

4. Findings

The results of our interviews of 50 female teenagers conducted at various shopping complexes are as shown here in Table 1.

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

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

A majority of the respondents indicated that they would buy the jewellery pieces, as shown in Figure 1.

Figure 1: Responses of Interviewees

