONSUMERS' PREFERENCES IN BUYING  
ZHULIAN PRODUCT COMPARED TO PURE GOLD**

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## **ABSTRACT**

All women who want to be groomed should aim to have one set of fine quality estate type gold jewellery of necklace or torque, and matching earrings, perhaps bracelet or bangle and similar set in either silver, white gold or platinum. But to have one set of it, you may spend a lot of money or more than you expect.

Gold plated jewellery is one of the jewellery fashion or the trend for the 21<sup>st</sup> century beside the pure gold jewellery. Seem the function of both plated gold and the pure gold is the same, that is as an embellishment to people, especially to all women. That why, ZHULIAN Marketing come out with their core product which is plated gold jewellery. And since established 1989, the company draw upon long history of association with the jewellery industry from creating fully handcrafted jewellery pieces to modern contemporary design with their high technology.

ZHULIAN costume jewellery is plated with 24K gold. But do you understand what is 24K gold and why they do so? It because, 24K content 99.9% of pure gold and has the standard gold colour which is the most fashionable and charming in quality. Beside their temporary design, they make it attractively with a variety of Cubic Zirconia, Synthetic stone and etc.

Excitingly new and innovative design, ZHULIAN offer affordable price, together with factor such as product quality, variety of choice, cater every age group and excellent customer support account to the customers. For the other reason, people switch their buying pattern from pure gold to plated jewellery because of the price of the pure gold which is not stabilize like the plated one. Beside that, the customer will not facing any problem with their investment in gold, like before.

## **1. INTRODUCTION**

Throughout history, women everywhere and at all times embellished themselves in order to appear beautiful. It is concomitant with their nature. It is for this reason that the rubric of "You can tell a beautiful woman by her head, a rich man by his table, and a good horse by its teeth" has taken its place among Turkish proverbs. Apparel as well as sundry jewellery placed on women's necks, breasts, waists, and wrists have completed this beauty of the head.

A golden tradition, a golden beginning more than anything else, ZHULIAN JEWELLERY MANUFACTURING SDN BHD has continued to flourish as a premier jewellery manufacturer because of its treasured tradition for excellent designs and intimate understanding of customer preferences nurtured through the many years of serving its global client.

Established since 1989, the company draws upon a long history of association with the jewellery industry, from creating fully handcrafted jewellery pieces to modern contemporary designs that bear the proud traditions of a manufacturer par excellence. ZHULIAN philosophy for success remains the pursuit for excellence in all areas of their activity especially in the products that they produce for ultimately customer satisfaction is the best measure of their success.

Excitingly new and innovative jewellery designs are introduced to clients each month of the year at exceptionally affordable prices, which together with factors such as superior product quality, outstanding design and excellent customer support account for their leading position as a premier jewellery manufacture of choice.