

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

The section starts off by stating what the findings are based on.

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.

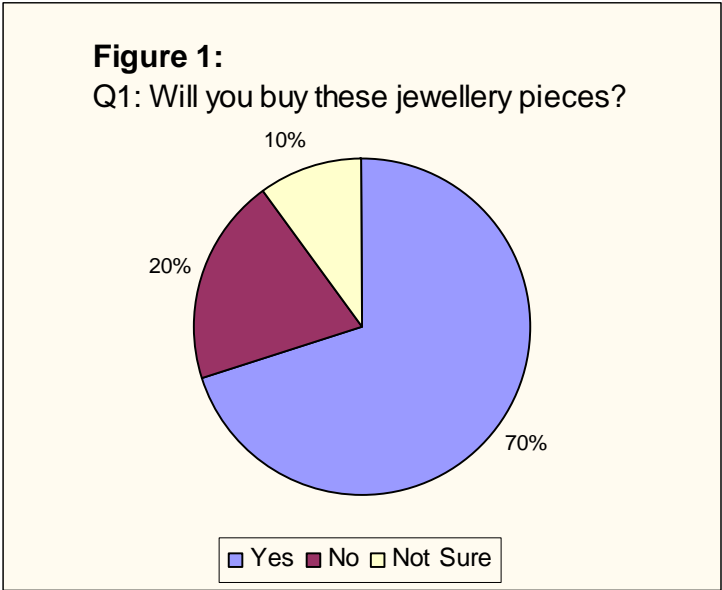
Table 1: Summary of responses to the face-to-face interviews

The results are summarised.

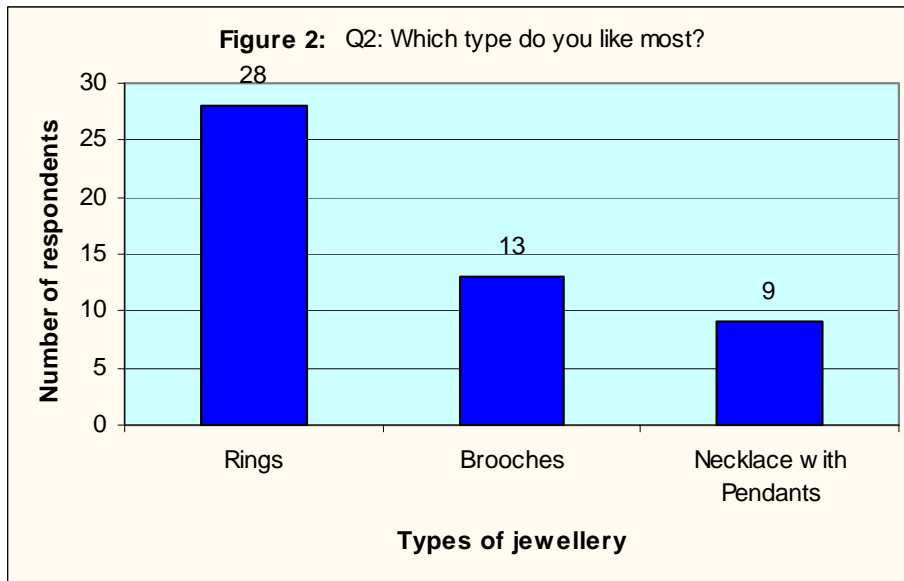
Questions used in interview:	Yes	No	Not sure	
Q1: Will you buy these jewellery pieces?	35	10	5	
	Rings	Brooches	Necklace with Pendants	
Q2: Which type do you like most?	28	13	9	
	Innovative design	Unique qualities	Environmentally friendly	Others
Q3: Why do you like it?	35	25	11	10

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

The findings are stated.



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.

