

3. Research Methods

The research involved face-to-face interviews with a target group of 50 Singaporean female teenagers aged 13 to 20 years old. The interviews were conducted at various shopping complexes over two weekends (four days). The participants were shown samples of the jewellery pieces, and asked if they would buy them. They were also asked about the types they liked most; and the reasons why they liked them.

Face-to-face interviews were used because these allowed samples of the jewellery pieces to be shown. They also allowed the researchers to view the reactions of the respondents. The interviews were conducted at different shopping complexes so that the samples were more accurate representations of the target population.