

4. Findings

The results of our interviews are as shown in Table 1 and Figures 1 to 3. We found that 35 of respondents (70%) will buy the jewellery pieces whilst 10 (20%) mentioned that they will not (ref. Table 1 in Appendix A.).

Most of the people surveyed liked rings the best of all, citing "innovation of design" as the main draw (ref. Figure 1 in Appendix B). Only 11 people mentioned that they liked the jewellery due to its environmental friendliness. The full results of the survey and diagrams showing the main findings can be found in the Appendix section.

Based on the data collected, what this means is that rings should be the key item to be included in the launch of the jewellery line. Careful consideration should also go into the design of the jewellery.