

4. Findings

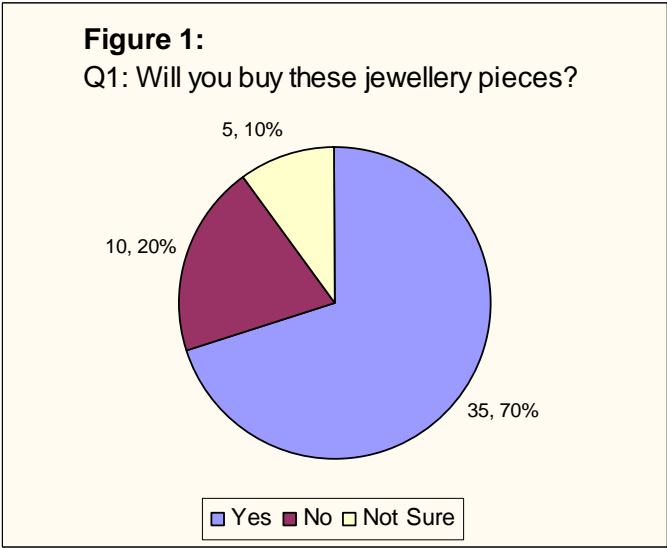
The Discussion section follows after the Findings section. Scroll down the document to view the Discussion section.

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.

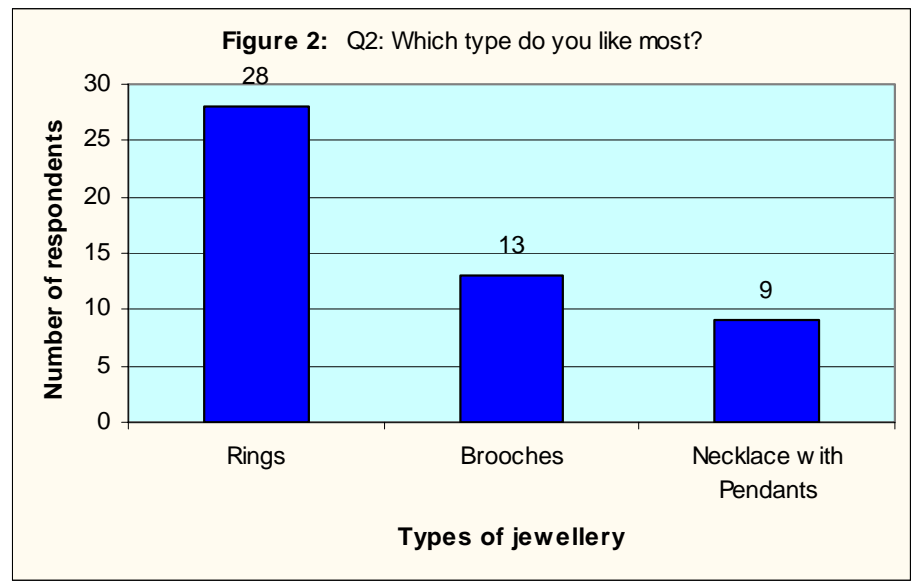
Table 1: Summary of responses to the face-to-face interviews

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

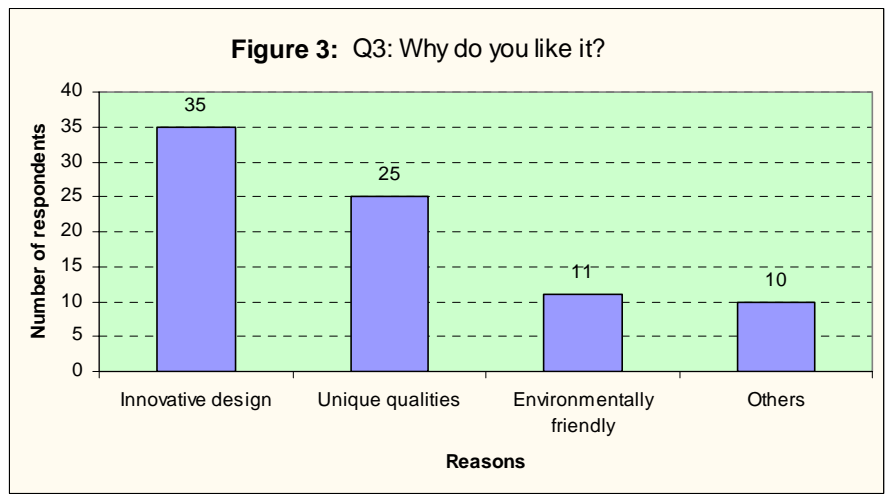
It can be seen from Figure 1 that a majority of the respondents indicated that they would buy the jewellery pieces.



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

The findings are interpreted.

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 will 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.