



**Topic : Factors Influencing Students' Choice of Soriya Pearl's Versatile
Necklace: A Study Among AUPP Female Students**

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I. Introduction

Jewelry is an essential piece of element that is needed to elevate one's apparel. It is a form of self-expression of a person's personality, hobby and behavior. Jewelry has played a significant cultural, economic, and personal role throughout human history. More than simple decoration, jewelry serves as a symbol of identity, social status, emotional expression, and cultural heritage. According to Phillips (2019), jewelry functions as a "universal form of human communication," reflecting values, beliefs, and aesthetics across civilizations. In modern society, jewelry continues to evolve, blending traditional craftsmanship with contemporary design trends to meet the demands of increasingly diverse consumers. The global jewelry market has also experienced steady growth, driven by rising fashion awareness, personalization trends, and the emotional meaning people attach to adornment (Statista, 2023). As a result, understanding consumer behavior and preferences toward jewelry products has become essential for brands seeking to remain competitive in today's highly dynamic marketplace. The jewelry market is an enormous market with the inclusion of people age ranges from child to the elderly.

Among different age groups, university students are also the main consumer for jewelry. University students are the inclusion for people whose age ranges from 18 to 23 years old. They are among the young adults who seek to be explorative with their styles, as well as, most likely to change their styles and choice of jewelry. Due to this reason, Soriya pearl, a cambodia based jewelry store offers a piece of their collection "Whisper Of The Ocean" - a versatile authentic pearl necklace that is 80cm in length, enabling customer to style the necklace in many different ways in accordance to their mood, style and choice of outfits. The necklace is handcrafted with hand-selected top quality freshwater pearls, showcasing the natural luster and glow of the pearl.

Moreover, this necklace could be worn as a mix and match piece of jewelry that are compatible with different styles of outfit.

1. Background of the study

In history pages, pearl is a symbol of elegance, femininity, a timeless and classic piece of gem (Pearl, 2019). In addition, pearls have been adorn by the royalties and elite societies of the ancient civilization including the Romans, Egyptians, Chinese, Indians, Greek and the European (Add-A-Pearl, n.d.). It is added into pieces of jewelry for its natural beauty and glow. Soriya Pearl combines traditional craftsmanship with innovative styling, offering a multi-way necklace that can be transformed to suit different occasions from casual day wear to formal events.

AUPP students represent a diverse group with active lifestyles, frequent social engagements, and a strong appreciation for both fashion trends and cultural identity. Understanding what drives them to prefer a versatile pearl necklace will help Soriya Pearl strengthen its branding, product features, and marketing efforts.

2. Statement of problem

Despite the growing popularity of jewelry with young adults, students often faced with challenges of selecting jewelry that are both versatile multi-style and stylish at the same time. Traditional necklaces offer only one way of wearing which is cost-inefficient and unsustainable leading to multiple accessories purchase.

The “whisper of the ocean” collection necklace was made to address these problems by enabling students to multi-style the necklace for different outfit styles and moods. The study therefore aims to address the following questions:

1. What motivates AUPP students to choose a versatile pearl necklace?

2. Which factors such as product quality, design versatility, price, brand image, or peer influence affect their decision the most?

3. Scope and limitation

This study focuses on identifying the factors that influence AUPP students' choice of Soriya Pearl's versatile necklace, specifically examining product versatility, aesthetic appeal, perceived quality, price sensitivity, convenience, and brand awareness among undergraduate students at the American University of Phnom Penh. The research is limited to this single institution, which may restrict the generalizability of the findings to broader populations. Data collection relies on self-reported survey responses that may contain personal bias or inaccuracy. Additionally, the study focuses solely on one jewelry product from Soriya Pearl, meaning its results may not reflect perceptions of other jewelry items or brands. Time constraints, sample size, and the absence of actual sales data further limit the depth and scope of the analysis, as the study centers primarily on students' perceptions and stated preferences rather than long-term purchasing behavior.

II. Literature Review

1. What motivates AUPP students to choose a versatile pearl necklace?

There are many factors in influencing once in choosing a piece of fashion accessories, especially to those of young adults who are easily influenced and act based on their emotion rather than logic when planning to purchase. Based on a research survey conducted by Nozadze, Matin and Todua (2023), customer value function and emotional aspect of the piece of jewelry. Furthermore, positive purchase behavior is also the result of how the accessories make the

customer feel and not only its practical use. Shifting to the aspect of the versatile pearl necklace created by Soriya Pearl, it is a product that offers flexibility which means that the user could be used in multiple ways and it is also met with customer's emotional needs. Another factor motivating the university student to purchase a soriya pearl necklace is the design and the creative element aspect of the necklace. According to Ali , Ghani and Aslam (2021), the influencer toward the consumption of fashion accessories and jewelry is the combination of design elements , creativity and the durability of the piece. The necklace has a deep background story curated with it, as well as showcasing the design process. Moreover, the necklace also offers versatility to the students in order for them to style it as part of their personality , identity and self-expression. In addition, price sensitivity and affordability is also needed to be put into consideration when mentioning motivation toward purchase of jewelry with university students. Although, the price of a necklace might be perceived as high with university students. Soriya Pearl will offer student promotion and discounts in order to attract more customers. The brand will ensure that the price and the product quality is compatible . The student will get what they actually paid for.

2. Which factors such as product quality, design versatility, price, brand image, or peer influence affect their decision the most?

Soriya Pearl's collection, " The Whisper of the Ocean", a versatile necklace that could be worn in multi ways that is the combination of hand-crafted design with the beauty of freshwater pearls have an attractive allure that captures the attention of university students. There are many factors such as product quality, design versatility, price, brand image and peer influence that motivate the students to purchase this product. Although these factors occur, the factor that influences the university student the most is the design versatility. University students are an

easily influenced group of people that are also most likely to change their style often. They are in an explorative age in which they are trying around different styles, have different mood boards and also many ways to express themselves. Moreover, they are also price sensitive. So a piece of statement necklace that offers design versatility with durability is the option that university students will lean on. University students often move between multiple roles in a single day, including attending classes, participating in presentations, meeting friends, or joining formal events. As a result, they tend to prefer accessories that can easily adapt to different outfits and occasions without requiring multiple purchases. Versatile designs provide functional value by offering multiple styling options, emotional value through self-expression, and economic value by reducing the need for multiple accessories (Nozadze, Matin, & Todua, 2023). This makes design versatility a highly attractive feature for young consumers, particularly students who prioritize convenience, flexibility, and practicality in their fashion choices.

III. Methodology

This study adopts a quantitative research design to examine the factors that influence AUPP students' choice of Soriya Pearl's versatile necklace. A survey-based approach is used to gather numerical data that can be analyzed to identify patterns, relationships, and the significance of key factors such as product quality, design versatility, price, brand image, and peer influence. The target population of this study consists of undergraduate students at the American University of Phnom Penh (AUPP), as they represent the primary consumer group for the product. A structured questionnaire is employed as the main research instrument, allowing for standardized responses and efficient comparison across participants. The methodology is designed to provide objective insights into consumer behavior and decision-making among university students.

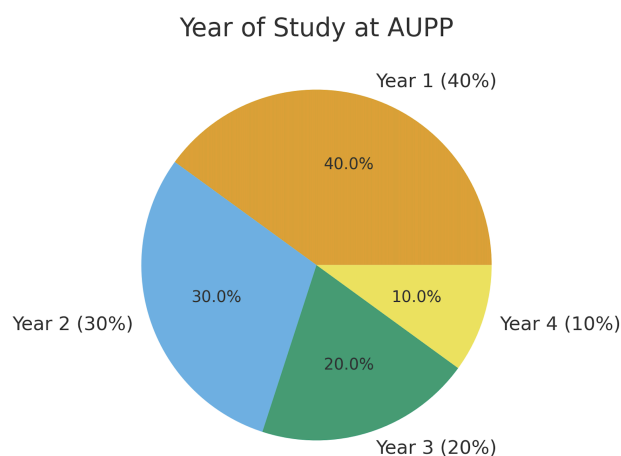
1. Data Collection

Data for this study will be collected through online surveys distributed to AUPP students via university communication channels, social media platforms, and student groups. The survey consists of closed-ended questions and Likert scale items measuring students' perceptions of various factors influencing their jewelry purchasing behavior. Convenience sampling is used to recruit respondents, focusing on students who voluntarily choose to participate. The survey ensures anonymity to encourage honest responses and reduce social desirability bias. A minimum sample size 30 respondents is targeted to ensure sufficiently reliable data for analysis.

2. Data Analysis

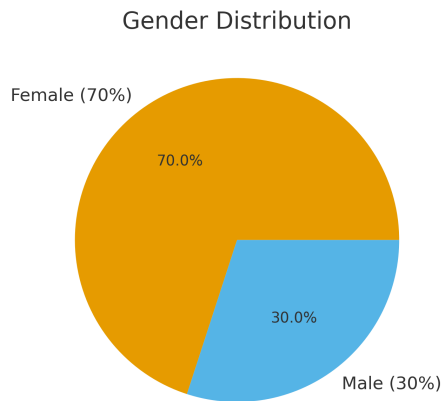
The collected survey will be examined and summarized in order to better understand factors that influence student purchase of jewelry pieces. The result of the survey will be put into consideration.

a. What is your year of study at AUPP ?



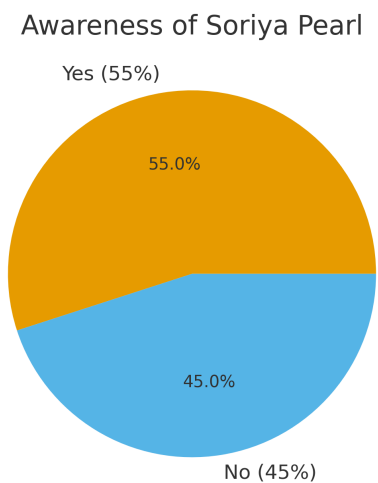
Interpretation : The survey demonstrates the year of study in which the majority of about 40% are respondents in year 1 and 30% is in year 2.

b. What is your gender ?



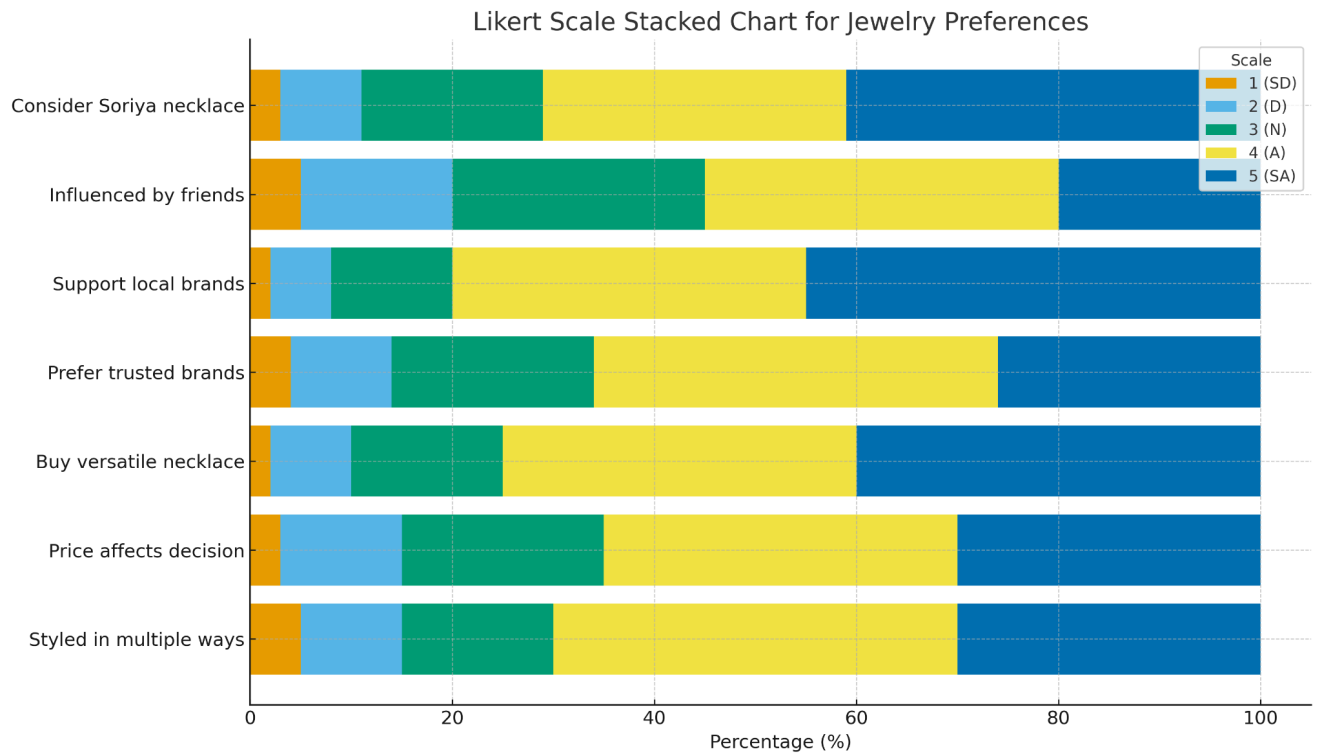
Interpretation : This pie chart illustrates the gender of the respondent. 70% of the people who did this survey are female with only 30% of male. Showing that this study is more focus toward university students who are female.

c. Have you heard of Soriya Pearl before ?



Interpretation: 55% of the people who did this survey have heard of Soriya pearl as a brand whereas about the other half have never heard of soriya pearl.

C. The below survey is measured with likert scale (1 = Strongly Disagree, 5 = Strongly Agree) for each statement.



C.1. “I prefer jewelry that can be styled in multiple ways for different occasions.”

Interpretation : This statement measures the respondent’s preference for versatility in jewelry.

A high score (4–5) suggests that students value multi-style designs that allow them to use one necklace in several ways such as casual, formal, or special events making it more practical and cost-efficient. It also reflects the growing trend where consumers want functional yet fashionable products.

C.2. “The price of the jewelry significantly affects my purchase decision.”

Interpretation : This measures price sensitivity. A high score shows that students at AUPP are likely to consider jewelry only if it fits their budget, meaning pricing strategies for Soriya Pearl

must match students' willingness to pay. This is especially relevant for products intended for young customers with limited spending power.

C.3. "I would consider buying a versatile necklace if it saves me money compared to buying multiple necklaces."

Interpretation : This statement evaluates whether students see the economic value of a multi-style necklace. A high score indicates that they recognize the cost-saving advantage of purchasing one versatile necklace instead of buying several separate pieces for different looks.

This directly supports the main selling point of Soriya Pearl's versatile design.

C.4. "I am more likely to buy jewelry from a trusted or well-known brand"

Interpretation : This measures the influence of brand reputation on buying decisions. A high score means that students are more confident buying from brands that are credible, consistent, and recognized, which emphasizes the importance of building Soriya Pearl's brand image and trustworthiness.

C.5. "Local brands like Soriya Pearl appeal to me because they represent Cambodian craftsmanship"

Interpretation: This explores national pride and cultural appreciation. Students who rate this statement highly are motivated by supporting Khmer-made products and value items created with local artistry. This is an important insight: highlighting Cambodian craftsmanship strengthens consumer connection to the brand.

C.6. "I am influenced by recommendations from friends or classmates when buying jewelry"

Interpretation : This measures the role of peer influence. A high score indicates that word-of-mouth, social circles, and peer approval strongly affect jewelry purchases. This insight is useful for marketing strategies, especially social media campaigns, ambassador programs, and UGC marketing.

C.7. “I would consider buying Soriya Pearl’s versatile necklace in the future”

This is the intention-to-buy indicator. A high score suggests positive acceptance of the product concept and indicates future market potential for the versatile necklace. This statement is important because it predicts actual buying behavior, not just preference.

IV. Result and Discussion

The findings of the study reveal that AUPP students show a strong preference for jewelry that can be styled in multiple ways, indicating a high appreciation for versatility and practicality in fashion items. Respondents also demonstrated notable price sensitivity, suggesting that affordability plays a significant role in their purchasing decisions. This aligns closely with the strong agreement toward buying a versatile necklace if it helps them save money, highlighting the perceived economic value of Soriya Pearl’s multi-style product. Brand reputation also emerged as an influential factor, as many students prefer purchasing from trusted or well-known brands, emphasizing the need for Soriya Pearl to strengthen its credibility. Additionally, the appeal of Cambodian craftsmanship resonated strongly with participants, reflecting growing pride in supporting local products and artisans. Peer influence likewise played a considerable role in shaping purchase decisions, with many students acknowledging that recommendations from friends and classmates affect their choices.

Overall, the positive responses toward considering Soriya Pearl's versatile necklace in the future indicate strong market potential and suggest that the product aligns well with the values, preferences, and purchasing behavior of the student demographic.

V. Policy and recommendations

1. Strengthen Brand Credibility and Trust Through Consistent Quality

To effectively influence students' purchasing decisions, Soriya Pearl must prioritize building a strong and trustworthy brand identity. The survey results show that students are more likely to buy jewelry from brands they perceive as reputable and reliable. Therefore, the company should maintain consistent product quality, transparent sourcing of pearls, and professional presentation across all touchpoints—from packaging to social media content. Clear storytelling about craftsmanship, authenticity, and the brand's mission can further enhance trust. By positioning Soriya Pearl as a reliable and high-quality local jewelry brand, the company can increase consumer confidence and significantly improve purchase intentions among AUPP students.

2. Emphasize the Value of Versatility to Demonstrate Cost-Effectiveness

Given that students strongly agreed they would buy a versatile necklace if it helps them save money, Soriya Pearl should center its marketing strategy on the economic benefits of its multi-style design. This includes highlighting how one necklace can replace several separate accessories, making it a more affordable yet fashionable choice for students who are budget-conscious. Demonstration videos, styling tutorials, and real-use scenarios can clearly show how the product adapts to different occasions, enhancing perceived value. By

communicating versatility not just as a feature but as a financial advantage, Soriya Pearl can effectively appeal to practical-minded buyers who want both style and savings.

3. Leverage Peer Influence Through Social Proof and Student-Focused Marketing

Since many students reported being influenced by recommendations from friends or classmates, Soriya Pearl should incorporate strategies that amplify peer-based promotion. This can include student ambassador programs, referral discounts, campus pop-up booths, and user-generated content showcasing real customers styling the necklace. Peer endorsements create a sense of authenticity and belonging—factors that strongly shape consumer behavior in university settings. By encouraging satisfied users to share their experiences, the brand can naturally build momentum and expand its reach within the student community.

VI. Reference

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VII. Appendix

Survey Questionnaire

Section 1: Demographic Information

1. What is your year of study at AUPP?

- ☐ Year 1 (Freshman)
- ☐ Year 2 (Sophomore)
- ☐ Year 3 (Junior)
- ☐ Year 4 (Senior)

2. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Section 2: Awareness of Soriya Pearl

3. Have you heard of Soriya Pearl before this survey?

- ☐ Yes
- ☐ No

Section 3: Attitudes and Preferences Toward Jewelry

Please indicate your level of agreement with the following statements.

(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

4. I consider the quality of pearls and craftsmanship important when choosing jewelry.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

5. I prefer jewelry that can be styled in multiple ways for different occasions.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

6. The price of the jewelry significantly affects my purchase decision.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

7. I would consider buying a versatile necklace if it saves me money compared to buying multiple necklaces.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

8. I am more likely to buy jewelry from a trusted or well-known brand.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

9. Local brands like Soriya Pearl appeal to me because they represent Cambodian craftsmanship.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

10. I am influenced by recommendations from friends or classmates when buying jewelry.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

11. I would consider buying Soriya Pearl's versatile necklace in the future.

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5