

2. Introduction

2.1 Overview

For this research, artistic jewellery made from beautiful stones and recycled materials, such as copper wires and other household items, were produced by the researchers. The range of products includes rings, brooches and necklaces with pendants. The jewellery is specifically targeted at hip, young and trendy female teenagers who will most likely appreciate the interesting and unique designs. This research aims to determine if female teenagers in Singapore will buy the jewellery, and find out their reasons for buying them. The research does not examine the optimum pricing for the products or marketing channels.

For the purpose of this report, a jewellery piece is a handmade ring, brooch or necklace with pendant made by the researchers from beautiful stones and recycled materials, such as copper wires and other household items.

2.2 Literature Review

There has been a steady increase in the popularity of handmade jewellery involving recycled materials among teenagers in developing countries (Chua, 2004). In her research report, Chua also noted the creativity of Asian students who made items from recycled materials. A useful market research report (Lim, 2006), gave insights into Singaporeans' buying habits and lifestyle patterns, where he mentioned teenagers' preferences for purchasing gift items and accessories. These reports suggest that the jewellery pieces, which are targeted at the young, may find a ready market among the female teenage population in Singapore.

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.

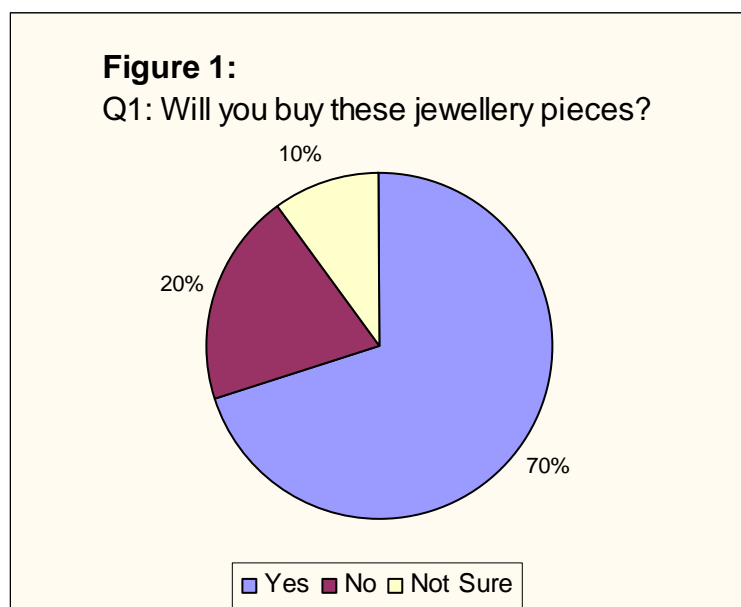
4. Findings

A total of 50 female teenagers between the ages of 13 to 20 years were interviewed at various shopping complexes over two weekends. The results are as shown in Table 1.

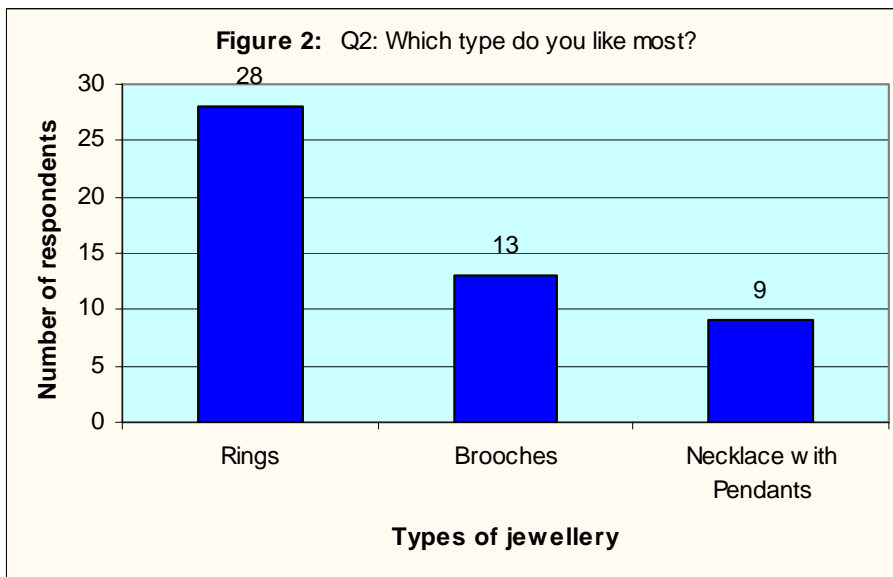
Table 1: Summary of responses to the face-to-face interviews

Questions used in interview:	Yes	No	Not sure	
Q1: Will you buy these jewellery pieces?	35	10	5	
	Rings	Brooches	Necklace with Pendants	
Q2: Which type do you like most?	28	13	9	
	Innovative design	Unique qualities	Environmentally friendly	Others
Q3: Why do you like it?	35	25	11	10

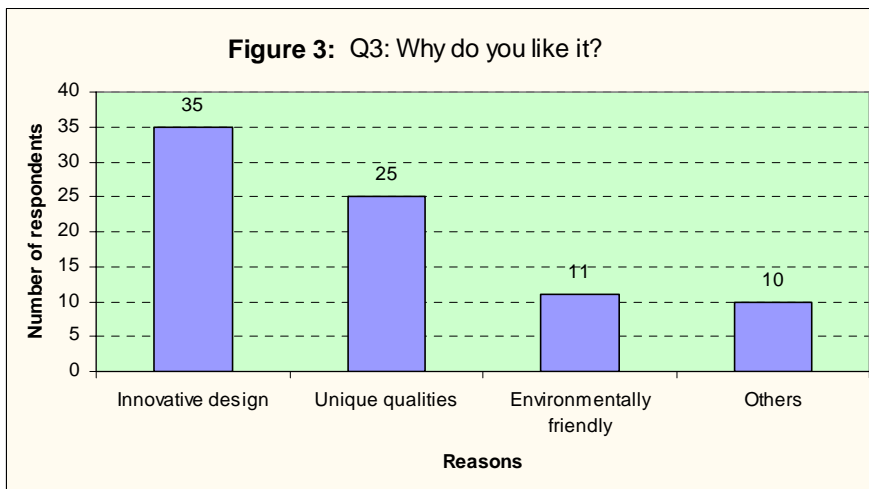
It can be seen from Figure 1 that a majority of the respondents indicated that they would buy the jewellery pieces.



Of the three types of jewellery, rings are the most popular item (Figure 2).



From Figure 3, it is evident that the major appeal of the jewellery lies in the innovative design and unique qualities of the pieces.



5. Discussion

5.1 Market for the Jewellery Pieces

It is evident from Figure 1 that there is a market for the jewellery pieces among female teenagers. 70% of the respondents in the interview indicated that they would buy the jewellery.

5.2 The Appeal Factors

While the researchers expected being 'green' would be the major appeal, Figure 3 reveals that it was the third most important factor. Innovative design and the unique qualities of the jewellery pieces were the main attractions for the respondents. 70% (35 out of 50) of respondents surveyed in the interview indicated 'innovative design' as an attraction. 50% (25 out of 50) of respondents indicated 'unique qualities' as an attraction. This finding is important as it indicates that the future commercial success of the product could be based on its innovative and unique design.

5.3 Most Popular Item

It can be seen from the results that rings are the most popular item. In the face-to-face interview, 28 out of 50 (56%) respondents indicated that the rings were the most attractive (Figure 2). This is consistent with another research (Lim, 2005), where 52% of all jewellery sold in Singapore are rings. If the jewellery pieces are to be sold commercially, this finding indicates that rings should be the main product as it is the most popular item.

6. Conclusion

6.1 Summary

The findings demonstrate that there is a market for jewellery pieces made from stones and recycled materials among female teenagers aged between 13 to 20 years. Respondents cited innovative design and unique qualities as the main appeal of the jewellery. This is different from the researchers' expectation that a majority of the respondents would like the product because it is environmentally-friendly. Of all jewellery types, rings were the most popular with the target population.

6.2 Recommendations

It is recommended that further research be conducted to determine:

- If there is a market for the jewellery amongst female adults
- The optimal pricing for the jewellery
- How the jewellery should be marketed and sold