

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.