

MKTG - 612 - Group 3 - Mejuri

Survey Questionnaire

Problem Statement

Mejuri aims to better understand its customer base by identifying distinct user segments based on preferences, purchasing behavior, and demographic characteristics. This segmentation analysis will enable Mejuri to tailor its product offerings, marketing strategies, and customer experiences to meet the needs of different customer groups effectively.

The survey will gather insights into:

1. User preferences for jewelry style, materials, and purchase motivations.
2. Buying behaviors such as frequency, occasions, and price sensitivity.
3. Demographic and psychographic characteristics to uncover trends among customer segments.

Survey Questionnaire

Section 1: User Characteristics

1. What is your age group?
 - o Under 18
 - o 18–24
 - o 25–34
 - o 35–44
 - o 45–54
 - o 55 and above
2. What is your gender?
 - o Male
 - o Female
 - o Non-binary/Other
3. Where are you located? (Dropdown or open text for country/region)
4. What is your annual household income?
 - o Less than \$25,000

- ☐ \$25,000–\$50,000
 - ☐ \$50,000–\$100,000
 - ☐ Over \$100,000
 - ☐ Prefer not to say
- 5. How would you describe your personal style?
 - ☐ Minimalist
 - ☐ Trendy
 - ☐ Classic
 - ☐ Bohemian
 - ☐ Edgy
 - ☐ Other (please specify)

Section 2: Jewelry Preferences

- 6. What type of jewelry do you typically prefer? (Select all that apply)
 - ☐ Necklaces
 - ☐ Rings
 - ☐ Bracelets
 - ☐ Earrings
 - ☐ Other
- 7. What materials do you prefer in jewelry? (Select all that apply)
 - ☐ Gold
 - ☐ Silver
 - ☐ Platinum
 - ☐ Gemstones
 - ☐ Other (please specify)
- 8. How important is sustainability in your jewelry purchases?
 - ☐ Very important
 - ☐ Somewhat important
 - ☐ Neutral

- ☐ Not very important
 - ☐ Not important at all
- 9. Do you prefer jewelry that is customizable or pre-designed?
 - ☐ Customizable
 - ☐ Pre-designed
 - ☐ No preference
- 10. What is the primary occasion for your jewelry purchases?
 - ☐ Personal use
 - ☐ Gifts for others
 - ☐ Special occasions (e.g., weddings, birthdays)
 - ☐ Impulse buys
 - ☐ Other (please specify)
- 11. What is your typical budget for jewelry purchases?
 - ☐ Under \$50
 - ☐ \$50–\$100
 - ☐ \$100–\$300
 - ☐ Over \$300

Section 3: Purchasing Behavior

- 12. How often do you purchase jewelry?
 - ☐ Once a month or more
 - ☐ Every few months
 - ☐ Once or twice a year
 - ☐ Less than once a year
- 13. Where do you usually buy your jewelry? (Select all that apply)
 - ☐ Online
 - ☐ Brick-and-mortar stores
 - ☐ Marketplaces (e.g., Etsy)
 - ☐ Other

14. Have you purchased from Mejuri before?

- ☐ Yes
- ☐ No

15. Would you be interested in joining a loyalty or subscription program with Mejuri?

- ☐ Yes
- ☐ No
- ☐ Maybe

Section 4: Attitudes and Opinions

16. Jewelry is a significant part of expressing my personal style.

- ❖ Strongly Agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly Disagree

17. I prefer to buy from jewelry brands that emphasize sustainability and ethical practices.

- ❖ Strongly Agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly Disagree

18. Affordability is more important to me than premium materials when purchasing jewelry.

- ❖ Strongly Agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly Disagree

19. How often do you explore or follow the latest jewelry trends?

- ❖ Never
- ❖ Rarely
- ❖ Sometimes

- ❖ Often
- ❖ Always

20. How often do you purchase customizable jewelry?

- ❖ Never
- ❖ Rarely
- ❖ Sometimes
- ❖ Often
- ❖ Always

21. How often do discounts or loyalty programs influence your decision to buy jewelry?

- ❖ Never
- ❖ Rarely
- ❖ Sometimes
- ❖ Often
- ❖ Always

22. How often do you shop for jewelry online rather than in physical stores?

- ❖ Never
- ❖ Rarely
- ❖ Sometimes
- ❖ Often
- ❖ Always

23. The packaging and unboxing experience significantly influenced my perception of a jewelry brand.

- ❖ Strongly Agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly Disagree

24. How often do you purchase jewelry for yourself rather than as a gift for others?

- ❖ Never

- ❖ Rarely
- ❖ Sometimes
- ❖ Often
- ❖ Always

25. I am willing to pay a premium price for unique, handcrafted jewelry pieces.

- ❖ Strongly Agree
- ❖ Agree
- ❖ Neutral
- ❖ Disagree
- ❖ Strongly Disagree