

Data-Driven Emotion Mapping for Customer Relationship Management in Traditional Gold Jewellery Markets

Shalin Maria Joseph

Research Scholar, Department of Commerce and Management, Garden City University, Bangalore, India

Selvadass M

Assistant Professor, Department of Commerce and Management, Garden City University, Bangalore, India

Abstract:

Customer relationship management in culturally integrated markets is powered by data driven understanding of the sentimental aspects that influence consumer decisions. In South India, traditional gold jewellery is considered as both a financial asset and a symbol of communal identity, social standing, and heritage, making it a suitable context for sentiment-led analysis. The study examines how sentimental patterns evolve across different stages of customer journey. The major goal is to identify the dominant emotions during pre-purchase, purchase, post purchase, and future stages, which cannot be analysed using common quantitative analyses.

This study analyses differences in sentiments and decision making intentions in various life stages and working status of women. Textual responses from five South Indian states make the qualitative data for this study. Plutchik's wheel of emotions was used to define emotional categories for the development and utilisation of an AI-assisted rule-guided system. Only a pre-defined pattern detection was facilitated by the analytical tool. Contextual accuracy was ensured by manual confirmation. The findings show emotional variations, impacting early stages and future implications, with the most effect on post purchase assessments. Different expectations and standards are highlighted by stage-wise variations that also show different levels of sentiments from unmarried women, brides, married women, mothers, and grandmothers. The study helps to shape CRM strategy by showing how emotion or sentiment based analysis can enhance relationship management across a number of customer categories. This approach can be adaptable to diverse organisational and cultural settings.

Keywords:

Data-driven CRM, Customer Relationship Management, Sentiment Analysis, purchase process, Qualitative Analysis, cultural market.