



An Investigation on Marketing and Opportunities for Thai Jewellery  
Manufacturers in the United Kingdom

by

Ms. Sirirat Arayasuk

A Final Report of the Three-Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
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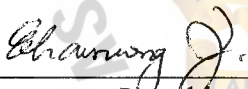
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The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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## **ABSTRACT**

This study conducted on the UK jewellery market and the opportunities for Thai jewellery manufacturers to exploit the benefit or opportunity on the UK jewellery market. And also examined the consumers' perspective on the UK jewellery market to gain the insight understanding on jewellery market in the UK in term of consumer's age, gender, and income in relation to the jewellery style and trend.

The data collected from this study has been done by mixed methodology which is questionnaires and depth interview. The method that has been used to carry out the research is depth interview, the method of operating the research is questionnaire. Data collected for this research were collected from a sample of 90 UK jewellery consumers. The survey employed the short-form of jewellery style and trend questionnaire, the demographic data questionnaire and open-ended questionnaire (depth interview).

The relationship among the personal characteristics such as age and gender and UK consumer jewellery preference was analysed by using cross tabulation to represent the relationship between UK consumer jewellery preference and personal characteristics. The open-ended questions were used to conduct depth interview on the jewellery retailers both in the UK and Thailand.

The study concluded that the jewellery style in UK is going toward simple style and what Thai jewellery manufacturer needs to do is to adapt the jewellery style in the UK consumers' acceptable way. But still there is the opportunity in the traditional jewellery style by exploiting the opportunity on the basis of cost focus as competitive advantage. Constantly updating information regarding fashion and trend influences is significant.

## ACKNOWLEDGEMENTS

Personal achievement is usually the result of the combined efforts. The completion of this dissertation is no exception. This achievement has been possible because of the writer's supervisor, and family who encouraged, supported, and inspired me throughout the period of working on this project.

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## **I. INTRODUCTION**

### **1.1 Overview**

This project is designed to provide the overview of jewellery business in UK. Nowadays, it is one of the most outstanding business sectors. According to Keynote Jewellery & Watches Market (2002) asserts that the UK jewellery and watches market was worth £2.96 billion in 2000 and the sales have been on an upward trend since the mid – 1990s as consumer spending in the economy has continued to rise. My project will be useful to the jewellery enterprises in developing their marketing strategies for the future use. Moreover, the research will conclude with a set of recommendation aimed at improving the marketing strategies to jewellery enterprises.

The aim of this project is to investigate the jewellery market in the UK and the opportunities of Thai jewellery manufacturers in exploiting the UK jewellery market. The study has provided the possible potential marketing strategies to the jewellery market in the UK and the opportunity for Thai jewellery manufacturers in exploiting the UK jewellery market, the research has studied the characteristics and jewellery styles and trends of UK consumers and jewellery retailers together with determining the characteristics and perception of consumers according to different ages and genders towards this issue and focus on jewellery retailers in the UK. As customers are searching for reliable jewellers who could design and organize the production stages of the business responsibly. To achieve this, we must understand customers' ideas precisely, and translate them into quality products. This requires close and frequent communication. This project is essential because it will be useful to Thai jewellery manufacturers to recognise the UK consumers' preference in terms of jewellery style



and trend, accompanied by developing their potential marketing strategy to exploit the opportunity in the UK jewellery market.

At the same time, it is beneficial for the UK jewellery retailers to know what UK consumers currently think about jewellery in the UK

## **1.2 Objectives**

- (1) To develop, establish, implement and apply the effective strategies for future use.
- (2) To attain the understanding on jewellery industry.
- (3) To analyze Thai jewellery manufacturer's opportunities in exploiting the UK jewellery market.
- (4) To conclude the finding of the research and make effective potential recommendation to jewellery enterprises.
- (5) To gain the views and perspectives of consumers on jewellery products to develop effective marketing strategies and support sale performance.

## **1.3 Scope**

The scope of this project is to investigate the marketing strategies within jewellery enterprises together by developing, establishing and applying the potential strategies for this sector in numerous ways.

## II. LITERATURE REVIEW

In this part, I will introduce the reader to the literature I used for my project. I have divided into three parts. In the first part, the history of jewellery has been reviewed for a better understanding of the reader. In the second part, the several definitions and statements of different authors for jewellery market have been reviewed from the appropriate literature that I have found in order to support the reader an advanced understanding of the ideas of 'jewellery market'. And the second part, I have provided several definition and statement of authors about the idea of 'marketing strategy' to enhance the reader understanding on the concept of marketing strategy

### 2.1 Jewellery History

Jewellery is not only a thing of beauty; it has an insight magical, profound religious and is of social significance, which has become an important part of dressing and plays a significant role in people lives. The history of jewellery provided the development and evolution of shapes and fashions throughout the ages.

#### (a) Renaissance Period

The role of jewellery has become more clearly defined in this period. At this time plentiful supplies of gold and gems and technical improvements set the scene for the birth of a true art form, that of the jeweller. Portraits of rulers, nobles and heroes show them literally covered with precious metals and gems. Stiff and rigid in an obsolete carapace of stones and metal, their fingers paralyzed by several dozen rings, their necks weighted by thick chains, their bodies hidden under thick stuffs further loaded with scattered gems and pearls (Lanllier & Pini 1983). Apart from that, the significance of jewellery is still reflected in the hierarchy of metals, bronze honouring the

glorious start of a career to be crowned first with silver and ultimately with gold.

(b) 17<sup>th</sup> Century Period

In fact, the seventeenth century was an important turning point in the history of ornaments as it was in this period that real jewellery originated (Lanllier & Pini 1983). According to Fashion-Era (2003) pointed out the importance of the 17<sup>th</sup> Century regarding earring and dress ornaments as following:

“In the C17<sup>th</sup> century a woman always donned her earrings whether dressed or undressed. By day fake pearl earrings and paste earrings to coordinate with clothing were acceptable. Fine diamond jewellery was kept for evening and embroidered stomachers, which formed part of the dress frontage, could be decorated by jewels. Suites of left and right coordinating jewelled pieces called dress ornaments decreased in size as they were placed down the stomacher. Sometimes the sleeves or skirts were decorated with smaller matching brooches.”

The outstanding characteristics of the seventeenth-century jewellery may be described as the ‘Age of the Flower and the Diamond’, as to the marked feature of jewellery is its use of floral motifs, while the diamond assumes its place as the first of precious stones (Bradford 1953)

(c) 18<sup>th</sup> Century Period

Bradford (1953) asserted that throughout the eighteenth century the cut or faceted stone plays more and more a part in jewellery design and the aspect of the craft which may be called gold-smith-jeweller’s work, declines. From the point of view of the jewellers, this period was the age of

the ‘faceted stone’. The outstanding feature of the eighteenth century was the emergence of a definitely popular type of jewellery, a cheap and non-precious style somewhat akin to the costume jewellery of the current century.

(d) 19<sup>th</sup> Century Period

The opening years of the nineteenth century in jewellery as in the other crafts, there was no great change in styles. But the interesting point of this century is that the opening of a diamond mine in South Africa was one of the major events of the last quarter of the nineteenth century. Diamonds at once become more readily obtainable and the stone’s popularity was even more firmly established (Bradford 1953).

Moreover, in the nineteenth century jewelers started to realize the importance of light to the brilliancy of diamonds. They started to set them in open collets or claws, which is from the onwards brilliant-cut diamonds were invariably set in open mounts; smaller stones or rose diamonds and many colored stones continued to be set in closed mounts for some time (Bennett & Mascetti 1989). And throughout the century, Bennett & Mascetti (1989) described the technique regarding diamond jewels as following:

“Diamond jewels were mounted in a laminate of gold and silver; silver at the front to enhance the whiteness of the stones, and gold at the back to make the jewel more solid and to prevent the staining of skin or clothing.”

In other word, the highlight of this century is the opening of the diamond mine in South Africa and jewelers started to realize the importance of brilliancy of diamonds.



(e) 20<sup>th</sup> Century Period

The revolution, which took place in the jeweller's art during the first half of the twentieth century, is similar to what other branches of the European arts and crafts (Bradford 1953). The great change was the rise of a completely new type of jewellery, the so-called 'fashion' or costume jewellery, which is a product of the new, conditions obtaining throughout Europe and the western world (Bradford 1953). During the opening years of the twentieth century, the state of arts and crafts was essentially the same as the one which had existed during the later years of Queen Victoria's reign. Apart from that, the interesting point in this period is the scientific progress in the use of new metals and methods that the jeweler of the twentieth century excels (Bradford 1953:109).

## **2.2 Jewellery Market**

Jewellery (Wehmeier 2000) refers to objects such as rings and necklaces that people wear as decoration. According to Business Process Counting (<http://www.ipse.org>, 2003) illustrated that Jewellery is classified as a sub-sector of the Jewellery and Giftware Sector, which in turn is a sector of the Luxury and Consumer Goods Industry Segment. Apart from that, jewellery can be further distinguished between real and imitation jewellery, which will be done on this study.

### **2.2.1. Real Jewellery**

Real jewellery (<http://www.ipse.org>, 2003) refers to jewellery articles that have a precious metal as a basis, mainly being gold, silver and/or platinum. According to Key Note Jewellery & Watches (<http://hybrid.keynote.co.uk>, 2003) also asserted that real jewellery is made from gold, silver, or platinum.

(a) Gold Jewellery

Gold jewellery is more a mass-market product, although in many countries in the Middle East and Asia it is still treasured as a basic form of saving or investment (<http://www.ipse.org> 2003). The metals are alloyed with another metal, generally nickel, because they are too soft to be used by themselves. The “gold alloys” referred to pure (24) K gold is soft and unworkable and to increase its durability and hardness, it is mixed with other metals which are referred to as gold alloys. The greater the quantity of alloy, the lower the intrinsic value of the item. Pure gold is designed 24 carat, which compares with the ‘fineness’ by which pure gold is defined. The chart indicated the definition of caratage for Pure Gold and Gold Alloys.

Table 2.1. Definition of Caratage for Pure Gold and Gold Alloys.

Definition of Caratage for Pure Gold and Gold Alloys			
	Caratage	Fineness	%Gold
Pure Gold	24	1000	100
Gold Alloys	22	916.6	91.66
	18	750	75
	14	585	58.5
	10	416.7	41.67
	9	375	37.5

(b) Silver Jewellery

Business Process Consulting (<http://www.ipse.org>, 2001) pointed out that sterling silver is a favourite medium for today's most creative and innovative designers due to its affordability and malleability as it can be shaped into almost any form imaginable. For the cultural perspective, a special gift of silver is a touching and lasting expression of affection, friendship, celebration, congratulation or gratitude. From the technical viewpoint, silver is generally considered too soft in its pure form for practical use in jewellery. Jewellery that is at least 92.5 percent pure silver can be called or labelled 'silver', 'solid silver', 'sterling silver', or 'sterling'.

(c) Platinum Jewellery

Business Process Consulting (<http://www.ipse.org>, 2003) illustrated that platinum is among the finest purest and rarest precious metals and it is ideal for jewellery that is worn every day because it shows little wear. Apart from being one of the strongest and most enduring of metals, platinum is also one of the heaviest. A piece of jewellery containing 90 percent pure platinum weighs 60 percent more than a 14 carat gold piece of similar size. The world consumption on platinum jewellery has continued to grow. According to Johnson Matthey (<http://hybrid.keynote.co.uk>, 2003) illustrated that there was strong growth in platinum jewellery fabrication in the UK in the year 2000 and this was reflected in a 28% rise in the weight of platinum pieces submitted for hallmarking. Year-on-year growth has been strong since 1994, with the majority of UK products being purchased by domestic consumers.

### 2.2.2 Imitation Jewellery

The “imitation, fashion, or costume jewellery” (<http://www.ipse.org>, 2003) can be made from a wide range of materials, including base metals (plated with silver and/or gold), brass, copper, stainless steel, glass, synthetic material and natural materials such as leather, wood, horn, bone, resin, terracotta, shells and similar items. Key Note Jewellery & Watches (<http://hybrid.keynote.co.uk>, 2003) also pointed out that fashion, imitation or costume jewellery is made from non-precious metals that may be plated with gold or silver. It can incorporate either artificial or real gems. The market also encompasses items manufactured from wood, leather or textile, designed to be worn as jewellery. For the cultural perspective, younger people have tended to wear rings and chains in different parts of the body, as in piercing, toe-rings, anklets and belly chains, for which imitation jewellery is popular. The growing tendency for people jewellery and all fashion jewellery items (<http://www.ipse.org>, 2003).

### 2.3 Marketing Strategy

To understand the marketing strategy, the definition of marketing, and marketing strategy have been provided for more understanding.

#### 2.3.1 Marketing

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others (Kotler 2000). In the context of marketing, the American Marketing Association (2003) also described marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchange and satisfy individual and organizational objective. The ‘marketing’ (Adcock, HalBorg & Ross 2001) referred to an exchange processes, which viewed marketing as following:



“Marketing is the study of exchange processes especially those associated with the provision of goods and services”.

Although there is debate in the marketing literature over the dimensionality, Keith Crosier (Baker 1991) has reviewed over fifty definitions and classified into three major groups as following:

- (1) Definitions, which conceive of marketing as a process “enacted via the marketing channel connecting the producing company with its market”.
- (2) Definitions, which see marketing as a concept or philosophy of business—“idea that marketing is a social exchange process involving willing consumers and producers”.
- (3) Definitions, which emphasize marketing as an orientation – “present to some degree in both consumers and producer: the phenomenon, which makes the concept and process possible”.

### 2.3.2 Marketing Strategy

Brassington & Pettitt (2000) clearly stated that marketing strategy referred to the broad marketing thinking that will enable an organization to develop its products and marketing mixes in the right direction, consistent with overall corporate objectives. With the highlight of the ‘marketing strategy’ (Baker 1999), which provides an answer to one of the most difficult questions in the understanding of competitive markets: how to recognize and achieve an economic advantage, which endures. At a very simple level, the ‘marketing strategy’ (Baker 1999) can be isolated into three basic marketing strategies as following:

(a) An Undifferentiated Strategy

An Undifferentiated strategy exists when the supplier offers the same or undifferentiated product to all persons/organizations believed to have a demand for a product of that type. Three sets of circumstances immediately suggest themselves as being suited to an undifferentiated strategy:

- (1) The introduction of an innovation.
- (2) The mature/decay stage of the Public Limited Company.
- (3) Commodity marketing where the conditions most closely approximate the economist's model of perfect competition.

(b) A Differentiated Strategy

A differentiated strategy exists where the supplier seeks to supply a modified version of the basic product to each of the major sub-groups, which comprise the basic market. In doing so he will develop a different marketing mix in terms of product's characteristics, its price, promotion and distribution, although attempts will often be made to standardize on one or more of these factors in the interest of scale economies which usually distribution. Such differentiation is possible for very large firms, which can achieve a sufficient volume in each of the segments to remain competitive.

(c) A Concentrated Strategy

A concentrated strategy, under this option the producer selects one of the major market segments and concentrates all his efforts upon it. In other word, concentrated strategy is for matching output to the needs of one segment.

Apart from three basic marketing strategies, Porter (1990) described the concept of generic strategies, which will be useful in related to the basic marketing strategy as following:

“In addition to responding to and influencing industry structure, firms must choose a position within the industry. At the heart of positioning is competitive advantage. In the long run firms succeed relative to their competitors if they possess sustainable competitive advantage. There are two basic types of competitive advantage: Lower cost and differentiation. Lower cost is the ability of a firm to design, produce and market a comparable product more efficiently than its competitors. At prices at or near competitors, lower cost translates into superior returns. Differentiation is the ability to provide unique and superior value to the buyer in terms of product quality, special features, or after-sale service. Differentiation allows a firm to command a premium price, which leads to superior profitability provided costs are comparable to those of competitors”.

#### **2.4 Market Research for Global Jewellery Market**

According to the European Virtual Institute For Jewellery Technology (2002) illustrated the global jewellery market as following:

“Global Jewellery Market is value \$90 billion which consists of 45% USA, 22% Japan, 10% Italy, 8% UK, 6% Germany, 3% France and 5% other countries. Today, the European Jewellery Industry is a fragmented reality consisting of approximately 34,000 SME's (below 250 employees) and barely 200 large industries. The turnover for this industry, on a European level, is approximately 27 billion EURO.”

Apart from that, Hong Kong Trade Development Council (<http://www.hkjewellery.com>, 2003) asserted that most exhibitors and buyers at the Hong Kong International

Jewellery Show feel confident in the market outlook for 2001 and they expect the EU to be the fastest growing market which is according to a survey released by the Trade Development Council as following:

- (1) 45% of exhibitors interviewed and 55% of buyers interviewed expect the market outlook for 2001 to be better than or slightly better than 2001.
- (2) 43% of EU buyer interviewed expect the EU market will be better than or slightly better than 2000.
- (3) At retail level, diamond jewellery will be the strongest growth segment in the Chinese mainland, the US and the EU.

#### 2.4.1 International Trade in Jewellery

In many countries around the world, jewellery is one of the fast growing businesses. The gem and jewellery industry in Thailand has only developed over the past 30 years but with the strong government support, the country has emerged as one of the world's leading exporters of gems and jewellery. The key development for gems and jewellery international trade in Thailand came in 1991 when the government abolished import and export duties on diamonds, which has helped make the country a lapidary hub where gem stones from around the world are shipped to be processed (www.businessinthailandmag.com, 2003). Thailand now is the sixth-largest export earner, and the top ten international markets are the United States, Belgium, Israel, Germany, Switzerland, France, the United Kingdom, Hong Kong, Japan and Singapore together which they account for about 90 percent of all gems and jewellery exports (www.businessinthailandmag.com, 2003).

The international trade of the UK in terms of import, the overall import of jewellery from within the European countries increased between 1999 and 2000;

particularly, the import of gold, silver, and platinum jewellery underwent the largest increase from £211.7 million in 1999 to £237 million in 2000 (<http://hybrid.keynote.co.uk>, 2003). But the import from outside the European countries declined in value between 1999 and 2000. The imports of gold, silver and platinum jewellery fell during this period from £754.9 million to £721.2 million. However, the import of imitation jewellery increased this period, which indicate that the imitation jewellery is likely to be a strong potential growth trend.

The export within European countries in general declined between 1999 and 2000 together with the export jewellery to outside European countries also fell during this period. The export of gold, silver and platinum jewellery fell considerably between 1999 and 2000, from £585.5 million to 498.9 million respectively. The interesting point is that imitation jewellery was the only sector that increased in value during this period, from 13.8 million to 15.4 million (<http://hybrid.keynote.co.uk>, 2003).

#### 2.4.2 The Role of Jewellery as a Form of Investment

My analysis on the role of jewellery as a form of investment is that gold jewellery has been considered as a form of investment for many countries; particularly, in UK, India and the Middle East countries. According to World Gold Council ([www.gold.org](http://www.gold.org), 2003) looked at the gold's different roles; as a currency and as an industrial commodity, with jewellery playing the hybrid role between the two, both in terms of adornment and investment. The recent World Gold Council research illustrated that the role of gold as investment has great future potential as to over 1971-2000, UK equity portfolio have very marginally improved by year-on-year performance. Another very important form of gold as an investment is in form of jewellery. World Gold Council estimated that 65% of the world's gold tonnage in jewellery is bought in countries where there is an element of "investment" or wealth conservation which mostly are in the Middle East



countries. Leckey A. (www.jsonline.com, 2003) pointed out the Iraq crisis has raised up the gold prices, as the gold was less than \$300 ounce a year ago but now it is about \$350. According to Gahan (2003) also asserted that the fears about war with Iraq have helped push up the price to about \$360 an ounce and more and more people wearied by plunging share prices, poor returns on saving and a possible crash in the housing market are looking at gold as an alternative investment. Tribals in Rajasthan (a state in India) and many others in the rural western belt, were almost all their investment in form of silver jewellery (CraftInIndia.Com 2001). In the global and current context, gold is considered as a form of investment in troubled times, which explains the rise in its price due to the current Iraq situation. A metals or products quality, durability, rarity or portability makes a metal or mineral precious.

#### 2.4.3 The Cultural Aspect of Jewellery Analysis

In many parts of the world, jewellery is worn for many purposes, for celebration and in sorrow or due to tradition. For example, the Naga people, who live in a small area in northeastern India and in Burma, and whose their cultural customs and concepts, have survived undisturbed. The most distinctive beaded ornaments of the Indian subcontinent have been created by the Nagas, which is in the European eye, the impression is given of “variations on a theme” as to the Naga design is clearly distinct from any other Indian design even from the designs of other neighbouring peoples. (Jargstorf 2000). At the moment, the European and American request for ethnic Jewellery from the Naga lands has been so important during the last 15 years that many of their eye-catching necklaces are being reproduced.

Apart from that, the Lisu who lived in Thailand’s northern provinces of Chiang Mai, Mae Hong Sorn and Chiang Rai. They think that their own family, clan or village is better than any other. This leads to competition and rivalry, frequently culminating in

legal disputes and this competition is even seen in dress and particularly amongst the women who try to wear more elaborate jewellery (<http://www.track-of-the-tiger.com>, 2003). The famous “Karen Padaung Long Necks” (<http://outlawtv.com>, 2003) believed that the longer the neck the more attention they attract; some of them believe it has been a way of protecting women from wild tiger that attack the neck, while others believe its origins can be traced back to a method of preventing the women from being kidnapped by rival tribes.

The jewellery of the Islamic world has a marked emphasis on head .Head ornaments are not only meant to enhance the wearers beauty, but most pieces were meant toward off the evil eye (Jargstorf 2000). In other words, Islamic jewellery is typically worn to protect against the evil eye or to frighten away the evil spirits.

## **2.5 Market Research for Jewellery in UK.**

### **2.5.1 Market Size: Nationally**

#### **(a) Overall Market**

The jewellery market in UK is a very big market, which consists of many manufacturers, wholesalers and a large amount of retailers. In the UK, there are up to 2,000 production units (including individual craftsmen) employing more than 10,000 people in the manufacture of gold and silver jewellery and silverware (<http://info.goldavenue.com>, 2003). And over three quarters of these units are small, employing less than ten people. Main production centres are Birmingham and London

The UK Jewellery market was valued at 2.22 billion in 2000 having risen by 13.4% since 1996. In the real terms, the rise in market size has been less significant (<http://hybrid.keynote.co.uk>, 2003). The chart illustrated that

jewellery market in UK is tends to be increase but the scope of increase is tended to be smaller.

Table 2.2. The UK Jewellery Market, (<http://hybrid.keynote.co.uk>, 2003).

The UK Jewellery Market by Value at Retail Selling Prices and %					
	1996	1997	1998	1999	2000
Value (£M)	1959	1998	2112	2170	2221
%Change year-on-year	----	2	5.7	2.7	2.4
Sector share of total market (%)	74.9	74.6	74.9	75	75.1

According to Gold Avenue Encyclopedia(<http://info.goldavenue.com>, 2000) pointed out that in the year 2001 the UK home market consumed 82 tones (2.64 million) of gold jewellery, an increase of more than 9% year-on-year, with official imports from Italy at over 20 tones (0.68 million ounces). More than half (in tonnage terms) of UK domestic jewellery consumption is accounted for by imported items, with main volumes coming from Italy, India and United States. The chart below indicated that UK Gold Jewellery Consumption tends to be growing.

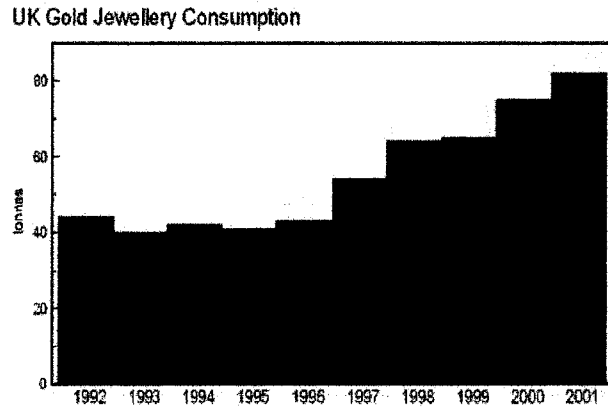


Figure 2.1. UK Gold Jewellery Consumption Trend ( Gold Fields Mineral Services).

Moreover, jewellery in UK is sold through 6,000 retail outlets of which a relatively high proportion, compared to other European countries, is accounted for by multiples Gold Avenue Encyclopedia The analysis indicated that the increasing level in imported jewellery meant that the local jewellery-manufacturing sector started to lose out on its previous strong competitive standing. And vice versa, it meant that the demand for gold jewellery tend to be growing. (<http://info.goldavenue.com>, 2003).

(b) Retailing Market

According to Hong Kong Trade Development Council (<http://www.hkjewellery.com>, 2003). illustrated jewellery retailing market in the UK as following:

“There are an estimated 7,000 retail jewellery outlets in the UK, the majority of them owned by independent traders. And it has been estimated that the jewellery retail sector was worth approximately 3 billion pounds in 2000. Specialist retail jewellers, including multiple chains, are the mainstays

of jewellery distribution, especially the sale of precious jewellery and watch products, accounting for 67% of total sales.

Also of importance are the catalogue showroom operators, two in particular Argos and Index, which command an estimated 12%. Department stores and other high street retailers have 11%, mail order 5%, while party plan and door-to-door selling accounts for the other 5%.”

#### 2.5.2 The growth for jewellery business

According to European Business ASAP Marketing (1990). illustrated that the jewellery sales set to glitter in 1990 as following:

“Jewellers are set to sparkle by bucking the retail trend in 1990, according to the latest sales forecasts in a new report. The Corporate Intelligence Group (CIG) is predicting a 13% increase in sales volume compared to 1989. Sales have trebled in value in the past ten years and are projected to reach 2.2 billion pound.”

Moreover, there is a positive impact on retail sales of jewellery and watches as it has allowed and encouraged a positive level of growth year-on-year. The growth in the jewellery market is likely to continue to be positive but low as the downturn in the US economy is likely to have an effect in UK retail Market (<http://hybrid-keynote.co.uk>, 2003). The chart illustrates the forecast UK Jewellery and Watches Market from the year 2001 to 2005.



Table 2.3. Forecast UK Jewellery & Watches Market 2001-2005.

(<http://hybrid.keynote.co.uk>, 2003)

The Forecast UK Jewellery & Watches Market (£M), 2001-2005					
	2001	2002	2003	2004	2005
Value (\$M)	3025	3084	3168	3239	3318
% Change Year-on-Year	2.3	2	2.7	2.2	2.4

### 2.5.3 Environmental Analysis

The UK economy remains robust with GDP increasing 2.2% over the year. Although the economy is expected to slow over the next two quarters, the UK is expected to escape recession in 2002 and record overall growth of around 1.5%.

According to the recent research conducted in October and November 2001 into general attitudes to the economy revealed five sets of groups as following:

- (a) 41% were in the apathetic group. They don't feel we are set for a full-blown recession and are not worried about their jobs and don't think the recession will affect them.
- (b) 17% were in the secure group. These consumers are not worrying about a recession or the state of the economy. They are the most secure about their present financial situation and are spending as much as they always have.
- (c) 15% were confident. Although concerned about the problems in the US and how it will affect the economy here, they are not cutting down on spending.

18% were unconfident. They were not happy with their finances and so are cutting down on spending and are concerned about their jobs more than the economy.

- (d) 11% were pessimistic. They feel that the economy is set for a full-blown recession and they are concerned about saving and job security.

Moreover, when it comes to spending priorities, 67% of those consumers who feel financially confident will buy something for themselves, placing the jewellery market in a good position to capture these money-rich consumers.

#### 2.5.4 Jewellery Styles and Trend Analysis

The demographic movement in term of age could consider the jewellery styles and trend. Britain's population in 2000 was just under 60 million and is set to reach 65 million by 2025. The young (between 15 and 29) and the elderly (60 plus) will show the fastest growth up to 2006, while children (under 15's) will see the sharpest decline of 5%.

The already significant rise in the numbers of 15 to 19 year olds, are clearly showing that they have high levels of demand for low-priced fashion items and brands, contributing to the growth of the fashion part of the market. Spending for traditional occasions, such as weddings and engagements, is rising. Marriages in particular are on the increase, having risen for the first time in eight years. While those getting married for the second or even third time, make up to two fifths of all marriages. But the influence of celebrities is also having a huge impact on consumers and their jewellery buying habits, especially if a high profile celebrity such as the footballer David Beckham, favours a certain brand, then it is likely to trigger an enthusiastic following. While 9ct gold is still favoured by many consumers, there is a slow move to buying higher carats. The jewellery buying public is becoming more educated and more discerning. They're asking questions about the cut, clarity, etc of diamonds and about diamond certifications. As well as staff training, retailers and manufacturers are selling

jewellery with information cards and/or certificates. When it comes to buying behaviour women are not only purchasing jewellery for men, they are also buying for themselves. Women in paid employment also tend to be higher spenders on items of jewellery for themselves. They are also more likely to want to wear jewellery on a regular basis as they are dressing to go out to work each day. Women are no longer buying a piece of jewellery to wear with that special dress. They are now choosing their jewellery first and finding a dress to match it. The analysis on this part would focus more on the trend of each jewellery categories:

(a) Jewellery with Branding Trend

In jewellery branding is a new phenomenon. The jewellery market has begun to witness a switch in attitudes, with today's label-loving consumers prepared to opt for branded jewellery and with lifestyle marketing to the fore, branding is becoming ever more important with consumers looking for more individual pieces. Seeing the success of jewellery brands such as Gucci, a number of retailers and manufacturers are slowly introducing their own brands by taking collections they have, or by creating new collections, and giving them a brand name. But it is mainly established companies who are beginning to develop brands and many watch manufacturers are also stretching their brands into jewellery lines; for example, Swatch and Fossil who have both recently launched their own branded jewellery. Retailers introducing their own brands are finding that this can add an element of exclusivity as well as drawing more attention to their store and attracting those looking for something different.

(b) Silver and Diamond Jewellery Trend

The UK market is also seeing a rise in silver being coupled with diamonds as being less expensive than gold or platinum, diamond and silver jewellery offer those with less money to spend on jewellery an alternative choice (<http://hkjewellery.com>, 2003). And with the rise in interest manufacturers are also branding these ranges. Diamonds continue to account for a significant share of the real jewellery market with the introduction of certification schemes and branding further boosting values which according to De Beers, the anniversary occasion accounts for 12% of all diamond sales in the UK (<http://hybrid.keynote.co.uk>, 2003) According to Silver Institute (<http://www.silverinstitute>, 2003) indicated that World Silver Demand Increases 5 Percent in 1999 to new record as following:

“Worldwide demand for silver increased 5 percent in 1999 to a record 877.4 million ounces bolstered by the electronics sector as well as jewellery and silverware. Much of the demand came from East Asia and India, where consumption rose 11 percent and 5 percent respectively over 1998. Strong demand was also reported in the jewellery and silverware sectors, which rose by 5 percent to 260.8 million ounces, recovering much of the ground last in 1998.”

The “silver jewellery”(<http://hybrid.keynote.co.uk>, 2003) is the second most popular metal for precious jewellery with the relative cheapness of the metal means that smaller and lighter pieces often retail alongside fashion pieces. At the same time, stronger design elements can also boost prices to the other extreme. However, sales at upper price ranges are coming under increasing pressure from white gold and platinum in particular. According to

Adam Green, the managing director of Charles Green & Son, Jewellery In Britain ( <http://bjja.org.uk>, 2003) reported that the company has experienced a dramatic 50 percent increase in the sales of diamond wedding set as many cases couples decide to have wedding rings set with diamonds and other precious stones because they are disappointed at the comparatively low cost of a plain wedding band and there is significant trend towards the use of higher quality yellow metals with platinum.

The analysis on this part is that diamond jewellery is tends to be growing as they account for a huge share of the real jewellery market as being outlined above. Taking an analysis on silver jewellery market, there is a strong potential growth in this market as silver jewellery is not expensive together with a strong design, which can rise up the silver jewellery prices.

(c) Fashion Jewellery Trend

Consumers are also turning to jewellery as a fashion accessory, using it to enhance outfits and create and air of individuality. As a result fashion jewellery suppliers have become more attuned to the fashion markets in the UK, being innovative in both design and use of material together with a large mainstream jewellery companies are now recognizing the need to challenge the traditional strengths of the independent jewellery designers in the trade; therefore, the variety of jewellery has also become more available at a very wide range of price points and qualities. Low neckline have been popular in women's wear, so the wearing of necklaces has become fashionable. Also, other items of jewellery such as brooches are coming back and are enhancing hats and coats as well as jackets and dresses. Meanwhile, the fashion trend towards showing more of the body has spawned a whole



area of jewellery associated with the body, such as belly studs, waist jewellery and toe rings. Antique styling, helped along by the fact that Madonna wore antique jewellery at her wedding, is also making a return. And let's not forget that coloured stones, such as topaz and citrine, and mainly set in white metals, is a growing trend of the UK. Another major happening is the fashion jewellery sector has been the development of ranges for children, especially young girls. Brands such as Barbie, have targeted young girls, as well as their growing power in the retail market as a whole. Trends such as long-established friendship bracelets, along with the more recent power beads, have all fed through to the younger market. In other word, a major trend in the fashion jewellery sector in recent years has been the development of ranges for children, particularly young girls, the brands such as Barbie and the Princess range at Claire's Accessories have targeted the higher per capita spent on children, as well as their growing power in the retail market as a whole (<http://hybrid.keynote.co.uk>, 2003). Trends such as the long-established friendship bracelets, as well as the more recent power beads, have all fed through to the younger market.

(d) Jewellery for Men Trend

The younger market is beginning to be catered for, so too are men. The development of the clubbing market has encouraged men to take a greater interest in jewellery and this potential demand is being met by manufacturers and retailers who are using materials such as silver and titanium to produce masculine, yet stylish, styles. According to Michael Waterman (<http://hybrid.keynote.co.uk>, 2003) comments about the difficulty on men market jewellery as following :“The difficulty with men is

that they are unlikely to go into stores such as H Samuel to buy jewellery for themselves. In general the difficulty will be finding where men shop and developing the market". However, my analysis on men's jewellery is a strong area for potential growth which the outstanding example is that as in August 2000, Ciro Citterio, the 170 strong men's wear retailer has met with jewellery suppliers to discuss extending their jewellery range to a wider portfolio in larger stores (<http://hybrid.keynote.co.uk>, 2003)

#### 2.5.5 Competition Analysis

##### (a) Competition on Marketplace Analysis

As I have outlined that the UK jewellery industry is very fragmented and competitive, with a substantial number of independent specialty jewellery retailers. The analysis from the viewpoint of retailers and other upper mass-market chains such as Goldsmiths Group, which has approximately 160 branches, Beaver brooks which is approximately 40 branches and Mappin & Webb/Watches of Switzerland, which has approximately 35 branches (<http://www.signetgroupplc.com> 2003). On the ground of UK jewellery competition, most of the company competes primarily on the basis of customer service level, which is focus on reputation as a speciality jewellery retailer, broad selection of merchandise, the convenience and accessibility of prime locations, ancillary services and value of money of merchandise (<http://www.signetgroupplc.com>, 2003). In other words, the competition is on the basis of customer service levels, the strengths of brand name, the range and quality of merchandise, presentational standards and prime locations.

(b) Manufacturer Level Analysis

The analysis would focus on the market leader, which is Abbeycrest PLC which is the UK's largest designer and manufacturer of gold and silver jewellery (<http://hybrid.keynote.co.uk>, 2003). The company's portfolio includes D.R.T Jewellery and Brown & Newirth, the company has acquired Brown & Newirth which offers a specialist service to the independent premium jewellery trade. The major competitor of the company is Cartier Ltd which supplies a range of products including watches, jewellery and accessories (<http://hybrid.keynote.co.uk>, 2003). As Cartier Ltd not only focuses on jewellery, the company also emphasis on watches and accessories market, then the competition in this level is not very aggressive together with the nature of the jewellery market which is fragmented and consists of many small retailers. Therefore the competition would be in term of form competition (Kotler 2000). Moreover, the competition would be more aggressive in the retailers level.

(c) Retailer Level Analysis

The analysis in this part would focus on the major retailers in UK. Beaver brooks the Jewellers Ltd operates a retail jewellery chain and is independently owned which in 2000 Beaver brooks opened a new retail concept in a 2,500 square foot in Edinburgh and the store was a trial format offering customers fashion shows and special promotions. Space inside the store was split into section including a diamond and wedding ring area, and a jewellery show area (<http://hybrid.keynote.co.uk>, 2003) Goldsmiths Group PLC also operates a chain of jewellery retailers across the UK while the <http://www.signetgroupplc.com> Group PLC has around 605 stores trading in

the UK primarily under the H Samuel and Ernest Jones brands, which is the largest retailer in UK (<http://www.signetgroupplc.com>,2003).

In2000,Signet (<http://www.signetgroupplc.com>,2003) UK has operated the business through strategies such as radio and television advertising. The company also want to boost its brand names with more frequent advertising catalogues for customers. Apart from that, the company has done many display techniques, store training programmes and sales staff incentive programmes.

The analysis on this part is that the competition on this market is focus on jewellery retail brand name which most of the large companies have utilized branding as a route to unifying and concentrating market effort.

#### 2.5.6 Psychographic Factor Analysis

##### (a) Motivation and Reason for Jewellery Purchase

Jewellery is one of the ways that people express themselves.

According to New Moon ([www.newmoonoccultshop.com](http://www.newmoonoccultshop.com), 2003) described the motivation of people on jewellery purchase as follows:

“Some people feel that jewellery is a way of expressing how well-off you are or perhaps that you have money to spare. For some people, jewellery is a way of showing a significant event in their lives has passed. For some, it is a way of jewellery to bring themselves even more wealth luck. I wear jewellery in this way – to increase my luck and attract good fortune to myself wherever I go.”

My analysis on motivation for jewellery purchase of consumer is derived from two major factors, which are external influence factors and internal influence factors. The external influence factors are the significant

factors that motivate consumers to purchase jewellery, which are fashion, trends, peer-pressure, social pressure, display of wealth and investment (in term of precious jewellery). For the internal influence factors that motivate consumer significantly is of self-indulgence.

## **2.6 Market Research on Opportunity for Thai Manufacturer in UK Jewellery Market**

Thailand has become a new leader in the world of gems and jewellery within a short period of time. As Thailand is one of the developing countries but with the strong government support in jewellery business field such as no imposing tariff on gems stones and cut gems which make Thailand become one of the leading countries in Jewellery business. Taking the analysis on this part, Thai jewellery manufacturers' core competence is comparatively low overhead cost and the cost of labour (<http://www.thaiwaysmagazine.com>, 2003).

Kaisilver(<http://www.kaisilver.com>,2003) asserted that Thai jewellery has a very high grade of craftsmanship. All details on the jewellery, whether silver jewellery or gold jewellery are minutely hand finished. Even in cases where the jewellery is made from a mould, the fine hand touches of skilled craftsmen are very important and this would differentiate Thai jewellery from jewellery developed in other countries.



### 2.6.1 Thai Jewellery Market's SWOT Analysis

#### (a) Strength

Thailand's strength is in quality of precious stones and silver jewellery, which is major exporter in the jewellery sector (<http://www.thailabour.org> 2003). The country has the original mine of precious coloured stones such as rubies and sapphires which are in demand in the UK jewellery market; for example, pink rubies, blue sapphires and yellow sapphires are very popular and having a great demand in the UK (Depth Interview).

The strong image of the country is in terms of diamond cutting and polishing centre which is world class, as Thailand is recognised as one of the major players in the industry and it is the world's fifth largest diamond cutting and polishing centre with the high quality craftsmanship and low labour cost ([www.businessinthailandmag.com](http://www.businessinthailandmag.com), 2003). Apart from that, Bangkok is a major centre for the cutting and trading of gemstones, as well as the production of high quality gold and silver jewellery ([www.amazing-thailand.com](http://www.amazing-thailand.com) 2003).

#### (b) Weakness

Unfortunately for the Thai jewellery industry recent incidents of gem scams and jewellery frauds have tarnished the image of the entire industry (<http://www.kaisilver.com> 2003). This negative image affected immensely the entire industry; particularly, on buyer confidence as mostly jewellery is being purchased on behalf of jewellery enterprise's credibility. Consumer trust is one of the most important factors in the jewellery industry, as majority of consumers purchased jewellery on behalf of jewellers' credibility.

(c) Opportunity

Gorham (2002) illustrated that in an investigation that G&P carried out in 2000, the contrast between the entrepreneurial attitudes in meeting with jewellery companies in the world leading jewellery countries of Hong Kong, Thailand, India, Turkey and Italy and their equivalents in the UK revealed the fundamental failing of the UK jewellery sector as there is no hunger to become seriously rich. Many foreign jewellery companies have only tenuous links with the jewellery sector, but they have a track record of taking business ideas and jewellery styles, which can generate a large amount of profit. Much of the UK weakness in this sector lies in the belief that it is only through keeping manufacture in the UK.

The analysis in this part is that the UK jewellery market is lack of eager to become seriously rich in this field and they are not keep track record of taking business on jewellery market. Apart from that the sector keep produce jewellery in the UK, which is high labour cost. By this way, this in an opportunity for Thai jewellery manufacturers to exploit the concept and jewellery styles through to significant profit generation. The jewellery sector in the UK market has been invaded by foreign imports, driven by the importing activities of jewellery retailers (<http://www.bja.org.uk>, 2003). Moreover, Thai rubies are demanded in UK as certain London jewellers and buyers normally handle material on a par with the best in the world, the UK market's taste is generally more in line with the country's overall economic decline since the fall of the British empire after world War II. Thus cheaper goods are the norm. This is consistent with Thai red rubies ([www.ruby-sapphire.com](http://www.ruby-sapphire.com) 2002). Together with the trend of importing jewellery is

increasing, which would be an opportunity for Thai jewellery to exploit an opportunity in the UK jewellery market. The outstanding opportunities of Thai jewellery market also has derived from strong Thai government support. Recently Thai government policy now is to promote Thailand as a world class gem and jewellery centre together with develop new export markets as well as expand the existing markets. The industry is now Thailand's six-largest export earner since the United Kingdom is one of the top ten overseas markets ([www.businessinthailandmag.com](http://www.businessinthailandmag.com), 2003). The key development in the industry came in 1991 when the government abolished import and export duties on diamonds, which has helped make the country a lapidary hub where gem stones from around the world are shipped to be processed. All of these factors would provide an opportunity for Thai jewellery to exploit an opportunity in the UK jewellery market.

(d) Threat

There is high competition in the European jewellery market as the major competitors such as Italy, which is one of the competitors of Thailand offer a clear design and quality advantage over the competitors (<http://www.gfms.co.uk>, 2003)

The impact of US-Iraq war circumstance at the moment is affected on jewellery market in Thailand in term of slow trading as to people are afraid of growing risk on international trade ([www.amazing-thailand.com](http://www.amazing-thailand.com) 2003). In other words, the major risk factor that would slow down the international jewellery trade for 2003 is not about domestic issues, but rather the global economy and the potential impact of a US-Iraq war.

Another threat to Thai jewellery market is that India, a rising exporter of gems and jewellery is becoming a formidable competitor to Thailand. Even though the two countries do not compete to supply the same products. As India's strength is in cutting small-sized diamonds and it is gaining prominence for its export of gold jewellery (<http://www.thailabour.org>, 2003). Moreover, there is an increase of direct competitors in terms of cost competition such as Turkey, China and Hong Kong also have been expanding their jewellery export to the same market such as U.S.A and European market. However, threat in the aspect of competition could be analysed by taking the analysis on indirect competitors such as Italy where the competition is on the basis of high technology manufacturing in jewellery as Thailand would take fairly long time to develop the jewellery manufacturing by adapting high technology production.

#### 2.6.1 Thai & UK Jewellery Market

There is a difference between the jewellery styles, which are most favoured in Thailand and in the UK. In the UK, the jewellery styles are still traditional styles and they can generate a huge amount of sales for the retailers. However the style is moving towards contemporary styles but is still based on traditional style. The picture below shows the style of jewellery in UK from some of the leading jewellery retailers in the UK.



Figure 2.2. The Style of Jewellery in UK. (Boodle & Dunthorne, 2003).

The UK jewellery style is focused on unique style, which is tailor- made to the need of customers (Depth Interview). By this way, it implies that UK jewellery held a high labour cost as most of jewellery pieces are made by hand and not being produced as a mass production. Two or more colour jewellery are quite popular now. According to the Depth Interview there are a lot of UK jewellery styles have been manufactured by hand made and occupied high labour cost content as following;





Figure 2.3. The Example of Hand-made Jewellery Style ([www.kaisilver.com](http://www.kaisilver.com), 2003).

The pictures above are good examples of contemporary style, which can virtually show the new cuts, twisting gold, and the latest technology has been used in producing jewellery. However, the trend is only a little bit moving toward contemporary style and still based on traditional style as the popularity of traditional styles are still strong among UK consumers and the jewellers still can gain a huge amount of sales from traditional styles.

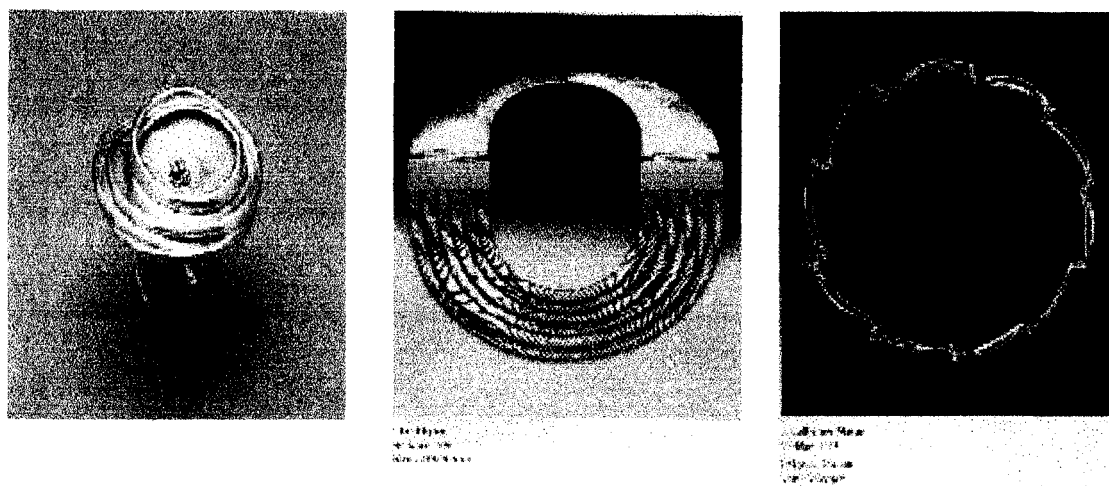


Figure 2.4. The Example of Jewellery Contemporary Style (Game. A. & Goring. E, 1998).

Most Thai jewellery styles are still traditional style but they are different from UK jewellery styles, as most of Thai consumers prefer the jewellery style that shows their wealthiness, which make the design of jewellery, turn out to be big piece of jewellery. Diamond jewellery in Thailand is quite popular but mostly consumers prefer round brilliant cut and most of the Thai manufacturers supply only round brilliant cut as they can provide the most sold and popular among Thai consumers (Depth Interview). But diamond jewellery in UK is different as UK jewellers supply many fancy styles of diamond such as round brilliant, heart, pear and etc as the following picture:

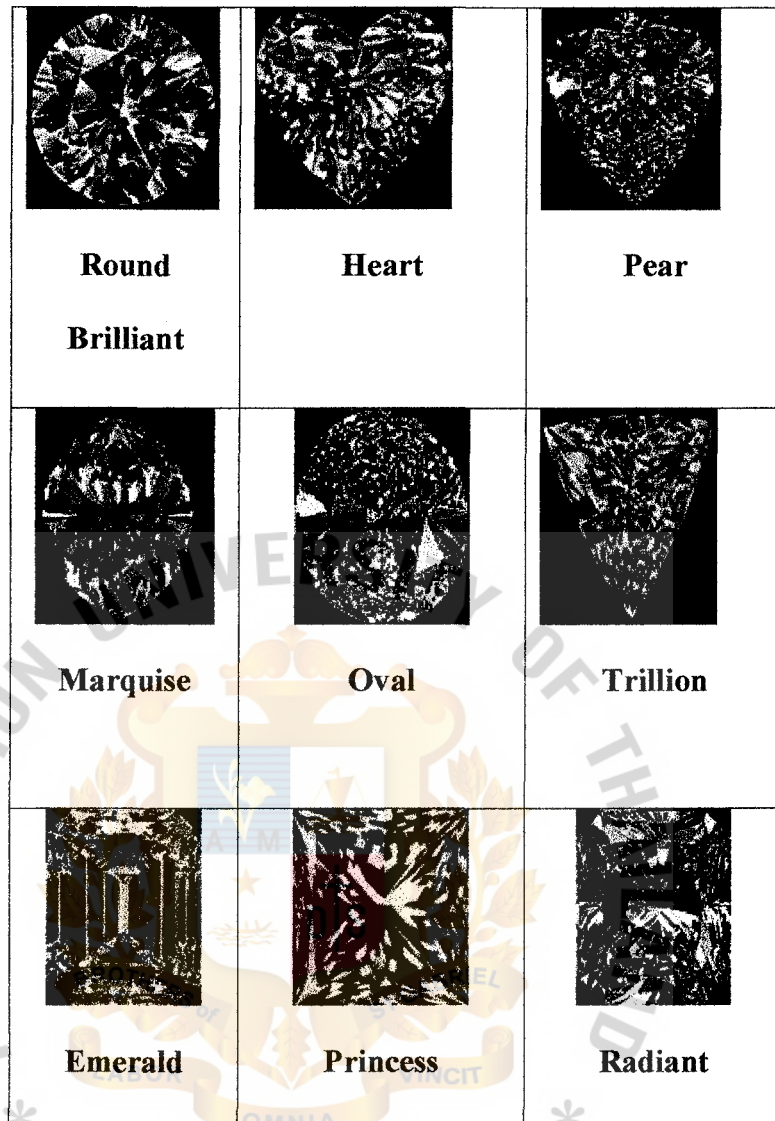


Figure 2.5. The many styles of fancy diamond (<http://www.ecombot6.com>, 2003).

Diamond, rubies and sapphires are the best sold jewellery in Thailand. The price of rubies in Thailand is quite high as they are very popular. The most popular colour of rubies are red and some of them are dark red which is the style that Thai people fancy but in UK market, most consumers prefer pink rubies which has been displayed widely in Boodle & Dunthorne, Beaverbrook, Ernest Jones, and etc. This one of the great opportunities for Thai manufacturers as pink rubies is fairly low priced in Thailand. The

country is one of the world's major sources of rubies and sapphires. Thai manufacturers can exploit this opportunity to export to the UK market where pink rubies are quite high priced. Apart from that, there is a whole range of coloured stones in Thailand as the country has the original mine of rubies, and sapphires. And the price is quite cheap compared to the jewellery price in UK. Thai silver jewellery style is different from UK silver jewellery style, as I have outlined Thai culture of wearing jewellerys are mostly showing off how well they are which make the piece of jewellery tend to be big and the style is not curved and soft. The following pictures illustrate some of Thai jewellery styles:



Figure 2.6. The Example of Thai Jewellery Style (<http://www.ecombot6.com>, 2003).

However, I would like to end my study on this part by commenting that the potential benefits of keep tracking on jewellery styles and trends would create a huge



opportunity for the Thai jewellers. As long as Thai jewellers constantly review and adapt their strategy by producing the design and style that suits to the customers need, then UK jewellery market should be a big opportunity for Thai jewellers. As I have outlined the difference between the jewellery styles, which are most favoured in Thailand and in the UK, Thai manufacturers should adapt some jewellery styles to suit the consumers' need in UK. In term of coloured stones jewellery, pink rubies is a big massive opportunity for Thai manufacturers to exploit the opportunity in UK market as Thailand is the original sources of pink rubies which are low price. Apart from that, pink rubies are very popular in UK market. Therefore Thai manufacturers should exploit the UK jewellery market in the way that Thailand as major supplies with wide range of low-priced coloured stones. In the aspect of labour cost, there are a lot of jewellery designs that have been made by hand and hold high labour cost in UK market. In this part, Thai manufacturers can exploit the opportunity in UK market as they can produce the same style with lower labour cost.

#### 2.6.2 The Quality of Thai Jewellery to Meet UK Standard

As I have outlined the proportion of gold in jewellery that is measured on the carat (or karat) scale. The most widely used alloys for jewellery in Europe are 18 and 14 carat and particularly 9 carat is popular in Britain . In the Middle East, India and South East Asia, jewellery is traditionally 22 carat (sometimes even 23 carat). In China, Hong Kong and some other parts of Asia, pure gold jewellery of 990 fineness (almost 24 carat) is popular. In many countries the law requires that every item of gold jewellery is clearly stamped with its caratage, which this is often controlled through hallmarking, a system which originated in London at Goldsmiths' Hall in the 14<sup>th</sup> century and today it is compulsory in such countries as Britain, France, the Netherlands, Morocco, Egypt, and Bahrain (<http://www.info.goldavenue.com>, 2003).



As UK is one of the countries in European Community, which the “European Commission” wants to introduce a common system for guaranteeing standards of fineness within member countries of the European Community and three strictly supervised systems are possible either;

- (1) Hall-Marking,
- (2) Quality control, according to the European norm on quality (EN29000),
- (3) Certificate of conformity by manufacturers, control-led an independent third party.

Thai gems and jewellery in local perspective, according to Nation Multimedia Group (2003) stated that the Thai Gem and Jewellery Traders Association, in cooperation with the Department of Export Promotion, plans to promote three major downtown Bangkok streets as “Gem and Jewellery Square” in an effort to improve standards in the local jewellery business, which are Mahesak, Silom and Surawong Road which together house more than 1,000 gem and jewellery shops as Gem and Jewellery Square, imposing standards on the jewellery business. And all gem stores in the area must be registered with the association’s affiliated body, the ‘Jewel Fest Club’, which will act as certifying body, providing warranties for all products bought from the shops.

In the viewpoint of Thai gems and jewellery to meet UK standards, as Thai export jewellery companies work independently which the government does not regulate the quality before export. The analysis in this part is that the Thai government should control the quality of jewellery before exports to certify that the product quality is reached up to the standard. In the aspect of the company it also should organize the quality control system to keep the product quality in international standard.

### 2.6.3 Segment the Market in UK

The analysis on the segment of jewellery market in UK can be segmented according to the type of jewellery metals. There are two major segments which are real jewellery segment and imitation (costume) jewellery segment. The jewellery demand in UK is fairly high which can be considered from the imported jewellery figures as following:

Table 2.4. The Imported Jewellery in UK (<http://www.ipse.org>, 2003).

Country	Lm
Italy	29,275,362
Germany	8,069,283
Singapore	5,200,191
Switzerland	3,969,048
United Kingdom	2,295,668
Belgium	1,544,848
Bulgaria	345,377
Hong Kong	310,978
Spain	250,891
Austria	10,911
<b>Total</b>	<b>51,278,551</b>

(a) Real Jewellery Segment

As I have outlined the detail of real jewellery in literature review part, real jewellery consists of gold, silver, and platinum jewellery. The chart below segments the precious jewellery market by metal type:

Table 2.5. UK Retail Sales of Precious Metal Jewellery by Metal Type,

(http://www.mintel.com, 2003).

UK retail sales of precious metal jewellery, by metal type (1997-2001)							
	1997		1999		2001		% Change
	£M	%	£M	%	£M	%	1999-2001
Plain gold	730	46	800	45	890	45	11.3
Gemset gold	665	42	767	43	850	43	10.8
Silver	175	11	195	11	220	11	12.8
Platinum	10	1	18	1	30	2	66.7
Total	1,580	100	1,780	100	1,990	100	11.8

The Table 2.5. basically illustrated the idea of real jewellery segment. Taking the carefully analysis on the above table, they shown that within UK jewellery market, platinum jewellery segment is the one that is growing dramatically and gold jewellery segment is the largest segment where gold jewellery (both plain and gemset) is estimated to account for 88% of total market value in 2001, increasing by 11% in value on 1999 (http://www.mintel.com 2003). Many retailers believe that the increasing in gem set gold jewellery segment derived from particular benefit from the millennial influence as diamonds have been provided good promotional support by De Beers over the period of time; for example, De Beers has reported \$1million diamond-adorned dress designed by Julien Macdonald and Johnny Rocket and the diamonds worn by celebrities and supermodels such as Kylie Minogue and Kate Moss. Moreover, the highlight in this segment is that the wider use of diamonds and innovation in

cut. There are a lot of jewellery retailers come up with the introduction and promotion of their own new trademarked cuts; for example, the Lucida collection from Tiffany, the Millennium from Goldsmiths, the Cut Above from Boodle & Dunthorne, the Crisscut from Beaverbrooks and the Leo from Signet (<http://www.mintel.com>, 2003).

Silver jewellery segment is also growing swiftly. In the silver jewellery there has been strong growth in neckwear and wrist wear. The strongest growth has been in the 'other' category which include brooches, stickpin, tiaras, cufflinks, body jewellery and etc. The chart below illustrated the silver jewellery segment which has been classified by type as following:

Table 2.6. UK Retail Sales of Silver Jewellery by Type(<http://www.mintel.com>, 2003).

UK retail sales of silver jewellery, by type (1997-2001)							
	1997		1999		2001		% Change (1999-2001)
	£m	%	£m	%	£m	%	
Earrings	56	32	59	30	63	29	+6.8
Rings	42	24	47	24	52	24	+10.6
Neckwear	39	22	45	23	52	24	+15.6
Bracelets/bangles	26	15	29	15	33	15	+13.8
Other	12	7	15	8	20	9	+33.3
Total	175	100	195	100	220	100	+12.8

There is a stronger growth in neckwear and the reason of the growth is that there has been the trend to larger sizes and bold shapes in the form of styles such as torques, collars, and heavier bangles or cuffs. Another factors of the growth in this segment is that the success of diamond-set silver jewellery from Hot Diamonds and its imitators. Apart from that, people's personal preferences are likely to buy and use silver as it is relatively cheap compared with gold together

with there is high degree of experimentation among designers. The designers who work basically in silver (or in silver combined with other materials including gold) are most likely to use modern styles and forms which these styles are very popular among younger purchasers. The analysis in this part in terms of design is that the design innovation at a variety of price ranges has played an important factor in supporting growth of silver jewellery.

As I have outlined at the beginning of this part, gold jewellery segment is the largest market segment in UK and the following chart illustrated gold jewellery segment has been classified by type as follows:

Table 2.7. UK Retail Sales of All Gold Jewellery by Type (<http://www.mintel.com> 2003).

UK retail sales of all gold jewellery, by type							
	1997		1999		2001		% Change
	£m	%	£m	%	£m	%	(1999-2001)
Earrings	435	31	485	31	525	30	+8.2
Rings	350	25	410	26	465	27	+13.4
Neckwea	290	21	345	22	380	22	+10.1
Bracelets/bangle	195	14	220	14	240	14	+9.1
Other	125	9	107	7	130	7	+21.5
Total	1395	100	1567	100	1740	100	+11.0

Within the gold jewellery segment, rings and neckwear have come up with the strong level of growth. The reason of growth is that rings have received the benefit from new designers in both plain and gem sets together as there are the wider use of gemstones which helped to increase the average price per item. Moreover, men's wedding rings, gift rings, set of rings and eternity-style pieces of rings have been bought in the increasingly in number especially eternity rings are



growing in popularity because of styling innovation and has been promoted as an appropriate gift to mark the birthday. Neckwear grew mainly through popularity of diamond-set pieces. However, such designs have been increasingly combined by crosses, which ranges from the small and subtle joining diamonds with white gold, to large ornate pieces such as design from Theo Fennel, which combines white gold with tanzanite and pave diamonds.

(b) Imitation Jewellery Segment

Imitation jewellery manufacturing was once an important industry in most of the EU countries, but production declined drastically because of intense competition from Asia. European production of fashion jewellery is now concentrated mainly in Italy, France, Germany, Spain and the United Kingdom (<http://www.ipse.org>, 2003). As a matter of fact, the EU is an important market for fashion jewellery, which retail sales for costume and silver jewellery in 1998 estimated at \$4,425 million. In past decade, there was a steady increase in demand for imitation jewellery in most of the selected market within the EU, especially the United Kingdom (<http://www.ipse.org> 2003).

Within this segment, fashion trends always affect design in jewellery which can result in changing demand for different pieces. The chart shown the retail sales of imitation (costume) jewellery which is classified by type and volume as following:

Table 2.8. UK Retail Sales of Costume Jewellery by Type and Volume,

(<http://www.mintel.com>, 2003).

<b>UK retail sales of costume jewellery, by type and volume (1998-2000)</b>					
	<b>1998</b>		<b>2000</b>		<b>% Change</b>
	£m	%	£m	%	(1998-2000)
Earrings	75	25	78	24	+4.0
Neckwear	115	39	130	40	+13.0
Bracelets/bangles	35	12	42	13	+20.0
Brooches	30	10	32	10	+6.7
Ring	10	3	12	4	+20.0
Other	30	10	31	10	+3.3
Total	295	100	325	100	+10.2

In the imitation jewellery segment, there are strong growth in neckwear, bracelets and bangles. The analysis on this point is that neckwears and bracelets have large volume and strong growth as the jewellery suppliers have responded to catwalk and independent designer innovation has been introducing all types of design to a wider market together with the popularity of delicate filigree styling from 1997 onwards.

The interesting point in this segment is also on the basis of target market and price. The chart shows the average prices of costume jewellery as follows:

Table2.9. UK Average Prices of Costume Jewellery by Type

(<http://www.mintel.com> , 2003)

<b>UK average prices of costume jewellery, by type (1998-2000)</b>			
	<b>1998</b>	<b>2000</b>	<b>% Change</b>
	<b>£*</b>	<b>£*</b>	<b>(1998-2000)</b>
Earrings	4.9	5.03	+2.7
Neckwear	14.56	15.29	+5.0
Bracelets/bangles	10.29	10.24	-0.5
Brooches	9.68	10	+3.3
Ring	4	4.29	+7.3
Other**	14.29	14.09	-1.4
Total	8.6	8.95	+4.1

\* per unit at current prices

\*\* include hair ornaments, ankle chains,

Taking an analysis on imitation jewellery in terms of price, the overall price paid per item is relatively low as jewellers often targeted at very young consumers. The analysis is also in terms of an influence in this segment regarding style as there is the change in the average price paid over time which can be affected by changes in styling and material used. The good example in this case is of wristwear. As the table above, the average bracelets is estimated to have fallen slightly between 1998 and 2000. The reason for this small decline is due to the huge popularity through much of the period of Karma beads and other similar relatively inexpensive styles, including sets of bangles or stretchy bracelets.

(c) Overview Jewellery Market Segment in the UK.

However, it is important to outline the overview picture of jewellery market in the U.K. in order to implement the analysis, it is also necessary to combine the figures of the retail sales of precious metal jewellery and

costume jewellery. The following diagram represents the overview on jewellery market segment in the U.K

Table 2.10. UK Overall Retail Sales of Jewellery Market,  
(<http://www.mintel.com>, 2003)

UK Overall Retail Sales of Jewellery Market				
	1997-1998		1999-2000	
	£M	%	£M	%
Precious Metal Jewellery	1580	84.27	1780	84.56
Costume Jewellery	295	15.73	325	15.44
Total	1875	100	2105	100

Taking the analysis on this part, the precious jewellery is still the big market in U.K. and it tends to be slightly increasing as there is a huge increasing in sales of gold, silver and platinum jewellery especially silver and platinum jewellery. In these particular segment, there are a dramatically increasing in sales. However, platinum jewellery is still a small market as it is very expensive item but there is highly big tend to grow in the future. The overview analysis on jewellery market can provide basically idea of the Thai jewellery manufacturers that are on the ground of silver jewellery segment as the country is specialised in manufacturing silver jewellery but the important thing is that they have to keep tracking on fashion, design, style and trend of the market so that they can update and adjust the style to tailor made to the need of UK consumers. For the costume jewellery, there is slightly decrease in sales and it is fairly small market in the U.K. but

taking the analysis as the whole jewellery market, there is still a tendency to grow in overall jewellery market in U.K.

### 2.6.3 U.K. Consumer Profile

#### (a) Gender

Jewellery consumers are obviously related to gender as jewellery is the product that has been used to express a sense of self-identity. Dittmar (1989) classified the lists of subjects's favourite possessions into different categories of material objects, and found some gender differences in choices: women listed more objects of sentimental value, while men chose more items relating to leisure and finances. Women saw their possessions as important because of the emotional comfort they provide and the relationship with others they symbolize, while men referred more to use-related and activity-related. Some products are more likely impulse buys than others, particularly those which have stronger symbolic and emotional meanings such as jewellery and that impulse-buying is affected by gender as a major social category important in the construction of a person's sense of self. The study on jewellery and gender indicated that women buy jewellery proportionately more than men and that mean there is a tendency of women buy jewellery more than men (Dittmar, Beattie & Friese 1995). The analysis on this part is that majority of UK consumers who purchased jewellery are women due to they perceived jewellery as a symbolic self-completion and self-image. The word 'self-image' can be analysed as following:

- (1) Makes them feel like the person they want to be.
- (2) Expresses what is unique about them.
- (3) Improves their social standing.



As most of women take the above analysis into account, that is why on the basis of gender, women are the jewellery's major consumers.

(b) Age

The analysis in this part is basically based on the questionnaire research finding. Taking the analysis on the group of consumers in terms of age, each group has clearly difference influence factors. Fashions and trends have a lot of influences on the group of young adults and young working people as the major motivation of purchasing jewellery derived from fashion and trend. See table in Appendix. This particular group is the people who have aged up to 35 years old. But the group of middle age people who have aged between 35 to 55 years old, purchasing jewellery as a present is the major motivation of jewellery purchase while fashion and trend has only slightly influences on decision making. The last group of consumer who purchased jewellery is the group of old people. This group is not very interested in fashion and trend as major motivation on buying a piece of jewellery is on the basis of giving a present to others; therefore, the quality of jewellery is the important factor that they take into account before purchasing a piece of jewellery.

Apart from that, quality of jewellery is the most important factor that every group of consumers consider carefully before purchasing a piece of jewellery. See table in Appendix. However, they are also consider the price of jewellery; particularly, the group of young adults and old people as most of them have income below £1000 and £1000-2000 per month. Taking the analysis in terms of jewellery style, the majority of consumers believe that jewellery styles are going toward a simple style but still there are a lot of people who believe that jewellery styles are moving toward traditional style and those who believed are particularly

in the group of people who have aged between 35-55 years old and more than 55 years old. See table in Appendix.

(c) Income

The analysis in this part is based on questionnaire research finding as most of the UK consumers have income approximately £1000-2000 per month; therefore, the price of jewellery that UK consumers normally buy is in the range of less than £500. See table in Appendix. However, there are still a lot of people who buy a piece of jewellery in the range of £500-1500. The jewellery price is one of the most important indicators that can imply the UK jewellery market is very concerned with cost. As most of consumers prefer low price jewellery, then UK jewellery manufacturers need to search for the place that can produce lower cost of jewellery and Thailand is one of the leading jewellery manufacturers that held the outstanding competitive advantage in term of cost. Therefore it is a huge opportunity for Thai jewellery manufacturers to exploit the opportunity in the UK jewellery market.

(d) Education

The analysis in this part is based on questionnaire and research finding. From the research finding, the studies generally indicate that UK consumers' educational levels are related to income at which educational level is completed. From the primary school to the high school level, the higher the level of education, the more likely consumers is to earn more income. This is also assumed to be more spending on buying jewellery pieces. However, not many UK consumers continued to study in Bachelor degree and Master Degree as most of them think that it is not necessary and mostly employers consider the applicants not on the ground of educational level but also on the basis of experience, personality, skills

and etc. This is the reason why most UK consumers are not interested in continuing study in the degree and master degree.

#### 2.6.4 Porter's Five Forces

Porter (Kotler 2000) identified five forces that determine the intrinsic long-run profit attractiveness of a market.

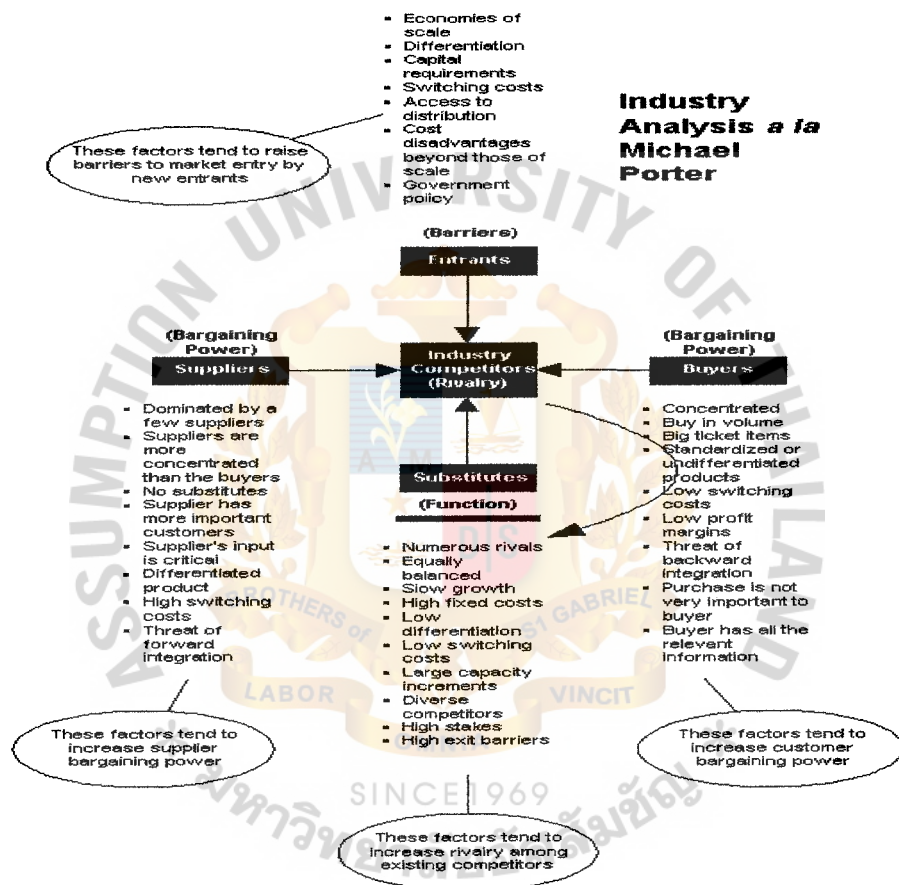


Figure 2.7. Five Force Affecting Competition in an Industry, (Porter 1980).

##### (a) Threat of Intense Segment Rivalry

Threat of intense segment rivalry is relatively high as there is intense competition in this market even though there are only few major jewellery suppliers, which Thailand is one of major jewellery exporters. According to

www.businessinthailandmag.com, 2003 illustrated that Thailand is one of the leading jewellery exports as following:

“Jewellery and gold exports are very significant for Thailand, with total valued expected to reach Bt 68 billion this year compared with Bt 55 billion last year. Ac jewellery with sales of Bt 13 billion. It was followed by Hong Kong Bt 8.8 billion; Japan Bt 6 billion, Israel Bt 4.9 billion, Belgium 6.2 billion and Singapore Bt 5.9 billion”. According to 1997 figures, the United States was the largest market for Thai gold and jewellery.

Recently small and medium-sized Thai jewellery manufacturers has been warned to prepare themselves for more competition when the Asean Free Trade Area is fully implemented in 2003. (www.businessinthailandmag.com 2003). The analysis in this point is that Thai jewellery manufacturers would face more intense competition from other Asian countries that will export jewellery to European Countries. However, some of the countries that Thailand has to consider as the fast growing competitor such as China. According to Lawrence Ma, the chairman of the Diamond Federation of Hong Kong (Hong Kong Trade Development 2002) stated that the Chinese mainland tends to grow stronger as follows:

“The Chinese mainland is an up-and-coming diamond cutting centre with more than 15,000 cutters. The world’s largest cutting centre is India with 600,000 workers, but compared to other major centres, such as Israel, which has 10,000, the Chinese mainland is moving very quickly.”

Italy is one of the major competitors in Europe. Italy has grown in a very healthy fashion during the 1990s but the jewellery exports have been suffering in the last few years. The main reason for these declines is intense

competition from other manufacturers, especially in South East Asia such as Thailand, China and Turkey. These countries have been taking market share from Italy now that their industries can offer products nearly of the same quality and for a much lower price by exploiting their lower labour cost. In addition, a greater share of Italy's exports go to Latin America and the U.S.A, two markets which have been weak of late. The Italy industry has a degree of protection because of the high quality and design skills it can offer but the fabrication of more basic gem set pieces still faces keen competition from other countries such as Thailand (Meader 2002). India is also one of Thailand major jewellery competitors. And its export of gems and jewellery have increased and being strong competitor of Thailand(<http://www.thailabour.org> 2003). All of these factors imply that the threat of intense segment rivalry in the jewellery market is relatively high.

(b) Threat of New Entrants

The jewellery manufacturer industry is required to have high initial investment in terms of current asset and fixed asset. Current asset is in term of raw material such as diamond, gold, silver, coloured stones and etc. Fixed assets are in term of Plant & Machinery and Building. Besides, entry into this industry is also required to have sufficient know-how and technical skills; therefore, entry barriers of the new entrants into this industry are relatively high. And the industry is relatively attractive because few new firms can enter the industry and poor-performing firms can easy exits.

(c) Threat of Substitute Products and Services

Threats of substitute products are low because it is relatively tough to find the product that can perform the same job function as jewellery. Even



which has increased from 16 percent in 1997. The chart below shows that Thai export in jewellery and precious stones have increased:

Table 2.11. Trade Between Thailand and the European Union (million bahts), Foreign  
Affair (2000) Export Opportunities: Thailand in the global economy.

Trade between Thailand and the European Union (million)										
450,000										
400,000										
							Export			
350,000							Import			
300,000										
250,000										
200,000										
150,000										
100,000										
50,000										
0										
	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999

Source: Ministry of Commerce

#### (e) Bargaining Power of Buyers

UK is one of the developed countries, which held relatively high bargain power, as the market demands a lot of jewelleries. And the country also set the standard of product quality, which must be certified by Hallmarking (<http://www.18carat.co.uk>, 2003). The country has enough power to bargain high quality products from the sellers around the world. In this industry, buyer's bargaining power grows which can consider on UK jewellery market size is big. More than half of UK domestic jewellery consumption is accounted for by imported items (<http://www.info.goldavenue.com>, 2003). This imply that UK market has relatively high bargaining power in term of buy in big volumes and big ticket items. The analysis in terms of big ticket items, UK jewellery market is the one that big

diamond, rubies and sapphires have been sold and demanded in large volume (Depth Interview). All of these factors imply that UK market has relatively high bargaining power in the jewellery market.



### III. METHODOLOGY

The purpose of this study is to be able to investigate the jewellery market in the UK and opportunity for Thai jewellery manufacturers in exploiting the UK Jewellery Market. By performing so, it has been simpler to acquire the understanding of UK jewellery market and how it could be organized. Therefore the methodology structure needs to be outlined:

#### 3.1 Scope

In order to identify the potential marketing strategies to the jewellery market in the UK and the opportunity for Thai jewellery manufacturers in exploiting the UK jewellery market, the research has studied the characteristics and jewellery styles and trend of UK consumers and jewellery retailers. The research has determined the characteristics and perception of consumers according to different ages and genders toward this issue and focus on major jewellery retailers in UK.

The respondents could be segmented into two groups: -

(a) End users

These groups were final users, including: -

- (1) Young working adult groups who were aged up to 35 years old.
- (2) Middle age people groups who were aged between 35-55 years old.
- (3) Old people groups who were aged more than 55 years old.

This segment is the most significant group because they are the trend-setting group and the major group of purchasers, which the data can be acquired by conducting primary research.

(b) Jewellery Retailers

This segment is focused on major jewellery retailing enterprises in UK. As the jewellery market in UK is very fragmented with a large number of retailers (<http://hybrid.keynote.co.uk>, 2003 Executive Summary 2003). Therefore this is the important group that we urgently need to research; particularly, focus on what jewellery style and trend is moving toward. As the research needs to exploit the opportunity for Thai jewellery manufacturers in the UK market, the respondent also included Thai jewellery retailer in order to understand the difference between Thai and UK jewellery market in terms of style, trend and consumer preference.

### **3.2 Approach**

#### **3.2.1 Desk Research (Secondary Research)**

(a) The Market for Jewellery in UK.

Firstly, the current circumstance of the market needs to be studied, the market trends and jewellery styles are required to identify, competitors and environmental analysis are necessary to be undertaken and market potential need to be determined.

(b) Marketing Strategy in Jewellery Business

The possible approaches to develop and improve marketing strategies to jewellery enterprises. Also applied the practical examples of Thai jewellery manufacturers in exploiting the opportunity for the UK jewellery market.

The purpose of desk research is intended to provide:

- (1) A clear picture of the UK jewellery market.
- (2) The understanding of alternative approaches to possible potential marketing strategy for Thai jewellery to exploit the potential opportunity in the UK jewellery market.
- (3) The issues that then need to be addressed in the field research.

### 3.2.2 Field Research (Primary Research)

The fact is that the market for jewellery in UK was very fragmented with a large number of suppliers and retailers; therefore, to understand the market clearly. This project use multiple methods to acquire information from multiple respondents. Hence, There are two methodologies, Questionnaires and depth interview, They will support more reliability of my research findings.

## 3.3 Type

### 3.3.1. Questionnaire

The research would be through the survey by questionnaire on end users. With the research collection of quantitative research from questionnaires I would be able to examine the UK jewellery market in terms of style and trend and summarize the alternative approaches to possible marketing strategy and consumer preference on jewellery style with a statistical analysis together with reaching generalizations based on statistical projections. The survey could either be administered through face-to-face interviews, or through self-completion questionnaire.

- (a) Face to Face Technique

Advantages:

- (1) Accurate completion of the questionnaire is ensured.



(2) A stratified sample could be used, e.g. through the interviewer choosing respondents at different ages, genders and times of day/week.

Disadvantages:

(3) The method consumes a lot of time and cost for completion.

(b) Self Completion Technique

Advantages:

(1) It is cheaper and easier to administer.

(2) It will use less time.

Disadvantages

(1) Completion of the questionnaire is less accurate

(2) Response rates could be very poor.

(3) There is no control over who completes the questionnaire, whereas the bias information could be occurred.

The better response rate the better reliable information would be obtained, with the use of face to face interview techniques the information could be more reliable but the difficulties involved in term of time and cost together with the nature of respondents are unlikely to take a long time on interview and some respondents are reluctant to cooperate in the interview which can make the data less accurate because of respondents' unwillingness to answer; therefore, the combination of self completion technique is necessary to be employed. Apart from that, this technique is also feasible and is a realistic approach for the organization.

(c) Depth Interview

In order to gain the insight and understanding on the UK jewellery, the research would be through depth interviews. I believe that research has special value for investigating the uptake, complex, and insight issues; particularly, with the use of the depth interview could be produced to show how consumer perceive about jewellery with a deep understanding. With the use of depth interviews would be able to achieve an insight and deep understanding of how UK jewellery retailers have perception regarding on jewellery market in the UK together with the depth interview on Thai jewellery retailer which would enable the researcher to distinguish the difference between Thai and UK jewellery markets.

Moreover, the depth interview has been carried out through the managers and executive level of major retailing jewellery enterprises to gain the insight understanding of how they think about the jewellery market.

Status of Respondent

As described, the research has covered final users and jewellery retailers.

**3.4 Sample and Population**

Before I collected the information, the population, element and sample unit has been planned as following:

- (1) Target population = All people who are aged up to 35 until more than 55 years old.
- (2) Element / Sample unit = People who are aged up to 35 until more than 55 years old.
- (3) Sample frame = the map of London.

The reason that I have used people who are aged up to 35 until more than 55 years old because this particular range are the people who purchase jewellery product and it would be able to clarify clearly the idea of respondents in each group in term of jewellery style, trend and preference. And I have taken the representative sample from London. The reason is that London is the important, metropolitan, and capital city in U.K. which I also have an opportunity to meet people from all areas. I believe by this way the research finding will be external validity (Nelson 1982:548).

For the sampling of the population I have combined two different sampling methods because I believe in this way I would acquire highly representative sample and reduce error together with enrich a variety of data.

For the probability category, I have used stratified sampling in order to get a representative sample of the population. With this method, it would take a proportion of respondents with particular characteristic such as age and gender. I have divided my population into 3 age categories for the analysis. There would be 30 people of each age category between up to 35, 35-55 and more than 55 years old. Each group has incorporated 45 men and 45 women and the sample size would be equal to 90.

For the non-probability category I have used snowballing sampling, which initially I have selected randomly from the group of respondents who purchase jewellery product and when I conduct the interview I could ask, them refer to the others.

### **3.5 Methods**

The specific methods that I have used in my research for data gathering are depth interview and questionnaire. The main purpose of focus group is to uncover the greater depth insights of UK and Thai jewellery retailers, the depth interview would be necessary to employ to gain the jewellery retailers' insight and viewpoint on the jewellery market in term of jewellery trend and style is moving toward and consumers' preference on jewellery style in the perspective of jewellery retailers together with identify and define their perceptions, feeling, attitude; especially, to get the nature of this phenomenon. The style of the interview will be semi-structured and I would use "Funnel" interviews, which will start with the general questions and follow by progressively specific question to the focus issues to obtain unbiased responses (Zikmund 1994). Apart from that all interviews and focus groups would be tape recorded so as to be able to pay full attention on the respondents' answers.

### **3.6 The Questionnaire**

#### **3.6.1. Design and Implementation**

The questionnaire design I have used both structured and unstructured questions. I have used personal interview as the mode of administration and the way that I use to conduct a research is "Mall-Intercept Personal Interview" (Malhorta 1999) because it could help me to acquire firsthand feedback from potential respondents. I have conducted the administration of the questionnaire by reading out the questions and then recording the respondents' answer on the questionnaire. However, there would be some open-end questions for respondents to express their attitude and perception. This method has been chosen because the reading out of the questions would save time and reduce any possible misrepresentations of the questions. I have arranged questions by the type of information that I obtained. At first I asked the question about basic

information, which is the information that relates directly with my research problem. Then I would ask questions about style, trend and preference on UK jewellery market and then follow by the classification question such as age, gender and occupation. The length of questionnaires would be approximately 3-4 pages and the time for using interview would be around 15 minutes/person. My questions would use the funnel approach (Malhotra 1999) by asking general questions first and follow by specific question. The question has been placed on a quality paper. Of course, I have done a pilot test (Zikmund 1994) in a small sample before I did the real research in order to prevent any misunderstanding and eliminate potential problems in the design.

### 3.6.2. Data Collection, editing and coding

To process and analyze the data of the questionnaire the SPSS v10 was selected. I have used nominal and ordinal scale of parametric test and code words into numbers and then the program would analyze and perform statistical results in a consistent way. As the objective of my research is to investigate the jewellery market in UK according to ages and genders. I have used a descriptive statistic analysis in term of respondents' frequency and percentage for the questionnaire would be used in analyzing the questionnaire research finding to carry out the relationship of variables.



## **IV. PRIMARY RESEARCH**

### **4.1 Research Findings through Depth Interviews with Leslie Davis**

The topic of Depth Interview is about Jewellery Market in UK and the interviewer have interviewed at Leslie Davis, which is the one of the biggest jewellers in UK. The interviewer has spent around 20 minutes to make an interview at Leslie Davis. The interviewer select this jeweller because it is one of the leading retailing jewellery in UK and the interviewer want to know about jewellery styles development, designs, trends, product sales, customer target group and etc. The interviewee is Mrs Heather who is the Assistant Manager at Leslie Davis and has experience in jewellery business for over 1 and a half-year. This is the question and answer from the interview.

- (1) What do you think about jewellery styles in UK?

Answer The interviewee said that contemporary jewellery is becoming a style of future choice and added that in Leslie Davis there are a bigger percentage of sales in white gold compared to a lot of retailers. But Leslie Davis still has big sales in traditional style and don't feel the need to change jewellery style.

- (2) What do you think about the trends?

Answer The interviewee said that the age group who purchases traditional style ranges from 25 to 45 years old. In addition, the engagement rings purchased are normally traditional style as well. The interviewee added that the trend will not change as traditional styles give a lot of sales and many common customers. The interviewee added that 18-karat gold is the most sold. It changed from 9 karat to be 18 karat as people realized it was more yellow and worthy. The interviewee explained that most and very

beautiful diamonds are always put on platinum jewellery, as it is a more expensive substance so it is worth for the diamond. While 9 karat it is not a very expensive substance. This is the way in which the trend has changed.

(3) Which kind of jewellery is the best sold now?

Answer The interviewee mentioned that white gold and silver are quite popular at the moment. Engagement rings with diamonds are very demanded. Diamond jewellery has been sold with many fancy styles of diamonds including round brilliant cut. The fancy diamond styles is as following:



Figure 4.1. The example of fancy diamond styles.

(4) Are you interested in importing jewellery from other country? And why?

Answer The interviewee stated that Leslie Davis is interested in purchasing jewellery from abroad, as Leslie Davis is one of the brand names under Signet, which is interested in buying jewellery from overseas, that can supply a cheaper cost. The company went to Bangkok Gems Jewellery Fair almost every year to find new suppliers who can supply cheaper products.

- (5) What is your targeted group customer?

Answer The interviewee said that the company's target customers are the people who are aged between 25 to 45 years old.

- (6) What do you think about your brand and image?

Answer The interviewee said that Leslie Davis is a fresh, modern, simple brand, which focuses on medium to high-class group of customers.

- (7) What substances are valued in UK?

Answer The substances valued tends to change from 9 karat gold to be 18 karat gold as it is more valuable and expensive which is worth for diamonds.

- (8) What do you think about coloured stones? And what coloured stones that being sold the most?

Answer The company sells rubies, sapphires, emerald, topaz, aquamarine, citreen (green), opal and especially now blue topaz is the most sold among colour stones. The company also sells a lot of rubies and sapphires.

- (9) What do you think about jade? Is it popular?

Answer The interviewee said that the company does not sell jade as the company is more focused on faceted stones.

- (10) What do you think about the silver jewellery styles?

Answer The silver jewellery style is slightly moving towards contemporary style but contemporary style like the new rings with hot diamonds are still a bit traditional.

(11) What is the main reason that you think it moves people to buy jewellery?

Answer The main reason of purchasing jewellery is aesthetic which is majority of women reason and engagement rings are the main cause as well. Some young men like to buy gold chains to show wealthiness.

#### Conclusion

The company still has huge sales in traditional style and don't feel the need to change of jewellery styles. The age group who purchases traditional style ranges from 25 to 45 years old. The engagement ring purchased are normally traditional styles. The trend will not change as traditional styles give a lot of sales and many common customers. 18 karat gold is the most sold which changed from 9 karat to be 18 karat as people realised it was more yellow and worthy for the diamonds. White gold and silver are quite popular at the moment and the engagement rings with diamonds are very demanded.

The company is interested in purchasing jewellery from overseas that can supply at cheaper cost. Bangkok Gems Jewellery Fair can be a good opportunity to find a new suppliers with cheaper products. The target group of customer are people who age between 25 to 45 years old. The company's brand is fresh, modern, and simple which focuses on medium to high class group of customers. The substances valued tends to change from 9 karat gold to be 18 karat gold as it is more valuable and expensive which is worth for diamond. The company sell a wide range of coloured stones such as rubies, sapphires, emerald, topaz, aquamarine, citrean (green), opal. The silver jewellery style is slightly moving towards contemporary style but contemporary style like the new rings with hot diamonds are still a bit

traditional. The main reason of purchasing jewellery of UK consumers are aesthetic and engagement. Most of people who purchased for this reason are women. There are some young men who like to buy gold chains to show wealthiness.

#### **4.2 Research Findings through Depth Interviews with Ernest Jones**

The topic of Depth Interview is about Jewellery Market in UK and the interviewer have been interviewed at Ernest Jones, which is the one of the biggest jewellers in UK. The interviewer has spent around 30-40 minutes to make an interview at Ernest Jones. The interviewer select this jeweller because it is one of the leading retailing jewellery in UK and the interviewer want to know about jewellery styles development, designs, trends, product sales, customer target group and etc. The interviewee is Miss Natalie Goulden who is the Supervisor at Ernest Jones and has experience in jewellery business for over 2 years. The question and answer from the interview are as following.

- (1) What do you think about jewellery styles in UK?

Answer The interviewee has said directly that the jewellery style in UK is quite sensitive. The interviewee give example of the Sex and City, the American television series which the lead character wears a pendant jewellery. The company keep tracking on the trend and not so long. The American series made the pendant jewellery to be so popular. Then company come up with many styles of pendant jewelleries and the interviewee give example as following:



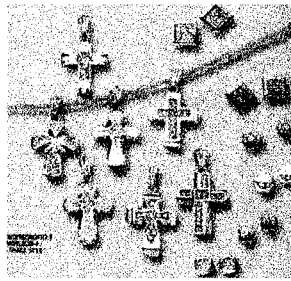


Figure 4.2. The Example of Pendant Jewellery ( [www.kaisilver.com](http://www.kaisilver.com), 2003).

The company has organized two shows a year and buy design from overseas and the company purchased the design from BNN, which is the mines gold company that normally the company purchased gold and BNN also make jewellery design.

(2) What do you think about style development?

Answer The interviewee said that Macintosh silver jewellery design has come back to be popular again. Rennei Machintosh is the scottish designer which the company has taken a lot of jewellery styles from him. The style is originated from necklece in the form of flowers as following:



Figure 4.3. The Example of Rennei Machintosh Jewellery Style  
(Mackintosh Design ,2003).

The interviewee has suggested visiting the style on Mackintosh Web Site and the interviewee also said that platinum is becoming increasingly popular and it is not traditional but more contemporary. Two or more colour jewellery is quite popular now because you don't limit yourself. The styled is focus on unique style which is tailor made to the need of customers.



Figure 4.4. The Example of Hand-made Jewellery Style ([www.kaisilver.com](http://www.kaisilver.com), 2003).

The interviewee has stated clearly that most jewellery styles are hand made which is quite high labour cost. The above pictures are the picture that interviewee has specified of hand made jewellery style that is popular in UK at the moment.

(3) What do you think about the trends?

Answer The contemporary trends is something that is virtual and you can see it; for example, the gold jewellery which there is twisting the gold, new cuts and the latest technology has been used in jewellery. Pink rubies,

Quarz, Supphires are very popular at the moment. The company will make sure about the trend, then will buy the stock in bulk to sell it if they don't know how to sell it they cannot take it in. Supphire is very popular now; for example, pink supphire three year ago it is not popular but now it comes back. And Citreen also comes back into the trend as the yellow colour is very attractive now.

- (4) Which kinds of jewellery that is the best sell now?

Answer Diamond jewellery is the best sale now and the white gold is good sale as well. Before this there is only one window but now there are two more windows.

- (5) Are you interested in importing jewellery from other country? And why?

Answer Yes. The company has imported a lot of jewellery from overseas. For example, diamonds have been imported from Africa as it has the original diamond mine that can provide a lower price.

- (6) What are the factors that you consider about these import jewellery?

Answer The reason that company import diamond from Africa as the country can provide the good price.

- (7) What is your targeted group customers?

Answer The company target the customer at age between 20-60, the company provide a wide range of price and product alternative to the customers. For example, most of customers who buy pearls are quite old people who are aged about 45-55 years old. And most customers who buy gold, silver, white gold jewellery are those who are working people.

- (8) What do you think about your brand and image?

Answer The interviewee said that the brand image is medium to high class and the image of the store will focus on keeping the store clean, tiny especially when the customers come into the store they would feel like, they just come to have a look and don't feel like they are under threat and pressure. The interviewee said we always smile.

- (10) What substances are valued in the UK?

Answer Silver is cheap and easy to work with. White gold is more expensive than gold as the gold colour is yellow in itself and you don't need to put any expensive substances to change its colour. Working on white gold has more labour costs as the substance is hard and difficult to work with. Platinum is harder and you have to weld it. Gold is very soft and malleable. Two or three years ago 9 karat gold was very popular in UK but it is not at the moment. 18 Karat is more popular as people recognise that it is more yellow and it looks very attractive. The interviewee stated that 18 karat is the most popular and had very good sales now.

- (11) What do you think about coloured stones? And what coloured stones that being sold the most?

Answer Turquoise, fancy colour stones are coming back in the trend. Blue Topaz and Amethyst have very good sales now. Emeralds, rubies, sapphires are the most popular among the coloured stones. Jade is not being sold now. It used to be sold one year ago and not anymore now as it is not very attractive. To upgrade themselves, customers like to wear diamonds.

(12) What do you think about jade? Is it popular?

Answer Jade is not being sold at the moment. It used to be sold one year ago and not anymore now as it is not very attractive.

### Conclusion

Television is highly impact media that can influence jewellery style as the lead character in the Sex and the City (the American Series) wears the pendant jewellery styles, then the pendants jewellery style has been sold dramatically. Ernest Jones is interested in importing jewellery from overseas. Most of silver jewellery style derived from Rennie Mackintosh who is the famous Scottish designer. Platinum jewellery is becoming increasingly popular, as it is more contemporary style. Two or more colour jewellery is quite popular, as it create widely alternative to the customers. However, the jewellery style is focus on unique style, which is tailor-made to the need of customers. Most jewellery styles are hand made which is quite high labour cost.

Contemporary trends are something that people virtually can see; for example, gold jewellery which is in the twisting design, new cuts and etc. Pink rubies, Sapphires, Quartz are very popular at the moment. Jewellery trend can be defined as a circle which fashion trend also has highly impact and influence on. For example, pink sapphire three year ago it is not popular but now it comes back. Citreen also comes back into the trends as the yellow colour is very attractive now. Diamond jewellery is the best sale now. The company imported a lot of jewellery from overseas; for example, diamonds have been imported from Africa as it has the original mines diamond that can provide lower prices.

The target customer is ranged from 20 to 60 years old as the company provide a wide range of price and product alternative to the customers. For



example, mostly who purchased pearls are quite old people who have age about 45 to 55 years old and those who buy gold, silver, white gold jewellery are working people. The company's brand image is medium to high class.

Two or three years ago, 9 karat gold was very popular in UK but it is not at the moment. 18 karat is more popular as people recognise that it is more yellow and looks very attractive. 18 karat gold is the most popular and very good sale now. For the coloured stones Turquoise, Amethyst, Emeralds, Rubies, Sapphires are the most popular among the colour stones especially Blue Topaz is the most sold at the moment. While jade is not being sold at the moment as it is not attractive to the UK consumers.

#### **4.3. Research Findings through Depth Interview with Arayamane Jewellery**

The topic of Depth Interview is about Jewellery Market in Thailand and the interviewer conducted the interview at Arayamane Jewellery, which is the jewellery retailer in Thailand. The interviewer has spent around 30 minutes to make the telephone interview. The interviewer has selected this jeweller because it is the retailing jewellery in Thailand which has experienced in jewellery business for more than 30 years and the interviewer want to know about jewellery styles development, designs, trends, product sales, customer target group and etc. The interviewee is Mrs Angsana Saekoo who is the Managing Director of Arayamane Jewellery (Thailand) and has experience in jewellery business for over 30 years. This is the question and answer from the interview.

(1) What do you think about jewellery styles in Thailand?

Answer The jewellery style in Thailand is mostly in traditional style.

Most of the consumers prefer the jewellery style that show their wealthiness, which makes the design of jewellery turn out to be big piece of jewellery. Diamond jewellery is popular in Thailand. The majority of

diamonds that are being used in jewellery are round brilliant cut as picture below. Most of jewellery style is antique style but the trend is moving toward modern style.



Figure 4.5. The Example of Round Brilliant Cut (<http://www.cordis.lu>, 2003).

- (2) What kinds of jewellery that is the best sell now?

Answer The interviewee said that gold and diamond jewellery is the most sold now. For the jewellery with coloured stones; rubies, blue sapphires, and yellow sapphires are the best selling. The price of rubies is quite high as they are very popular among consumer. The most popular colour of rubies in Thailand is red and some of them are dark red, which are the style that Thai people fancy on. There are a lot of pink rubies in Thailand, the company does not sell a lot as Thai people do not fancy pink colour. Pink rubies are fairly low price in Thailand.

- (3) What do you think about jewellery market in Thailand?

Answer The interviewee said that Thailand is the big jewellery market especially Bangkok is the centre of jewellery trade. There are a lot of jewellery exports and gemstones import to Thailand as the country is the centre of gemstones cutting. The interviewee added that Thailand would be able to expand jewellery export market in U.S.A., Europe and etc, as there are highly developments in design and quality of material standard in exporting jewellery

- (4) What is your target group of customer?

Answer The target group of customers are aged between 25 to 60 years old. The jewellery styles are different according to the consumer ages. The interviewee said that most of customers purchased rubies, blue sapphires and yellow sapphires.

- (5) What do you think about your brand and image?

Answer The interviewee said that the company's image is medium to high class as the company focuses on high quality product. The company guarantees the product quality and if the customers are not satisfied, they can return to the company straight away.

- (6) What substance valued is in Thailand?

Answer The interviewee said that the silver is cheap and easy to work with while gold is more expensive and a lot more popular among consumers. The most sold by the company are gold, diamond and coloured stones jewellery. White gold and platinum jewellery tends to be popular among young working people but is still very expensive. 22-karat gold is the most popular gold jewellery among Thai consumer as they fancy on yellow

colour and don't like low percentage of gold. Most of customers buy gold jewellery; there is some percentage of customers who purchased silver jewellery. The reason is that gold has been considered as a precious material in Thailand but not silver. Platinum jewellery is not very popular at the moment but there is increasingly popularity among working people.

- (7) What do you think about coloured stones? And what coloured stones that being sold the most?

Answer The interviewee said that the most popular coloured stones are rubies, blue sapphires and yellow sapphires as Thailand is the original mine of rubies, blue sapphires and yellow sapphires. Thai coloured stones are very popular among Thai people and foreigners. The company sells wide ranges of coloured stones but mainly focus on rubies, blue sapphires and yellow sapphires. Jade is quite popular in Thailand as people believe that they brought good luck and fortune to their life. Jade is quite expensive and most customers who purchased them are aged at 35 or more. They are not popular among young working people.

#### Conclusion

The jewellery style in Thailand is mostly in traditional style. Most of the consumers prefer the jewellery style that shows their wealthiness which makes the design of jewellery turn out to be quite big piece of jewellery. Diamond jewellery is popular in Thailand. The majority of diamonds that are being used in jewellery are round brilliant cut. The jewellery trend in Thailand is moving towards modern style. Gold and diamond jewellery is the most sold now. Jewellery with coloured stones are also popular at the moment. Rubies, blue sapphires, yellow sapphires are the best sold among Thai consumers. The most

popular colour of rubies in Thailand is red and some of them are dark red, which is the style that Thai people fancy on. There are a lot of pink rubies in Thailand, the company does not sell a lot as Thai people don't like pink colour very much. Therefore pink rubies are fairly low price in Thailand.

Thailand is a big jewellery market especially Bangkok is the centre of jewellery trade. There are many jewellery exports and gemstones import to Thailand as the country is the centre of gemstones cutting. The major export market is in U.S.A, Europe and etc. Thailand has increasingly developed in design and quality of material standard in exporting jewellery.

The target group of customers are aged between 25 to 60 years old. The jewellery styles are different according to the consumer ages. The most sold of the company is the gold, diamond, and coloured stones jewellery. White gold and platinum jewellery tends to be popular among young working people. 22-karat gold is the most popular gold jewellery among Thai consumer as they fancy yellow colour and don't like low percentage of gold. Another reason that gold jewellery is being sold the most because gold has been considered as a precious material in Thailand but not silver. Platinum jewellery is not very popular at the moment but there is an increasing popularity among working people. The most popular coloured stones are rubies, blue sapphires, and yellow sapphires as Thailand is the original mine of rubies, blue sapphires and yellow sapphires. Thai coloured stones are very popular among Thai people and foreigners. The company sales wide ranges of coloured stones but mainly focus on rubies, blue sapphires, and yellow sapphires. Jade is popular in Thailand as people believed that they could bring good luck and fortune to their life. Jade is a very expensive stone and most customers who



purchased them are aged at 35 or more. They are not popular among young working people.

#### **4.4. Questionnaire Research Finding & Interpretation of Results**

In carrying out the results from the questionnaire it is necessary to go through each question individually. A summary of responses by count and a summary of responses in percentages are given in Appendix.

Question 1 What is the place that you buy jewellery most frequently?

The vast majority of respondents had been purchasing jewellery from jewellery retailers (84.4%) while only 10% and 3.3% of respondents purchased from jewellery franchise and jewellery wholesaler respectively. The result of research finding has been as expected because the nature of UK jewellery market consists of a large amount of small retailers. Taking a deeper analysis in terms of respondents' gender, the majority of both male and female prefer to buy jewellery from jewellery retailer which is up to 82.2% of male respondents and 86.7% of female respondents. However, the interesting point of this question is that none of any respondents select to purchase online jewellery as to majority of jewellery consumers prefer to see the real products before making the decision together with the jeweller's credibility is very important.

## Where normally UK consumers buy jewellery

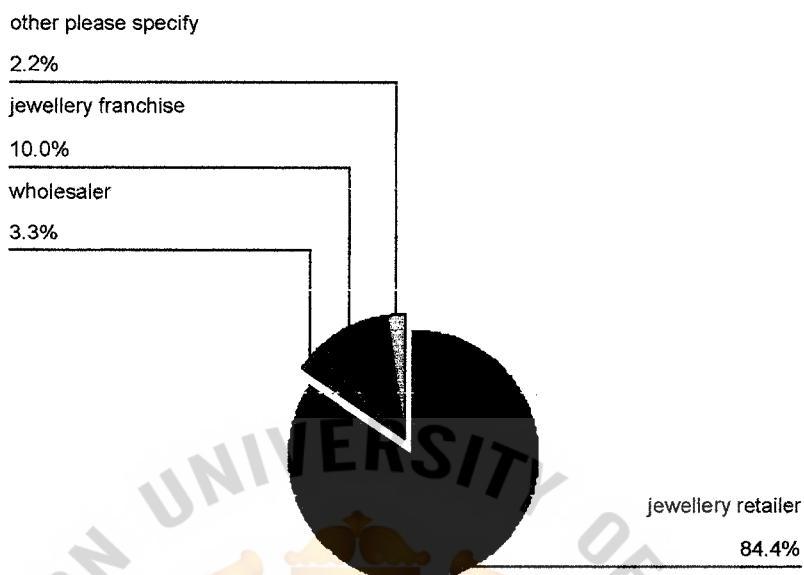


Figure 4.6. The Place That the UK Consumers Buy Jewellery Frequently.

Table 4.1. The Cross Tabulation Between Where Normally UK Consumers Buy Jewellery and UK Consumers Gender.

Where normally UK consumers buy jewellery * UK Consumers Gender Crosstabulation					
			UK Consumers Gender		Total
			1.00 Male	2.00 Female	
Where normally UK consumers buy jewellery	1.00 jewellery retailer	Count	37	39	76
		% within UK Consumers Gender	82.2%	86.7%	84.4%
	3.00 wholesaler	Count	1	2	3
		% within UK Consumers Gender	2.2%	4.4%	3.3%
	4.00 jewellery franchise	Count	7	2	9
		% within UK Consumers Gender	15.6%	4.4%	10.0%
	5.00 other please specify	Count		2	2
		% within UK Consumers Gender		4.4%	2.2%
Total		Count	45	45	90
		% within UK Consumers Gender	100.0%	100.0%	100.0%

Question 2 What is the primary motivation of your buying jewellery?

The diagram represents the primary motivation of buying jewellery in the U.K. is mostly derived from fashion and trend influences. Up to 44.4% of respondents have been purchasing jewellery according to the influence of fashion and trend. This imply that jewellery is the product that has been influenced immensely by fashion and trend. However, there is high percentage of respondents who purchased jewellery on the ground of giving a present to other people. This is enabling the analysis to connect with the special occasion such as birthday, Christmas, New Years, Mother Day and etc. Jewellery can be a good piece of present to express emotional feeling. There is 30% of respondents who have the motivation of buying jewellery as a present while 14.4% and 11.1% of respondents have been motivated to buy jewellery on the basis of wedding and self-image respectively.

Taking the analysis in tend of gender, female respondents have received a lot of influences on fashion and trends. It is up to 57.8% of female respondent have motivation of buying jewellery on the ground of fashion and trend. While the majority of men take into account the basis of present, wedding, fashion and trend proportionally by 28.9%, 28.9% and 31.1% respectively. From the Chi-Square analysis, also stated clearly that there is a strong correlation between the motivation of UK consumers in buying jewellery and UK consumers' gender.

In the viewpoint of UK consumer's age , it is very clear to state that the group of respondents who aged up to 35 years old have received a lot of influence on fashion and trend, which is up to 76.7% of respondents in this group that have motivation on buying jewellery according to trend and fashion. While the group of middle aged (35-55 years old) hasn't been influenced by fashion and trend so much like the group of young adults and young working people. Only 56.7% of the respondents in the middle aged group

have been influenced by fashion and trends and 83.3% of the respondents in the group of people who were aged more than 55 years old, had as a major motivation of buying jewellery giving a present.

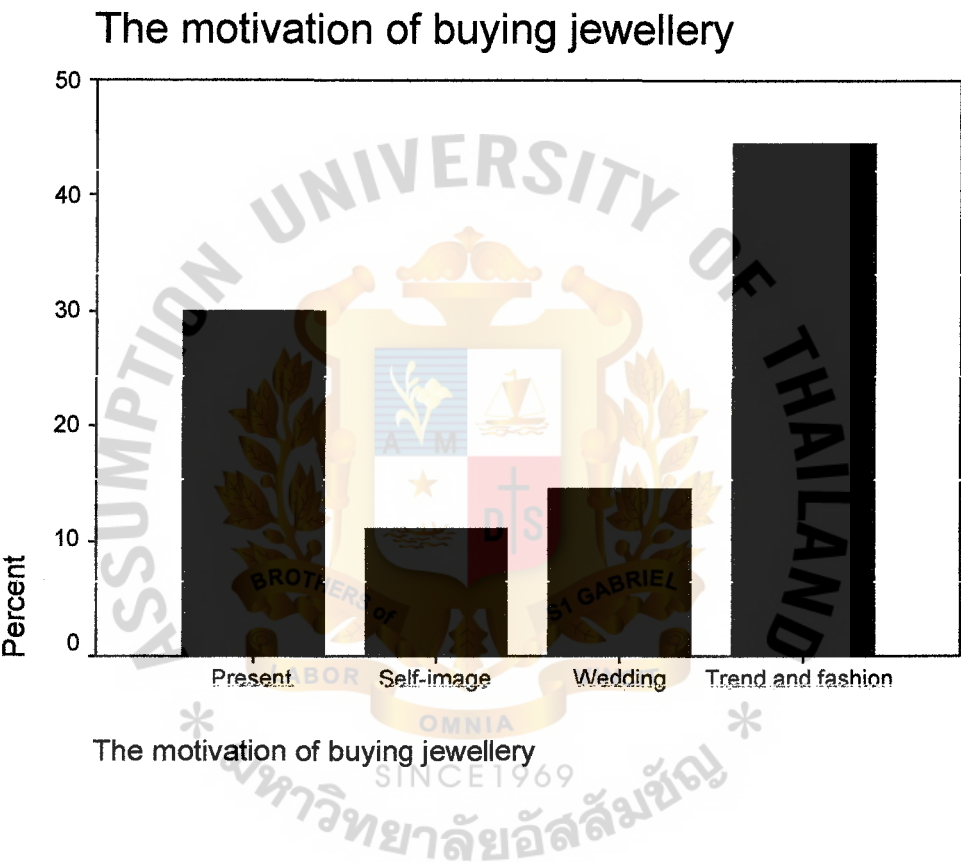


Figure 4.7. The Primary Motivation of UK Consumer in Buying Jewellery.

Table 4.2. The Cross Tabulation Between the Motivation of Buying Jewellery and UK Consumers Gender.

The motivation of buying jewellery \* UK Consumers Gender Crosstabulation

				UK Consumers Gender		Total
				1.00 Male	2.00 Female	
The motivation of buying jewellery	1.00 Present	Count	13	14	27	
		% within UK Consumers Gender	28.9%	31.1%	30.0%	
	2.00 Self-image	Count	5	5	10	
		% within UK Consumers Gender	11.1%	11.1%	11.1%	
	4.00 Wedding	Count	13		13	
		% within UK Consumers Gender	28.9%		14.4%	
	5.00 Trend and fashion	Count	14	26	40	
		% within UK Consumers Gender	31.1%	57.8%	44.4%	
	Total	Count	45	45	90	
		% within UK Consumers Gender	100.0%	100.0%	100.0%	

Table 4.3. The Cross Tabulation Between the Motivation of Buying Jewellery and UK Consumer Age.

The motivation of buying jewellery \* UK Consumers Age Crosstabulation

			UK Consumers Age			Total
			1.00 Up to 35	2.00 35 - 55	3.00 More than 55	
The motivation of buying jewellery	1.00 Present	Count	1	1	25	27
		% within UK Consumers Age	3.3%	3.3%	83.3%	30.0%
	2.00 Self-image	Count	6	2	2	10
		% within UK Consumers Age	20.0%	6.7%	6.7%	11.1%
	4.00 Wedding	Count		10	3	13
		% within UK Consumers Age		33.3%	10.0%	14.4%
	5.00 Trend and fashior	Count	23	17		40
		% within UK Consumers Age	76.7%	56.7%		44.4%
Total		Count	30	30	30	90
		% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%



Question 3 What do you normally buy when you consider buying pieces of jewellery

61.1% of all the respondents normally, buy gold jewellery when they consider buying a piece of jewellery. This can assume that gold jewellery market is still a big jewellery market in the UK Whereas 28.9% of the respondents prefer buying silver jewellery and only 6.7% and 3.3% of the respondents prefer buying white gold jewellery and platinum jewellery respectively. The reason is that white gold jewellery and platinum jewellery is still very expensive compared to gold and silver jewellery together compared to the UK consumers income per month, the majority of respondents have incomes between £1000-2000 per month and still there are a lot of respondents who have incomes below £1000 per month. Silver jewellery is very popular among the group of consumer who have income below £1000 per month, whereas gold jewellery is very popular among people who earn between £1000-2000 per month. However, this result of research finding can illustrate that gold and silver jewellery is still popular in the U.K. jewellery market.

Type of jewellery that normally UK consumers buy

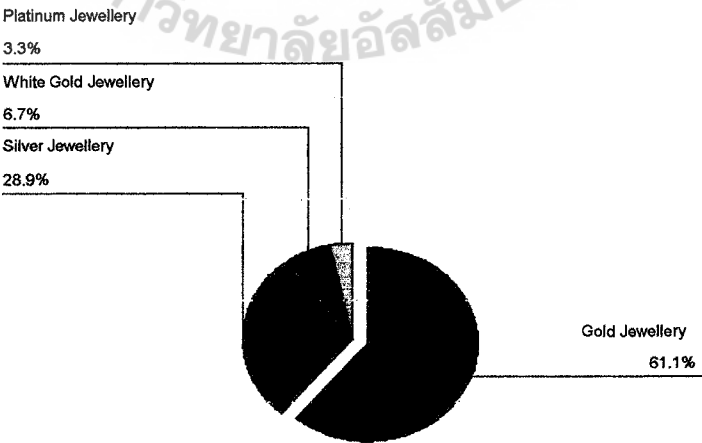


Figure 4.8. Type of Jewellery that Normally UK Consumers Buy.

Table 4.4. The Cross Tabulation Between UK Consumer income/month and Type of Jewellery that Normally UK Consumers Buy.

UK Consumers income per month \* Type of jewellery that normally UK consumers buy Crosstabulation

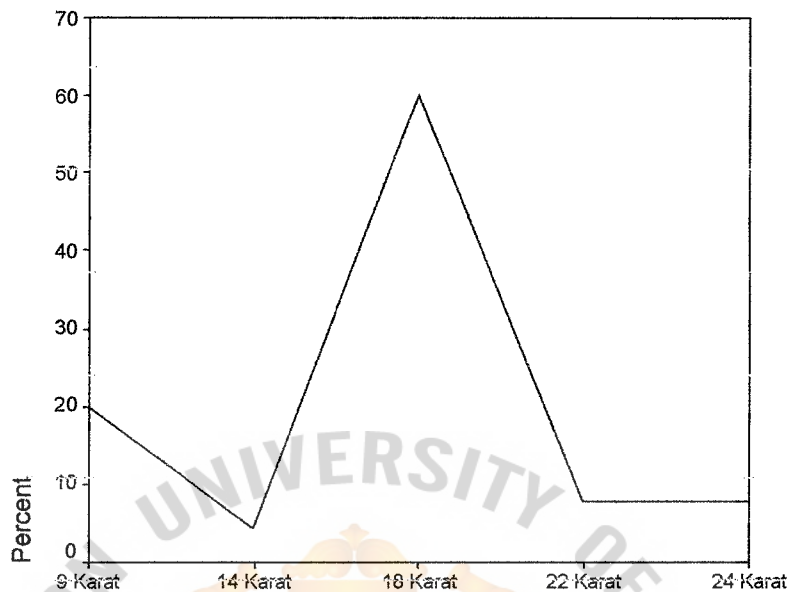
Count

		Type of jewellery that normally UK consumers buy				Total
		1.00 Gold Jewellery	2.00 Silver Jewellery	3.00 White Gold Jewellery	4.00 Platinum Jewellery	
UK Consumers income per month	1.00 Below £1000	8	14	3	2	27
	2.00 £1000 - 2000	21	9	1	1	32
	3.00 £2001 - 3000	12	1			13
	4.00 £3001 - 4000	2	1	2		5
	5.00 £4001 - 5000	5	1			6
	6.00 More than £5000	7				7
Total		55	26	6	3	90

Question 4 How many karat of gold jewellery that you prefer the most?

18 Karat of gold jewellery is the most popular answer jewellery among the UK consumers. 60% of respondents prefer buying 18 karat gold jeweller, whereas 20% of the respondents still prefer buying 9 karat gold jewellery. This implies that the trend of gold jewellery is changing from 9 karat gold , which used to be very popular in the past, to be 9 karat gold the most preferred by UK consumers. As 18 karat gold is more expensive and more yellow than 9 karat gold. There are a few groups of respondents who prefer buying 22 and 24 karat gold, which is about the 7.8% and 7.8% of respondents respectively. If it is analyzed deeper , the majority of both male and female respondents prefer buying 18 karat gold, which is up to 66.7% of the male respondents and 53.3% of the female respondents.

However, there is a minority of UK consumers who prefer buying 22 karat gold, which is about 4.4% of the male respondents and 11.1% of the female respondents. This particular minority group is the group that Thai jewellery manufacturers could sell gold jewellery to straight away.



How many karat of gold jewellery that you prefer the most?

Figure 4.9. The Karat of Gold Jewellery that UK Consumers Prefer.

Table 4.5. The Cross Tabulation Between the Karat of Gold Jewellery that UK Consumers Prefer and UK Consumers Gender.

How many karat of gold jewellery that you prefer the most? \* UK Consumers Gender  
Crosstabulation

			UK Consumers Gender		Total
			1.00 Male	2.00 Female	
How many karat of gold jewellery that you prefer the most?	1.00 9 Karat	Count	7	11	18
		% within UK Consumers Gender	15.6%	24.4%	20.0%
	2.00 14 Karat	Count		4	4
		% within UK Consumers Gender		8.9%	4.4%
	3.00 18 Karat	Count	30	24	54
		% within UK Consumers Gender	66.7%	53.3%	60.0%
	4.00 22 Karat	Count	2	5	7
		% within UK Consumers Gender	4.4%	11.1%	7.8%
	5.00 24 Karat	Count	6	1	7
		% within UK Consumers Gender	13.3%	2.2%	7.8%
Total		Count	45	45	90
		% within UK Consumers Gender	100.0%	100.0%	100.0%

Question 5 Which of the following are the jewellery precious stones that you prefer?

The diagram and table in this question has been illustrated in Appendix C. The result findings are that diamond is the most popular precious stone in the UK jewellery market whereas ruby is the second preferable precious stone. Following them, the third most preferred is sapphire, the fourth emerald, and the fifth pearl. Among others that the respondents added there is amethyst, opal, etc. This implies that diamond still has the biggest precious stone market in the UK, but in the viewpoint of gemstones colour the biggest market belongs to ruby and sapphire. In this aspect of gemstone colour, Thai jewellery manufacturers would be able to exploit the market by supplying a cheaper cost of ruby and sapphire to the UK jewellery market. As Thai jewellery market is the original mine of ruby and sapphire. This together with a lower labour cost (jewel cutting and manufacturing) can let the Thai jewellery market provide a cheaper product to the UK jewellery market.

Question 6 Which colour of sapphires do you prefer?

There are families who highly demand for sapphires among the UK consumers. The results of the findings are that 37.8% of respondents prefer buying blue sapphires, whereas 25.6% and 14.4% of all the respondents prefer buying red sapphires and dark red sapphires respectively. However, 6.7% of the respondents prefer buying green sapphires. The gemstone's colour is quite a big market in the UK. The survey also investigates the particular demand in terms of age and gender. Up to 37.8% of male respondents prefer buying red sapphires. Apart from that, 31.1% of male consumers also prefer buying blue sapphires, whereas the blue sapphire is also very popular among female consumers. It is up to 44.4% of the female respondents that prefer buying blue sapphires, and specially the dark blue sapphire is fairly high demanded by female consumers. 17.8% of the respondents in this group prefer buying blue sapphires.

Analysing this in terms of age, 30% of the respondents who are aged up to 35 years old, prefer buying red and blue sapphires.

In the group of middle-aged people who are aged between 35 and 55 years old, the majority of respondents are 36.7% of the respondents in this group prefer buying blue sapphire. While 20% in this group prefer buying dark red, another 16.7% red, and another 16.7% dark blue sapphire.

In the group of old people whose age is more than 55 years old, 46.7% and 30% of the respondents in this group prefer buying blue and red sapphires. All of these findings imply that red and blue sapphires are fairly popular in the UK market in the aspect of age and gender.

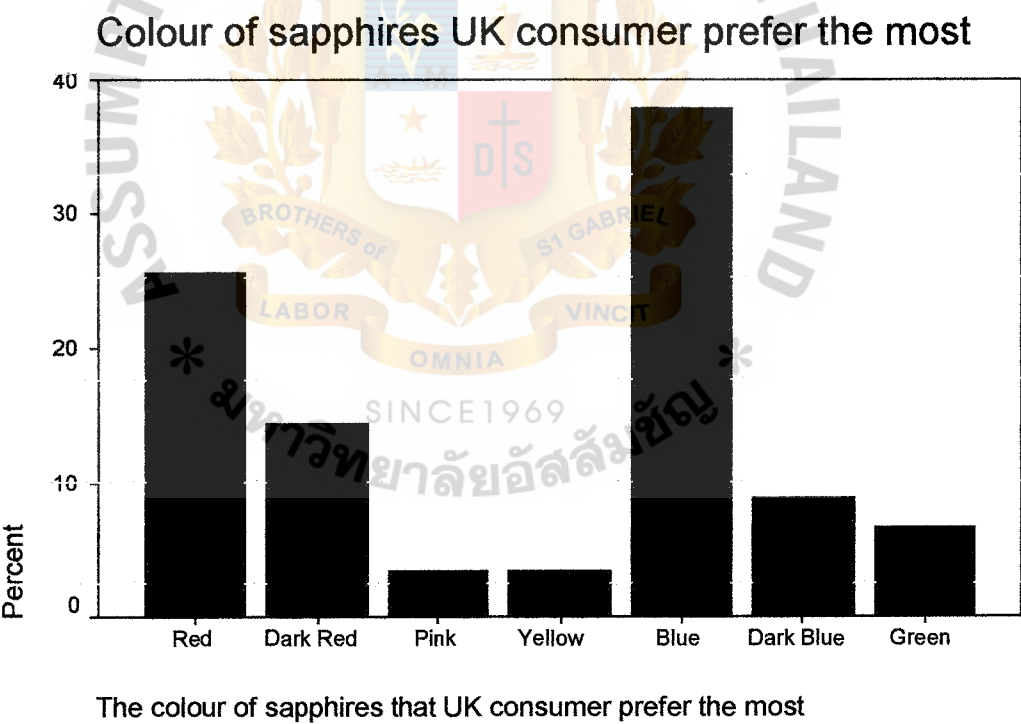


Figure 4.10. The Colour of Sapphires that UK Consumer Prefer the Most.



Table 4.6. The Cross Tabulation Between The Colour of Sapphires that UK Consumers Prefer and UK Consumer's Gender.

**The colour of sapphires that UK consumer prefer the most \* UK Consumers Gender  
Crosstabulation**

			UK Consumers Gender		Total
			1.00 Male	2.00 Female	
The colour of sapphires that UK consumer prefer the most	1.00 Red	Count	17	6	23
		% within UK Consumers Gender	37.8%	13.3%	25.6%
	2.00 Dark Red	Count	10	3	13
		% within UK Consumers Gender	22.2%	6.7%	14.4%
	3.00 Pink	Count		3	3
		% within UK Consumers Gender		6.7%	3.3%
	4.00 Yellow	Count	1	2	3
		% within UK Consumers Gender	2.2%	4.4%	3.3%
	5.00 Blue	Count	14	20	34
		% within UK Consumers Gender	31.1%	44.4%	37.8%
	6.00 Dark Blue	Count		8	8
		% within UK Consumers Gender		17.8%	8.9%
	7.00 Green	Count	3	3	6
		% within UK Consumers Gender	6.7%	6.7%	6.7%
Total		Count	45	45	90
		% within UK Consumers Gender	100.0%	100.0%	100.0%

Table 4.7. The Cross Tabulation Between the Colour of Sapphires that UK Consumers Prefer and UK Consumer's Age.

The colour of sapphires that UK consumer prefer the most \* UK Consumers Age Crosstabulation

			UK Consumers Age			Total
			1.00 Up to 35	2.00 35 - 55	3.00 More than 55	
The colour of sapphires that UK consumer prefer the most	1.00 Red	Count	9	5	9	23
		% within UK Consumers Age	30.0%	16.7%	30.0%	25.6%
	2.00 Dark Red	Count	5	6	2	13
		% within UK Consumers Age	16.7%	20.0%	6.7%	14.4%
	3.00 Pink	Count	3			3
		% within UK Consumers Age	10.0%			3.3%
	4.00 Yellow	Count		2	1	3
		% within UK Consumers Age		6.7%	3.3%	3.3%
Total	5.00 Blue	Count	9	11	14	34
		% within UK Consumers Age	30.0%	36.7%	46.7%	37.8%
	6.00 Dark Blue	Count		5	3	8
		% within UK Consumers Age		16.7%	10.0%	8.9%
	7.00 Green	Count	4	1	1	6
		% within UK Consumers Age	13.3%	3.3%	3.3%	6.7%
Total		Count	30	30	30	90
		% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%

Question 7 What kind of articles do you normally buy?

The diagrams and tables of this question have been illustrated in Appendix C. There is a wide range of articles that normally respondents buy. The most popular article that normally respondents buy are rings, which is up to 55.6% of the respondents. The reason is that rings have been used as an article to represent the symbol of love, the sign of engagement, wedding and eternity. Whereas 47.8% of the respondents prefer buying earrings, being female respondents a majority in giving this answer. Apart from that, necklace was also chosen by 43.3% of the respondents. However, there is a small percentage of respondents who prefer buying bracelets (31.1%), pendants (17.8%), brooches (1.1%), chains (17.8%) and others (1.7%).

Question 8 What is the most important factor that you consider when you buy jewellery?

The most important factor that respondents consider when buying jewellery is the 'quality of the jewellery'. There is a 53% of male respondents and a 46.7% of female respondents who take into account considerable jewellery quality. The respondents gave the reason that they prefer high quality of diamond in terms of cutting, colour and clarity, as well as the quality of gold and silver jewellery in terms of high percentage of jewellery metal. The interesting point in this research is that male respondents and 26.7% of female respondents consider the price factor. There are still a lot of respondents who care about the price factor, it is up to 22.2% of male respondents and 26.7% of female respondents who consider about jewellery price. As generally jewellery is the product that has a fairly high price, consumers take into account the quality and price as a major reason.

## The most important factor UK consumers consider

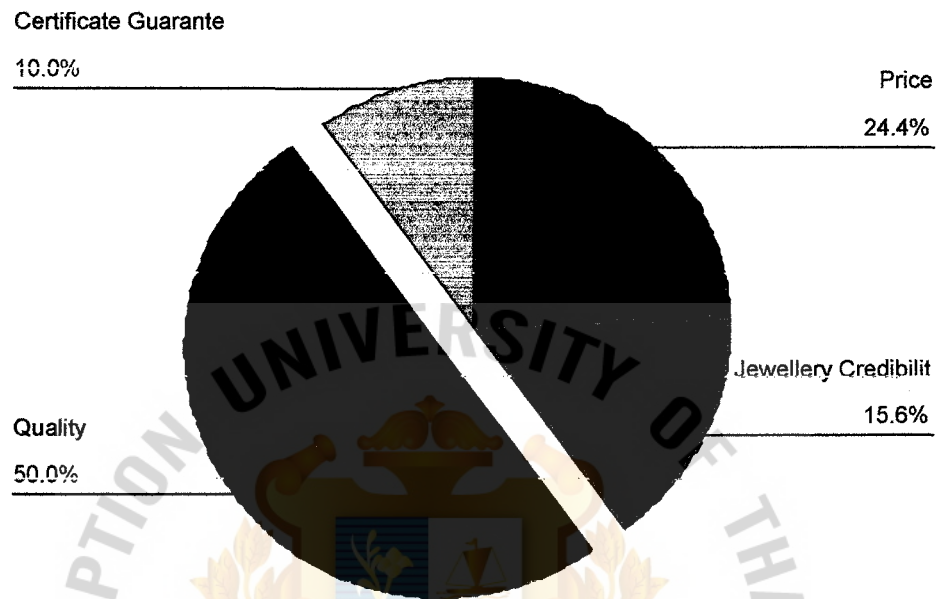


Figure 4.10. The Most Important Factor UK Consumer Consider in Buying Jewellery.

Table 4.8. The Cross Tabulation Between the Factor UK Consumers Consider for Jewellery Purchase and UK Consumers' Gender.

**The most important factor UK consumers consider to buy jewellery \* UK Consumers Gender  
Crosstabulation**

			UK Consumers Gender		Total
			Male	Female	
The most important factor UK consumers consider to buy jewellery	Price	Count % within UK Consumers Gender	10 22.2%	12 26.7%	22 24.4%
	Jewellery Credibility (brand)	Count % within UK Consumers Gender	6 13.3%	8 17.8%	14 15.6%
	Quality	Count % within UK Consumers Gender	24 53.3%	21 46.7%	45 50.0%
	Certificate Guarantee	Count % within UK Consumers Gender	5 11.1%	4 8.9%	9 10.0%
Total		Count % within UK Consumers Gender	45 100.0%	45 100.0%	90 100.0%

Question 9 What do you think of the current trend in jewellery style?

The majority of respondents think that jewellery styles is going towards a simple style. There is up to 51.1% of male respondents and 44.4% of female respondents who believe the jewellery style to be going towards a simple style.

However, interestingly some of the respondents, which is about 40% of female respondents and 20% of male respondents, believe that the jewellery style is still traditional. While up to 20% of male respondents think that jewellery style is going towards a contemporary style. The analysis from the chi-square test illustrates clearly that there is a significant correlation between jewellery styles and UK consumers' gender.

Although UK consumer's believe that jewellery brand is moving towards a simple style, there is still a lot of people who believe in the traditional style, as the



finding in depth interview which can provide the opportunity for Thai jewellery manufacturers to exploit the benefit in terms of traditional style in the UK jewellery market. Moreover, Thai jewellery manufacturers need to adjust the styles to suit the UK consumers' requirements.

Table 4.9. The Cross Tabulation Between the Jewellery Style and UK Consumers Gender.

			UK Consumers Gender		Total
			Male	Female	
UK Consumers think the jewellery style are going toward	Simple style	Count	23	20	43
		% within UK Consumers Gender	51.1%	44.4%	47.8%
	Traditional style	Count	10	21	31
		% within UK Consumers Gender	22.2%	46.7%	34.4%
	Antique style	Count	3	2	5
		% within UK Consumers Gender	6.7%	4.4%	5.6%
	Contemporary style	Count	9	2	11
		% within UK Consumers Gender	20.0%	4.4%	12.2%
Total	Count	45	45	90	
	% within UK Consumers Gender	100.0%	100.0%	100.0%	

## Consumers think jewellery style are going toward

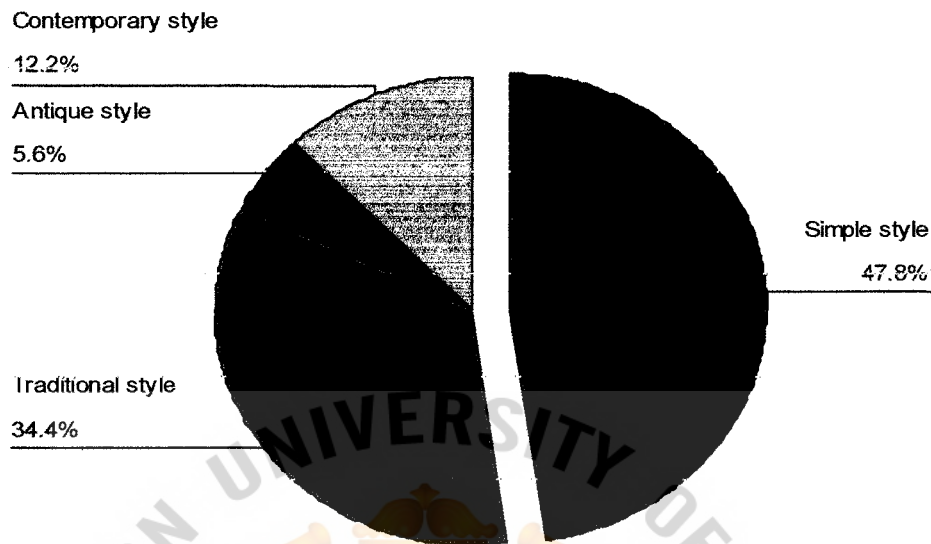


Figure 4.11. What Consumers Think Jewellery Style are going toward.

### Question 10 What kind of diamond cutting do you prefer?

Diamond cutting style that UK consumers prefer the most is the round brilliant cut, which is 41.1% of the respondents who prefer this style of cutting.

Surprisingly, the result of the research findings show that emerald cutting style is the second most popular cutting style. The reason is that emerald cutting style is very popular among the group of middle aged and old people, who are aged between 33-55 and more than 55 years old respectively. There is up to 30% of respondents in the group of middle aged people who prefer emerald cutting style. The same proportion, 30% of respondents, in the group of old people prefer buying emerald cutting style. There is 26.7% of the respondents in this group who prefer princess cutting style. However, only a small percentage of young adults, middle aged and old people prefer the fancy heart

cutting style. The reason is that the majority of consumers prefer the cutting style that shows the brightness and sparkling of the diamond as much as possible.

Analyzing in terms of gender, the majority of the UK consumers prefer round and brilliant cut, as there is up to 44.4% of male respondents and 37.8% of female respondents who prefer this particular cutting style.

To sum up the research finding, the round brilliant cutting style is the most popular in the UK, whereas the emerald cut, princess cut, oval cut and heart cut follow it in smaller percentages.

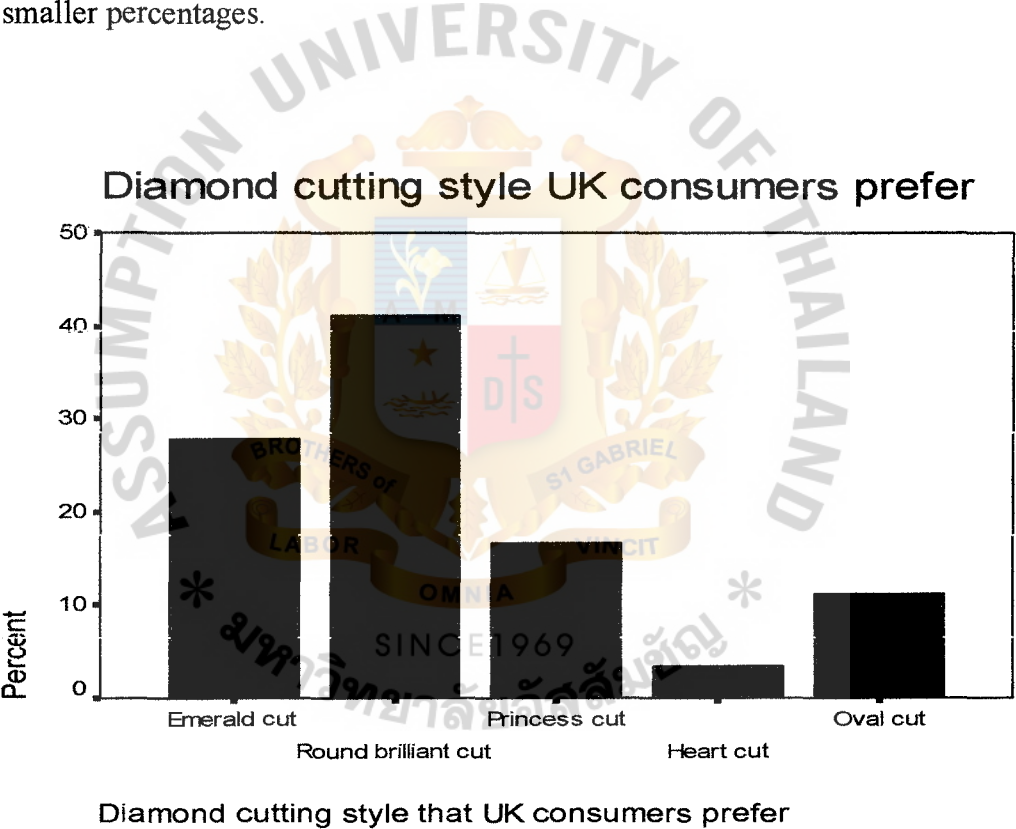


Figure 4.12. Diamond Cutting Style UK Consumers Prefer.

Table 4.10. The Cross Tabulation Between Diamond Cutting Style that UK Consumers Prefer and UK Consumer Age.

			UK Consumers Age			Total
			Up to 35	35 - 55	More than 55	
Diamond cutting style that UK consumers prefer	Emerald cut	Count	7	9	9	25
		% within UK Consumers Age	23.3%	30.0%	30.0%	27.8%
	Round brilliant cut	Count	11	10	16	37
		% within UK Consumers Age	36.7%	33.3%	53.3%	41.1%
	Princess cut	Count	8	7		15
		% within UK Consumers Age	26.7%	23.3%		16.7%
	Heart cut	Count	2	1		3
		% within UK Consumers Age	6.7%	3.3%		3.3%
	Oval cut	Count	2	3	5	10
		% within UK Consumers Age	6.7%	10.0%	16.7%	11.1%
Total	Count	30	30	30	90	
	% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%	

Table 4.11. The Cross Tabulation Between Diamond Cutting Style that UK Consumers Prefer and UK Consumers Gender.

Diamond cutting style that UK consumers prefer \* UK Consumers Gender Crosstabulation

			UK Consumers Gender		Total
			Male	Female	
Diamond cutting style that UK consumers prefer	Emerald cut	Count	11	14	25
		% within UK Consumers Gender	24.4%	31.1%	27.8%
	Round brilliant cut	Count	20	17	37
		% within UK Consumers Gender	44.4%	37.8%	41.1%
	Princess cut	Count	7	8	15
		% within UK Consumers Gender	15.6%	17.8%	16.7%
	Heart cut	Count	2	1	3
		% within UK Consumers Gender	4.4%	2.2%	3.3%
	Oval cut	Count	5	5	10
		% within UK Consumers Gender	11.1%	11.1%	11.1%
Total	Count	45	45	90	
	% within UK Consumers Gender	100.0%	100.0%	100.0%	

Question 11 What price of jewellery that you normally buy?

The price of jewellery that UK consumers normally buy is 'less than £500'. There is up to 86.7% of female respondents and 42.2% of male respondents that normally buy a piece of jewellery which is cheaper than £500. This implies that consumers are drastically concerned with the jewellery price. Being jewellery so expensive, there is only 2.2% of male and female respondents who prefer buying jewellery between £3501 and £4500 of price. Interestingly, there is up to 42.2% of male respondents who buy jewellery with a price between £500 to £1500, which implies that male consumers are normally the target group, which is more interested in purchasing jewellery for women and the dare to spend a larger amount of money in a single piece of jewellery.

In the viewpoint of consumers' age, there is a high percentage in the group of young working, middle aged and old people who purchase jewellery 'bellow £500', which has percentages of 80% of young working people, 60% of middle aged people and 53.3% of old people.



## The price of jewellery normally UK consumers buy

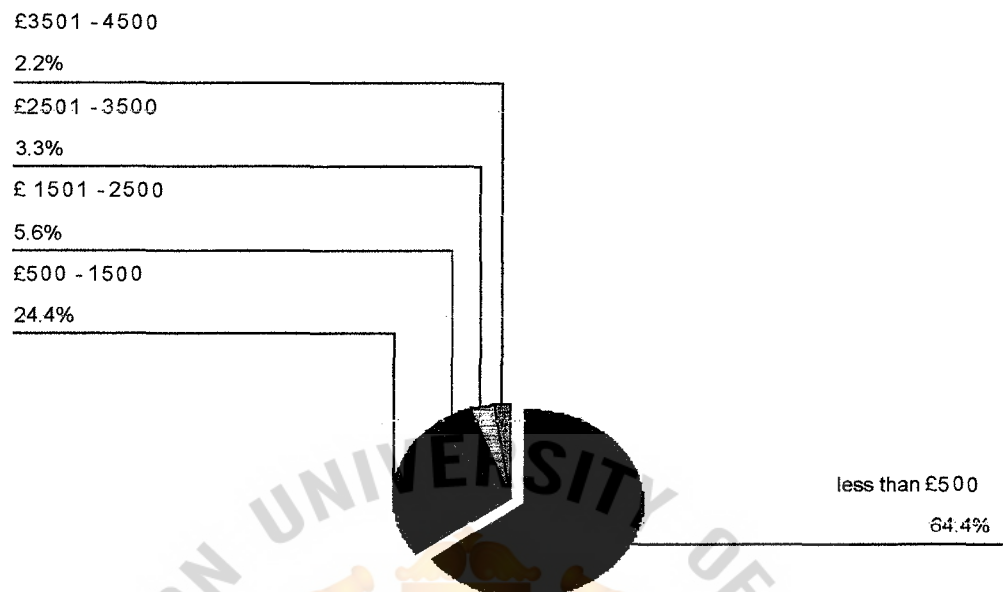


Figure 4.13. The Price of Jewellery Normally UK Consumers Buy.

Table 4.12. The Cross Tabulation Between the Price of Jewellery Normally UK Consumers Buy and UK Consumers Gender.

The price of jewellery normally UK consumers buy \* UK Consumers Gender Crosstabulation

			UK Consumers Gender		Total
			Male	Female	
The price of jewellery normally UK consumers buy	less than £500	Count	19	39	58
		% within UK Consumers Gender	42.2%	86.7%	64.4%
	£500 - 1500	Count	19	3	22
		% within UK Consumers Gender	42.2%	6.7%	24.4%
	£ 1501 - 2500	Count	4	1	5
		% within UK Consumers Gender	8.9%	2.2%	5.6%
	£2501 - 3500	Count	2	1	3
		% within UK Consumers Gender	4.4%	2.2%	3.3%
	£3501 - 4500	Count	1	1	2
		% within UK Consumers Gender	2.2%	2.2%	2.2%
Total		Count	45	45	90
		% within UK Consumers Gender	100.0%	100.0%	100.0%

Table 4.13. The Cross Tabulation Between the Price of Jewellery Normally UK Consumers Buy and UK Consumers Age.

**The price of jewellery normally UK consumers buy \* UK Consumers Age Crosstabulation**

			UK Consumers Age			Total
			Up to 35	35 - 55	More than 55	
The price of jewellery normally UK consumers buy	less than £500	Count	24	18	16	58
		% within UK Consumers Age	80.0%	60.0%	53.3%	64.4%
	£500 - 1500	Count	4	9	9	22
		% within UK Consumers Age	13.3%	30.0%	30.0%	24.4%
	£ 1501 - 2500	Count	2		3	5
		% within UK Consumers Age	6.7%		10.0%	5.6%
	£2501 - 3500	Count		2	1	3
		% within UK Consumers Age		6.7%	3.3%	3.3%
	£3501 - 4500	Count		1	1	2
		% within UK Consumers Age		3.3%	3.3%	2.2%
Total		Count	30	30	30	90
		% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%

Question 12 What do you usually wear jewellery?

The majority of respondents wear jewellery in their 'every day life'. 48.9% of the respondents wear jewellery in daily life, while 24.4%, 14.4% and 12.2% of the respondents wear jewellery for the reason of 'special occasions', 'going out at night' and 'working' respectively. As the majority of respondents wear jewellery in their every day life, this is one of the major reasons why jewellery style is going towards a simple style.

There is a relationship between the jewellery style and when normally consumers wear jewellery. It is up to 66.7% and 30% of the respondents in the group of young working people and middle aged people respectively, who wear jewellery in every day life, but the majority of the respondents are in the group of old people, 43.3% of them prefer buying jewellery for 'special occasions' such as a wedding party .

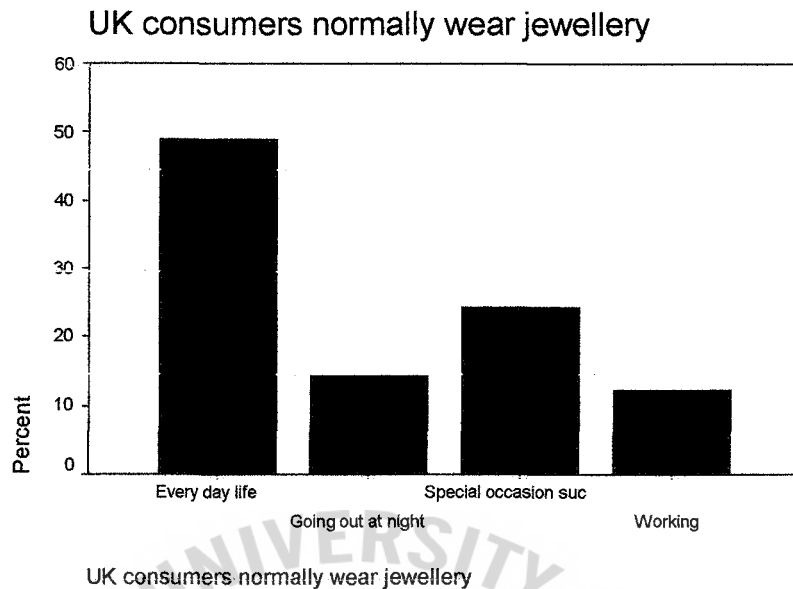


Figure 4.14. UK Consumers Normally Wear Jewellery.

Table 4.14. The Cross Tabulation Between UK Consumers who Normally Wear Jewellery and UK Consumers Age.

UK consumers normally wear jewellery \* UK Consumers Age Crosstabulation

			UK Consumers Age			Total
			Up to 35	35 - 55	More than 55	
UK consumers normally wear jewellery	Every day life	Count	20	15	9	44
		% within UK Consumers Age	66.7%	50.0%	30.0%	48.9%
	Going out at night	Count	6	3	4	13
		% within UK Consumers Age	20.0%	10.0%	13.3%	14.4%
	Special occasion such as wedding party, birthday party, etc.	Count	2	7	13	22
		% within UK Consumers Age	6.7%	23.3%	43.3%	24.4%
	Working	Count	2	5	4	11
		% within UK Consumers Age	6.7%	16.7%	13.3%	12.2%
Total	Count	30	30	30	90	
	% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%	

Question 13 What kind of promotion that you prefer the most when you buy jewellery

The promotion that the UK consumers prefer the most when they want to buy a piece of jewellery is discount and product warrantee. 48.9% and 46.7% of the respondents prefer getting a discount and a product warrantee respectively. This implies that the majority of respondents are very concerned about the price and quality of jewellery. Those who prefer product warrantee, it means the need to make sure that they have bought the good and high quality piece of jewellery. For those who are concerned about discounts, it means they want jewellery with a cheaper price, but still high quality.

Interestingly, none of the respondents selected 'sweepstake' as it is the kind of promotion strategy that doesn't get along with this kind of product.

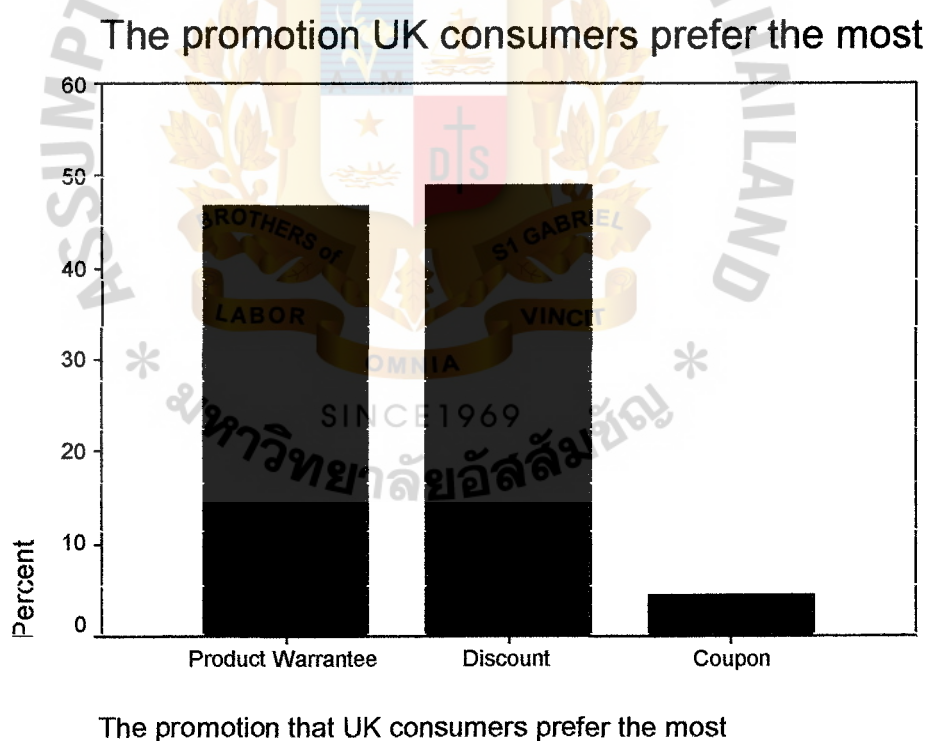


Figure 4.15 The Promotion that UK Consumers Prefer the Most

## Respondents' personal information

### Question 1 What is your gender?

50% of the respondents are female and 50% are male. They have been split equally so that the analysis could be done in an equal percentage to represent in terms of gender's viewpoint.

Table 4.15. UK Consumers Gender.

UK Consumers Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Male	45	50.0	50.0	50.0
	2.00 Female	45	50.0	50.0	100.0
	Total	90	100.0	100.0	

### Question 2 Your Age

There are three groups of respondents ages', which are 'up to 35 years old', 'from 35 to 55 years old' and 'more than 55 years old. Each group represents the viewpoint of such ages as following:

- (a) Up to 35 represents the viewpoint of young adult and young working people.
- (b) 35-55 represents the viewpoint of middle aged people.
- (c) More than 55 represents the viewpoint of old people.

33.3% of respondents are people who are aged up to 35 years old, another 33.3% of respondents are aged between 35 to 55 years old, as well as 33.3% of respondents who are more than 55 years of age. Each group has been split equally to represent the viewpoint of UK consumers in terms of age.



Table 4.16. UK Consumers Age.

UK Consumers Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Up to 35	30	33.3	33.3	33.3
	2.00 35 - 55	30	33.3	33.3	66.7
	3.00 More than 55	30	33.3	33.3	100.0
	Total	90	100.0	100.0	

### Question 3 Your Monthly Income

As shown in Table 4.17 most of the people interviewed had an income below £1000 and from £1000 to £2000 per month.

The majority of the respondents have an income from £1000 to £2000 per month. 35.6% of the respondents answered to be in this income target group. However, there is also a high percentage of people who state having an income below £1000 per month, which is a 30% of the respondents. This matches with the percentages of how much do UK consumers spend in jewellery and how important the price factor is for them, just the way explained in question 11 and 8 respectively.

Following this two groups, there is a 14.4% of respondents who have an income ranging from £2001 to £3000 per month. There is three minority groups of respondents with an income from £3001 to £4000, from £4001 to £5000 and more than £5000 per month, with the percentages of 5.6%, 6.7% and 7.8% respectively.

Interestingly, there are more respondents who have more than £5000 income per month, rather than a middle income like the range from £3001 to £4000 per month, which means that most of UK consumers have quite a low or high income per month instead of medium class.

Table 4.17. UK Consumers Income.

**UK Consumers income per month**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below £1000	27	30.0	30.0	30.0
£1000 - 2000	32	35.6	35.6	65.6
£2001 - 3000	13	14.4	14.4	80.0
£3001 - 4000	5	5.6	5.6	85.6
£4001 - 5000	6	6.7	6.7	92.2
More than £5000	7	7.8	7.8	100.0
Total	90	100.0	100.0	

Question 4 What did you do when you have leisure time?

The vast majority of the respondents had as a major leisure activity shopping. This is a 35.6% of the respondents who preferred going shopping in their leisure time. In th, if broken down , there is a majority of respondents aged more than 55 years old, which is 46.7% who enjoy shopping, followed by respondents aged up to 35 years old with a 33.3% and 26.7% of the middle aged respondents. Interestingly, more old people prefer going shopping in their leisure time than people up to 35 years old.

There are three smaller groups after the shopping leisure activity group, who like reading a magazine, watching TV and playing a sport. It is up to 20%, 17.8% and 15.6% of respondents who prefer such leisure activities respectively.

Two minority groups are discerned as only a 6.7% of the respondents goes to watch the movies in their leisure time, who are most of them aged between 35 and 55 years old. The second minority group is 4.4% of the respondents who reviewed the lesson, being all of them aged up to 35 years old, which is obviously young adult students.

Table 4.18. UK Consumers Leisure Activity.

UK Consumers leisure activity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Reading a magazine	18	20.0	20.0	20.0
	Playing a sport	14	15.6	15.6	35.6
	Watching TV.	16	17.8	17.8	53.3
	Reviewing the lesson	4	4.4	4.4	57.8
	Shopping	32	35.6	35.6	93.3
	Watching the Movie	6	6.7	6.7	100.0
	Total	90	100.0	100.0	

Table 4.19. The Cross Tabulation Between UK Consumer Leisure Activity and UK Consumers Age.

UK Consumers leisure activity * UK Consumers Age Crosstabulation						
			UK Consumers Age			Total
			1.00 Up to 35	2.00 35 - 55	3.00 More than 55	
UK Consumers leisure activity	1.00 Reading a magazine	Count	5	8	5	18
		% within UK Consumers Age	16.7%	26.7%	16.7%	20.0%
	2.00 Playing a sport	Count	8	2	4	14
		% within UK Consumers Age	26.7%	6.7%	13.3%	15.6%
	3.00 Watching TV.	Count	2	7	7	16
		% within UK Consumers Age	6.7%	23.3%	23.3%	17.8%
	4.00 Reviewing the lesson	Count	4			4
		% within UK Consumers Age	13.3%			4.4%
	5.00 Shopping	Count	10	8	14	32
		% within UK Consumers Age	33.3%	26.7%	46.7%	35.6%
	6.00 Watching the Movie	Count	1	5		6
		% within UK Consumers Age	3.3%	16.7%		6.7%
Total		Count	30	30	30	90
		% within UK Consumers Age	100.0%	100.0%	100.0%	100.0%

#### Question 5 What is your highest education level?

The Figure 4.17 shows that most of the respondents have completed, as their higher education level, secondary school and high school. The latter answer, high school, constitutes the majority of the respondents, which is 44.4% and 32.2% of the respondents answered secondary school. Some of the respondents stated to have completed a bachelor degree, which is up to 15.6%. A few people, 5.6% of the respondents said they just completed primary school. There is a minority group of respondents who stated to have completed a master degree, which is only a 2.2%. Interestingly, the percentage of respondents who have only completed primary school is considerably higher than the percentage of people who have a master degree.

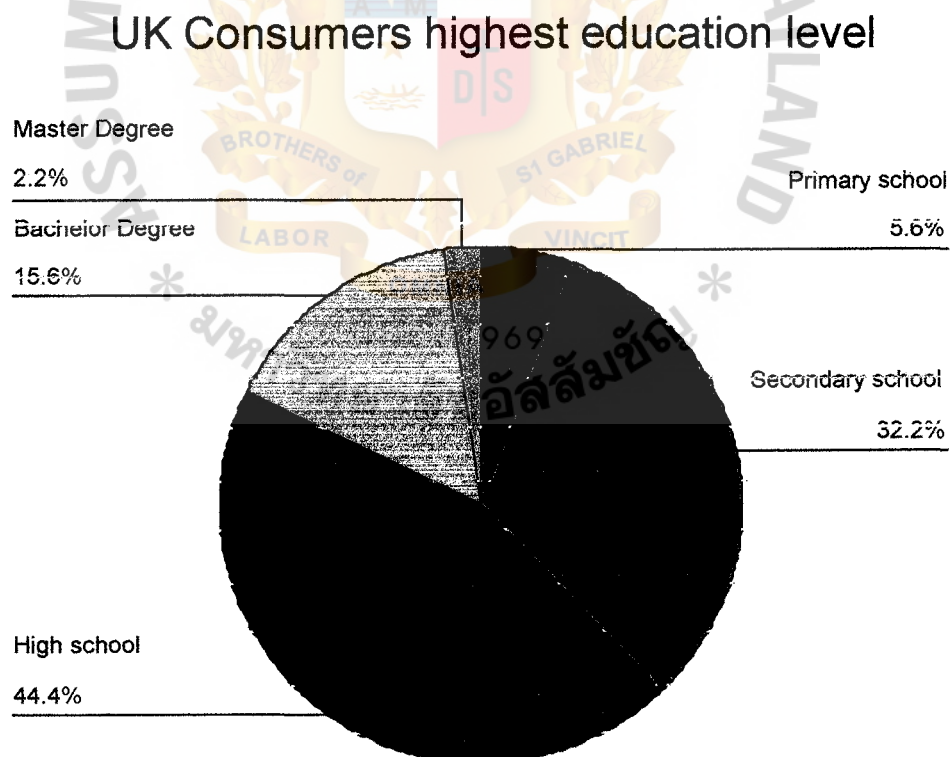


Figure 4.17. UK cConsumers Highest Education Level.

Table 4.20. UK Consumers Education Level.

UK Consumers highest education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00 Primary school	5	5.6	5.6	5.6
	2.00 Secondary school	29	32.2	32.2	37.8
	3.00 High school	40	44.4	44.4	82.2
	4.00 Bachelor Degree	14	15.6	15.6	97.8
	5.00 Master Degree	2	2.2	2.2	100.0
	Total	90	100.0	100.0	

The Reliability of the questionnaire

### Reliability

\*\*\*\*\* Method 1 (space saver) will be used for this analysis \*\*\*\*\*

### RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 90.0 N of Items = 28

Alpha = .6832

The reliability analysis of the questionnaire can be derived from the Alpha Scale which in this research the Alpha Scale is 0.6832. The scale is greater than 0.5 so this questionnaire has an acceptable reliability. However, the value of Alpha is not so high probably because the interviewees did not answer from their true opinion or they did not pay much attention to answer the questions.



## V. THAI JEWELLERY DEVELOPMENT STRATEGIES

### 5.1. Thai Jewellery Market in Strategic Viewpoint

Thai jewellery manufacturer has competitive advantage in terms of low labour cost in a high labour content market, which this particular kind of jewellery is deco styling, art bracelets and earrings. The picture below shows the deco styling in Thailand which has been displayed and showed by some of renowned jewellery retailer in the UK such as Beaver brook, Ernest Jones and etc.



Figure 5.1. The Example of Deco Styling in Thailand.

Taking the analysis in terms of labour input and material cost in the overview jewellery market. There are a lot of countries that produce jewellery to export overseas. Each country has its own strength. For Thai jewellery manufacturers, they are very outstanding in low labour cost in high labour content market. The major direct competitors are the countries that can produce low cost jewellery such as India, China, Turkey, Hong Kong and etc. This particular market is the one that mainly jewellery has been produced by hand.

For the jewellery that has been produced without hand labour. In other words the jewellery that is produced with a technological base. Italy has occupied competitive advantage on the ground of high technology jewellery manufacturing. The chart illustrates the clear analysis on jewellery market in term of labour input and material cost.

Table 5.1. The Analysis on Jewellery Market in Term of Labour Input and Material Cost.

		Material Cost	
		High	Low
Labour Input	High	Necklaces Tiaras (Western Based)	Deco Styling Bracelets Earrings (Thai, India and etc)
	Low	Solitaire rings (Western Based) (eq. UK)	Manufacturing without hand labour (Italy)

Thailand has the strong competitive advantage in terms of cost in deco style jewellery as being the market leader in this segment, the country can exploit the opportunity in Western Based country such as France and Germany where there are both high labour input and material cost as Thai jewellery manufacturer has already held the competitive advantage in terms of low material cost. With the outstanding competitive advantage in terms of cost focus, market-niche strategies could be employed to exploit the market segment such as necklaces, tiaras in Western based. Market-niche strategies (Kotler 2000) refer to an alternative to being a follower in a large market is to be a leader in a small market or niche.

Even though the trend is moving towards a simple and modern style there is still a great opportunity for Thai jewellery manufacturers in the West such as UK, France and Germany, as there are a lot of demand for necklaces and tiaras diamond segment where there is high labour input and high material cost. Thai jewellery manufacture can exploit the opportunity in this segment by utilizing the competitive advantage in terms of cost.

## **5.2 Thai jewellery strategy development**

Generic Thai jewellery development strategies can be drawn from Ansoff's matrix of competitive strategies based on a product/ market matrix.

Table 5.2. Ansoff's Matrix of Competitive Strategies, ( Kotler 2000).

		Product	
		Current	New
Market	Current	Market Penetration	Product Development
	New	Market Development	Divesification

(1) Market Penetration

This is a strategy of increasing the sales in the current market with the current product, e.g. Trying to increase market share for a particular product.

(2) Market Development

This type of strategy involves increasing sales of the current product in new markets.

(3) Product Development

This is increasing sales by improving present products, developing product extensions, or developing new products for current markets.

(4) Diversification

Diversified growth occurs when new products are developed to be sold in new markets. The strategy is used commercially to help spread risk across a number of markets.

These four generic strategies relate to Thai jewellery development as follows:

#### Market Penetration

This will involve increasing the frequency of sale volumes by these currently purchasing. This is likely to be the most effective cost type of strategy. Existing customers are the easiest to communicate with: channels of communication are already established. They already have some level of interest in the Thai jewellery products. Many of the potential barriers to purchase Thai jewellery are not a problem here. Because of these advantages, this is the type of Thai jewellery market development most likely to be undertake.

#### Market Development

This involves Thai jewellery market expansion by reaching new markets; i.e. Western based market has highly potential purchasing of Thai jewellery market. To do this, Thai jewellery manufacturers need to identify segments with a high level of potential buyers. It needs more resources and possibly more expertise, for accurately identifying areas of potential buyers.

#### Product Development

This involves selling new types of provision to current jewellery market; for example, selling new styles of diamond cutting or low karat of gold jewellery. To do this, Thai jewellery manufacturers need high adaptation of products to suit the Thai jewellery consumers.

#### Diversification

This would involve selling new styles of jewellery to new market segments. However, Thai jewellery manufacturers need to produce the acceptable styles in the new market segments as jewellery styles and design is a fairly sensitive factor for consumer decision making. In addition the existing segments such as Italy jewellery



market, diversification is unlikely but it is also likely to be if Thai jewellery manufacturer could develop the technology in producing high quality of jewellery with elaborate work.

#### 5.2.1. Market Penetration

##### Case 1: U.S.A. (Deco styling of jewellery)

As Thai jewellery manufacturers export a lot of jewellery to overseas countries but basically the current product that Thai jewellery manufacturers are specialised mostly are in deco styling, bracelets and earrings. The current market in general perspective is U.S.A. But particularly in terms of deco styling it is very popular among the group of middle aged and old people. As I have outlined this strategy is the most cost effective type of strategy, as the channels of communication are already established and there are some level of interest in the group of costumers; therefore, what Thai jewellery manufacturers need to do is to present a clear benefit in terms of cost to the customers together with show that Thai jewellery product is more attractive than competitors' product such as jewellery from India and Turkey in terms of quality and design, in order to be able to increase market share.

Existing customers used the following marketing tactics in order to increase sales and market shares:

##### (a) Product

Focus on deco styling, bracelets and earrings which Thai jewellery manufacturers are specialised in.

##### (b) Price

Employing the competitive advantage in terms of lower labour cost in high labour content by placing a cheaper price of product in consumer market.

(c) Place

Exporting the product through a jewellery import company and then distribute the product through the jewellery retailer.

(d) Promotion

The suitable promotion for jewellery import company is to provide them with a discount promotion. But for jewellery retailer, basically consumers need product warrantee to certify the quality of jewellery.

### 5.2.2. Market Development

Market Development is achieved by selling Thai jewellery product to new segment market. The most common approach is by identifying potential target market. There are two approaches:

- (1) Targeting the segment where there is high labour input and labour cost. For example, Western based country. As Thai jewellery manufacturers held competitive advantage in terms of cost focus, which would be simply for Thai jewellery manufacturer to achieve the potential segment.
- (2) Targeting a specific market segment such as silver imitation jewellery where there is high demand for the product and Thai jewellery manufacturer is fairly specialised in this kind of jewellery.

#### Case 2: Western Based (Necklace)

In Western Based countries such as necklace jewellery where there is high labour input and high material cost required. In this case, Thai jewellery manufacturers would be able to exploit the opportunity as the outstanding competitive advantage in term of cost. With the same style and design that Western Based countries required high labour input, Thai jewellery manufacturers can produce price of jewellery with lower labour

cost. This potential target market is possibly to achieve as the strong competitive advantage.

### Case 3: Imitation Jewellery

The EU is an important market for fashion jewellery, which retail sales for costume and silvery jewellery in 1998 estimated at £4425 million. In past decade, there was a steady increase in demand for imitation jewellery in most of the selected markets within the EU, especially the United Kingdom ([Http://www.ipse.org](http://www.ipse.org) 2001). Thai jewellery manufacturers are highly specialised in silver and costume jewellery together and there is demand available in this segment. This is a good opportunity for Thai jewellery manufacturers to exploit market development strategy to exploit the opportunity in the European countries.

#### 5.2.3. Product Development

As jewellery is the product that needs highly elaborate performance, some pieces of jewellery need to take a weeks time to be produced by hand. Thai jewellery manufacturers need to adjust manufacturing system by using highly technology production in order to save time and produce high quality of product. Strategically, jewellery production needs to apply the concept of TQM in order to move demand high standard quality of jewellery production. In the aspect of information required, Thai jewellery manufacturers need to apply the concept of MIS (Marketing Information System) to keep tracking of the changing style and trend in jewellery consumer market. By this way, Thai jewellery manufacturer would be able to acquire more market share in the current market such as U.S.A. and some European countries.

#### 5.2.4. Diversification

This type of strategy is to develop a new product to sell in the new market. As I have outlined, quality and design is the most important factor for jewellery. To come up

with a totally different style and design, it is not difficult but the important thing is that whether the style and design is acceptable in the UK consumer's market or not. Therefore this strategy is unlikely to be unless Thai jewellery manufacturers are not sure about the acceptable jewellery style in the new market.

### **5.3. Thai jewellery SWOT Analysis**

#### **(a) Strength**

Thailand jewellery manufacturers are outstanding and gain a lot of competitive advantage in low labor cost in high labor content market with quality product. Moreover, Thailand has a strong competitive advantage in terms of cost in deco style jewellery as being the leader in this segment. Furthermore, Thailand has the original mine of precious coloured stones such as blue sapphires, ruby this is the strength in terms of high quality and low cost of precious stones.

#### **(b) Weakness**

Thailand has negative image of gem scams and jewellery frauds which affected immensely on the entire industry this particularly in terms of customers confidence and credibility. Because consumers trust is one of the most important factor in the jewellery industry.

#### **(c) Opportunity**

Great opportunity for Thai jewellery manufacturers in the Western countries such as UK, France and Germany, as there are a lot of demand in necklaces and tiaras diamond segment where there is high labour input and high material cost. Thai jewellery manufacturers can exploit the opportunity in this segment by utilising the competitive advantage in terms of cost. The key development in the industry came in 1991 when the government

abolished import and export duties on diamonds, which has helped make the country a lapidary hub where gem stones from around the world are shipped to be processed.

(d) Threat

There is high competition in the European jewellery market such as Italy, which has occupied competitive advantage on the ground of high technology jewellery manufacturing for the jewellery that has been produced without hand labour. Moreover, Thailand competitors in terms of cost competition, such as Turkey, China and Hong Kong have been expanding their export to the same market such as European market and America.





## VI. CONCLUSION

UK consumers have been purchasing jewellery from jewellery retailers as majority. In the jewellery market, there are many consumers who have been purchasing UK jewellery according to the influence of fashion and trends, as this is the major motivation for jewellery purchase in the group of female consumers.

The group of consumers who were aged up to 35 years old is the group that has received a lot of influence from fashion and trend. In other words, the group of young working people has as major motivation buying jewellery on the ground of fashion and trend influence. While the group of middle aged (35-55 years old) people hasn't been influenced by fashion and trend as much as the group of young working people.

To sum up, the idea in terms of jewellery type that normally UK consumers buy, gold jewellery is very popular among UK consumers as the market size is fairly high and this group of consumers prefer 18 karat gold the most. The trend has changed from 9 karat gold jewellery to be 18 karat gold, as most of the consumers realised that it is more expensive and worthy to go together with the diamonds and consumers like it better since the colour of gold as is more yellow.

Silver jewellery is very popular among the group of consumers who have income bellow £1000 per month, as silver jewellery price is fairly low compared to gold jewellery. However, both gold and silver jewellery is still very popular in the UK jewellery market.

Diamond is the most popular stone in the UK jewellery market whereas ruby is the second most precious stone preferred. In the viewpoint of gemstones' colour, Thai jewellery manufacturers would be able to exploit the market by supplying a cheaper cost of ruby and sapphire to the UK jewellery market. As Thai jewellery manufacturers

have a lower labour cost (jewel cutting and manufacturing), which can let the Thai jewellery market provide a cheaper product to the UK jewellery market.

There is the difference in karats of gold jewellery in Thailand and the UK as the most favoured karat of gold jewellery in Thailand is 22 karat, while UK consumers mainly prefer 22 karat gold jewellery. However, there is the same minority of UK consumers who prefer buying 22 karat gold. This particular minority group is the one to whom Thai jewellery manufacturers could sell gold jewellery straight away.

There is the difference between Thai and UK jewellery style, which is most favoured in Thailand and the UK. In the UK, most of customers think that jewellery style is moving towards a simple style, but still there is a high percentage of consumers who believe the jewellery styles are still based on traditional styles. In Thailand, the jewellery styles are mainly focused on traditional jewellery styles where there is high labour cost content. However, there are a lot of UK jewellery styles that have been manufactured by hand and occupied high labour cost content as follows:



Figure 6.1. The Example of Hand-made Style.

The picture illustrates clearly the sample styles where there is the opportunity for Thai jewellery manufacturers in high labour cost content.

In terms of gemstones' colour, blue sapphires and red sapphires are very popular among UK consumers; particularly, the group of female consumers prefer buying blue sapphires and especially the dark blue sapphire is fairly highly demanded by female consumers. While the majority of male consumers prefer buying rubies.

Ring is the most popular article in the UK and the second and third most popular articles are earrings and necklace respectively. As it has been outlined in the strategy development, the outstanding opportunity for Thai jewellery manufacturers is on the basis of high labour input jewellery, which is particularly in the group of necklace.

The most important factor is that UK consumers consider when buying jewellery is the quality of jewellery, but there is still a lot of respondents who take into account the price factor. As generally jewellery is the product that has a fairly high price, that is why most of consumers take highly into account the quality and price of jewellery.

Diamond cutting style that consumers prefer the most is the round brilliant cut as the style shows the brightness and sparkling of the diamonds the most, whereas the emerald cut, princess cut, oval cut and heart cut follow it in smaller percentages. The majority of UK consumers prefer buying jewellery with the price less than £500 and they normally wear jewellery in their everyday life.

## **VII. COMMENTS AND RECOMMENDATION.**

The most crucial finding is that almost half of the UK consumers think that jewellery style is going toward simple style and more than quarter of them believe that traditional style is still on the line. Basically, Thai jewellery manufacturers have advantage over competitors in terms of cost which can provide the opportunity for them to exploit the UK jewellery market in term of traditional style. For the simple style of jewellery, Thai jewellery manufacturers need to adapt the jewellery style and design in order to suit the demand of UK consumers' requirement. To be able to know the UK jewellery style, Thai jewellery manufacturers needs to duplicate some UK jewellery styles at the beginning and later they need to develop their own style which is acceptable in the UK jewellery market. Moreover, the Thai government should provide a strong support for young talent in jewellery design in order to improve Thai jewellery design in the international level.

In the perspective of Thai jewellery manufacturer's opportunity in the UK jewellery market, Thai jewellery manufacturers should join the international jewellery trade show to duplicate the UK jewellery, which has the high labour cost content style as Thai jewellery manufacturers held the competitive advantage in terms of cost. On the other hand, international jewellery trade shows would provide a great opportunity for Thai jewellery manufacturers to develop and improve the acceptable styles to meet the criteria of UK consumers.

For the price and quality which is the most important factor that UK consumers take into account, Thai jewellery manufacturers need to improve the quality of jewellery pieces as all jewels must be certified by UK Hall-Marking system. TQM (Total Quality Management) and MIS (Marketing Information System) should be applied in Thai

jewellery production so that the quality will be improved and enable them to keep tracking on consumer demand. In the viewpoint of gold jewellery, basically Thai jewellery market consumed 22 karat gold but the most popular gold jewellery in UK is 18 karat gold; therefore, Thai jewellery manufacturers need to change the karat of gold jewellery to suit for the UK consumers' requirement.

Interestingly, more than half of the consumers prefer to buy gold jewellery; hence, Thai jewellery manufacturers should pay more attention on gold jewellery segment as it is a very big market opportunity in the UK. And approximately quarter of UK consumer prefer to buy silver jewellery as Thai jewellery manufacturers are very specialised in silver jewellery, this is a great opportunity for them to exploit the benefit in the UK jewellery market.

For the jewellery's price, UK consumers normally buy jewellery with the price of less than £500; therefore, Thai jewellery manufacturers should considerably keep in mind that the price of jewellery piece should be less than £500 as normally UK consumers don't wear jewellery to show their wealth like Thai consumers but they purchase a piece of jewellery for wearing in every day life or giving a present to others. That's why the jewellery price is slightly low.

Apart from that fashion and trend have a lot of influences on jewellery style, Thai jewellery manufacturers should always keep up with the trend as there are more than half of UK consumers who purchased jewellery because of the influences on fashion and trend.

The target group of consumers that Thai jewellery manufacturers should focus on is the group of young adult and middle age people as they are the group that normally buy jewellery and they have fairly high purchasing power.



For the distribution channel, Thai jewellery manufacturers should distribute their products through jewellery retailers as they are the important intermediary who easily get in touch with the consumers.

However, I would like to finish my study by commenting that the potential benefits of tracking jewellery styles and trends would create a huge opportunity for the Thai jewellers. As long as Thai jewellery manufacturers are constantly reviewing and adapting their strategy by producing the design and style that suits to the customers need, then UK jewellery market should be a great opportunity for Thai jewellers. As I have outlined the difference between the jewellery styles, which are most favoured in Thailand and in the UK, Thai manufacturers should adapt some jewellery styles to suit the consumers' need in UK. In term of coloured stones jewellery, pink rubies is a big massive opportunity for Thai manufacturers to exploit the opportunity in UK market as Thailand is the original sources of pink rubies which are low price. Apart from that, pink rubies are very popular in UK market. Therefore Thai manufacturers should exploit the UK jewellery market in such a way that Thailand is the major supplier with a wide range of low-priced coloured stones. In the aspect of labour cost, there are a lot of jewellery designs that have been made by hand and hold high labour cost in UK market. In this part, Thai manufacturers can exploit the opportunity in UK market as they can produce the same style with lower labour cost.

Constantly updating and reviewing jewellery styles and trends, as well as increasing emphasis on creativity and originality in design should provide opportunity for Thai jewellery manufacturers in exploiting the UK jewellery market. Moreover, Thai jewellery market held the competitive advantage in term of cost advantage. If Thai jewellery manufacturers keep offering a clear design and quality advantage over competitors then Thai jewellery exports should be far better. The developments of new

items are required in order to maintain and keep track on the interest of fast changing consumer tastes. A thorough knowledge of the market is essential.





**APPENDIX A**  
**QUESTIONNAIRE**

## Questionnaire

1. What is the place that you buy jewellery most frequently? (Please tick only one)
  - a. Jewellery retailer
  - b. Online Jewellery
  - c. Wholesaler
  - d. Jewellery franchise
  - e. Other, please specify.....
2. What is the primary motivation of your buying jewellery? (Please tick only one).
  - a. Present
  - b. Self-image
  - c. Show how well-off you are
  - d. Wedding
  - e. Trend and fashion
  - f. Other, please specify.....
3. What do you normally buy when you consider buying pieces of jewellery?
  - a. Gold Jewellery (Go to question 4)
  - b. Silver Jewellery (Go to question 5)
  - c. White Gold Jewellery (Go to question 5)
  - d. Platinum Jewellery (Go to question 5)
  - e. Other, please specify.....
4. How many karat of gold jewellery that you prefer the most?
  - a. 9 Karat
  - b. 14 Karat
  - c. 18 Karat
  - d. 22 Karat
  - e. 24 Karat
5. Which of the following are the jewellery precious stones that you prefer?  
(Rank from 1 to 5; 1=the most prefer, 5=the least prefer)
  - \_\_\_Diamond
  - \_\_\_Emerald
  - \_\_\_Ruby
  - \_\_\_Sapphire
  - \_\_\_Pearl
  - \_\_\_Other, please specify.....

6. Which colour of sapphires do you prefer?

- a. Red
- b. Dark Red
- c. Pink
- d. Yellow
- e. Blue
- f. Dark Blue
- g. Green
- h. Other, please specify.....

7. What kind of articles do you normally buy?

- a. Ring
- b. Bracelet
- c. Chain
- d. Necklace
- e. Pendant
- f. Earring
- g. Brooch
- h. Other, please specify.....

8. What is the most important factor that you consider when you buy jewellery?

- a. Price
- b. Jeweller Credibility (brand)
- c. Quality
- d. Guarantee Certificate
- e. Other, please specify.....

9. What do you think of the current trend in jewellery style? (Please tick only one)

- a. Simple style
- b. Traditional style
- c. Antique style
- d. Contemporary style
- e. Luxury style
- f. Other, please specify.....

10. What kind of diamond cutting do you prefer?

- a. Emerald cut
- b. Round brilliant cut
- c. Princess cut
- d. Heart cut
- e. Oval cut
- f. Other, please specify.....



11. What price of jewellery that you normally buy?

- a. Less than £500
- b. £500 - 1500
- c. £1501 – 2500
- d. £2501 - 3500
- e. £3501 – 4500
- f. £4501 – 5500
- g. More than £5500

12. When do you usually wear jewellery?

- a. Every day life
- b. Nightlife
- c. Special occasion such as wedding party, birthday party, etc.
- d. Working
- e. Other, please specify.....

13. What kind of promotion that you prefer the most when you buy jewellery?

- a. Product Warrantee
- b. Sweepstake
- c. Discount
- d. Coupon
- e. Other, please specifies.....

## Personal Information

1. What is your gender?

☐ Male

☐ Female

2. Your Age

☐ 20-25

☐ 26-30

☐ 31-35

☐ 36-40

☐ 41-45

☐ 46-50

☐ More than 50

3. Your Monthly Income

☐ Below £1000

☐ £1000-2000

☐ £2001-3000

☐ £3001-4000

☐ £4001-5000

☐ More than £5000

4. What did you do when you have leisure time?

☐ Reading a magazine

☐ Playing sports

☐ Watching TV.

☐ Reviewing the lesson

☐ Shopping

☐ Watching the movie

☐ Other, please specify.....

5. What is your highest education level?

☐ Primary School

☐ Secondary School

☐ High School

☐ Bachelor's Degree

☐ Master's Degree

☐ Ph. D



## APPENDIX B

### FREQUENCY

**Table B.1. Where normally UK consumers buy jewellery**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	jewellery retailer	76	84.4	84.4	84.4
	wholesaler	3	3.3	3.3	87.8
	jewellery franchise	9	10.0	10.0	97.8
	other please specify	2	2.2	2.2	100.0
	Total	90	100.0	100.0	

**Table B.2. The motivation of buying jewellery**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Present	27	30.0	30.0	30.0
	Self-image	10	11.1	11.1	41.1
	Wedding	13	14.4	14.4	55.6
	Trend and fashion	40	44.4	44.4	100.0
	Total	90	100.0	100.0	

**Table B.3. Type of jewellery that normally UK consumers buy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gold Jewellery	55	61.1	61.1	61.1
	Silver Jewellery	26	28.9	28.9	90.0
	White Gold Jewellery	6	6.7	6.7	96.7
	Platinum Jewellery	3	3.3	3.3	100.0
	Total	90	100.0	100.0	

Table B.4. The Karat of gold jewellery and precious stone that consumer prefer

How many karat of gold jewellery that you prefer the most?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9 Karat	18	20.0	20.0	20.0
	14 Karat	4	4.4	4.4	24.4
	18 Karat	54	60.0	60.0	84.4
	22 Karat	7	7.8	7.8	92.2
	24 Karat	7	7.8	7.8	100.0
	Total	90	100.0	100.0	

Diamond					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the most	72	80.0	80.0	80.0
	2.00	8	8.9	8.9	88.9
	3.00	4	4.4	4.4	93.3
	4.00	2	2.2	2.2	95.6
	5.00	4	4.4	4.4	100.0
	Total	90	100.0	100.0	

Emerald					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the most	7	7.8	7.8	7.8
	2.00	17	18.9	18.9	26.7
	3.00	16	17.8	17.8	44.4
	4.00	25	27.8	27.8	72.2
	5.00	25	27.8	27.8	100.0
	Total	90	100.0	100.0	



Table B.4. The precious stone that consumer prefer

Ruby					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the most	10	11.1	11.1	11.1
	2.00	43	47.8	47.8	58.9
	3.00	21	23.3	23.3	82.2
	4.00	6	6.7	6.7	88.9
	5.00	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

Sapphire					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	16	17.8	17.8	17.8
	3.00	36	40.0	40.0	57.8
	4.00	26	28.9	28.9	86.7
	5.00	11	12.2	12.2	98.9
	the least	1	1.1	1.1	100.0
	Total	90	100.0	100.0	

Pearl					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	the most	1	1.1	1.1	1.1
	2.00	9	10.0	10.0	11.1
	3.00	15	16.7	16.7	27.8
	4.00	25	27.8	27.8	55.6
	5.00	40	44.4	44.4	100.0
	Total	90	100.0	100.0	

Table B.4. The precious stone that consumer prefer

Others					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3.00	1	1.1	1.1	1.1
	the least	86	95.6	96.6	97.8
	8.00	2	2.2	2.2	100.0
	Total	89	98.9	100.0	
Missing	.00	1	1.1		
Total		90	100.0		

Table B.5. The colour of sapphires that UK consumer prefer

The colour of sapphires that UK consumer prefer the most					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Red	23	25.6	25.6	25.6
	Dark Red	13	14.4	14.4	40.0
	Pink	3	3.3	3.3	43.3
	Yellow	3	3.3	3.3	46.7
	Blue	34	37.8	37.8	84.4
	Dark Blue	8	8.9	8.9	93.3
	Green	6	6.7	6.7	100.0
	Total	90	100.0	100.0	

Table B.6. Kinds of articles

What kinds of articles do you normally buy?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ring	50	55.6	100.0	100.0
Missing	.00	40	44.4		
Total		90	100.0		

Table B.7. Kinds of Article

What kinds of articles do you normally buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bracelet	28	31.1	100.0	100.0
Missing	.00	62	68.9		
Total		90	100.0		

What kinds of articles do you normally buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chain	16	17.8	100.0	100.0
Missing	.00	74	82.2		
Total		90	100.0		

What kinds of articles do you normally buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Necklace	39	43.3	100.0	100.0
Missing	.00	51	56.7		
Total		90	100.0		

What kinds of articles do you normally buy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pendant	16	17.8	100.0	100.0
Missing	.00	74	82.2		
Total		90	100.0		

Table B.10. UK Consumer’s preference

UK Consumers think the jewellery style are going toward

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Simple style	43	47.8	47.8	47.8
	Traditional style	31	34.4	34.4	82.2
	Antique style	5	5.6	5.6	87.8
	Contemporary style	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

Diamond cutting style that UK consumers prefer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Emerald cut	25	27.8	27.8	27.8
	Round brilliant cut	37	41.1	41.1	68.9
	Princess cut	15	16.7	16.7	85.6
	Heart cut	3	3.3	3.3	88.9
	Oval cut	10	11.1	11.1	100.0
	Total	90	100.0	100.0	

The price of jewellery normally UK consumers buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than £500	58	64.4	64.4	64.4
	£500 - 1500	22	24.4	24.4	88.9
	£ 1501 - 2500	5	5.6	5.6	94.4
	£2501 - 3500	3	3.3	3.3	97.8
	£3501 - 4500	2	2.2	2.2	100.0
	Total	90	100.0	100.0	

Table B.10. UK Consumer's preference

UK consumers normally wear jewellery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every day life	44	48.9	48.9	48.9
	Going out at night	13	14.4	14.4	63.3
	Special occasion such as wedding party, birthday party, etc	22	24.4	24.4	87.8
	Working	11	12.2	12.2	100.0
	Total	90	100.0	100.0	

The promotion that UK consumers prefer the most

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Product Warrantee	42	46.7	46.7	46.7
	Discount	44	48.9	48.9	95.6
	Coupon	4	4.4	4.4	100.0
	Total	90	100.0	100.0	



Table C.1. UK Consumer's personal information

**The motivation of buying jewellery \* UK Consumers' Age Crosstabulation**

Count		UK Consumers' Age			Total
		Up to 35	35 - 55	More than 55	
The motivation of buying jewellery	Present	2	8	16	26
	Self-image	4	1	2	7
	Wedding		1	2	3
	Trend and fashion	14	10		24
Total		20	20	20	60

**The most important factor UK consumers consider to buy jewellery \* UK Consumers' Age Crosstabulation**

Count		UK Consumers' Age			Total
		Up to 35	35 - 55	More than 55	
The most important factor UK consumers consider to buy jewellery	Price	8	1	6	15
	Jewellery Credibility (brand)	1			1
	Quality	11	18	14	43
	Certificate Guarantee		1		1
Total		20	20	20	60

**UK Consumers think the jewellery style are going toward \* UK Consumers' Age Crosstabulation**

			UK Consumers' Age			Total
			Up to 35	35 - 55	More than 55	
UK Consumers think the jewellery style are going toward	Simple style	Count	11	10	8	29
		% within UK Consumers' Age	55.0%	50.0%	40.0%	48.3%
	Traditional style	Count	4	7	8	19
		% within UK Consumers' Age	20.0%	35.0%	40.0%	31.7%
	Antique style	Count	2	1	1	4
		% within UK Consumers' Age	10.0%	5.0%	5.0%	6.7%
	Contemporary style	Count	3	2	3	8
		% within UK Consumers' Age	15.0%	10.0%	15.0%	13.3%
Total	Count	20	20	20	60	
	% within UK Consumers' Age	100.0%	100.0%	100.0%	100.0%	

Table C.1. UK Consumer's personal information

## ➤ Income

The price of jewellery normally UK consumers buy \* UK Consumers' income per month Crosstabulation

			UK Consumers' income per month						Total
			below £1000	1000 - 2000	2001 - 3000	3001 - 4000	4001 - 5000	More than £5000	
The price of jewellery normally UK consumer buy	less than £1000	Count	15	14	4	2	1	1	37
		% within UK Consumers' income per month	88.2%	60.9%	50.0%	66.7%	25.0%	20.0%	61.7%
	£500 - 1500	Count	2	8	2	1	1	1	15
		% within UK Consumers' income per month	11.8%	34.8%	25.0%	33.3%	25.0%	20.0%	25.0%
	£1501 - 2500	Count		1	1		2		4
		% within UK Consumers' income per month		4.3%	12.5%		50.0%		6.7%
	£2501 - 3500	Count			1			1	2
		% within UK Consumers' income per month			12.5%			20.0%	3.3%
	£3501 - 4500	Count						2	2
		% within UK Consumers' income per month						40.0%	3.3%
Total		Count	17	23	8	3	4	5	60
		% within UK Consumers' income per month	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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