Are Hillsdale College students a profitable market segment for local jewelry retailers?
Research Objectives

- Define the level of demand
- Establish appropriate communication channels
- Determine students’ purchasing preferences
Secondary Research

- Current industry trends
- Demand for gold
- Men’s jewelry market
- Target market
  - Shopping habits
  - Small-town customers
Methodology

- Questionnaire via SurveyMonkey.com
- Sample size of 1,504 students
- Sampling error of 6.08% (95% confidence interval)
Limitations

- Some surveys only partially complete
- Non-response rate 70%
- Roughly 40% of responses eliminated
- Minimal experience purchasing fine jewelry
Results

- Total of 455 received
- Screening eliminated 195 ineligible
- Results reflect 260 responses
Findings

Have you purchased fine jewelry?

- **72.5%** No
- **27.5%** Yes
Findings

How many times have you purchased fine jewelry?

- 1-2 Purchases: 25.2%
- 3-4 Purchases: 4.0%
- 5-6 Purchases: 0.7%
- I do not purchase fine jewelry: 70.2%
How many fine jewelry purchases do you anticipate making?

- 1-2 Purchases: 44.5%
- 3-4 Purchases: 9.5%
- 5-6 Purchases: 2.4%
- 7+ Purchases: 0.7%
- I do not purchase fine jewelry: 43.0%
Findings

Where are you most likely to shop for fine jewelry?

- Online: 42.1%
- In Person: 79.9%
- Do not intend to purchase: 2.7%
- Other: 4.2%
Findings

Which of the following stores have you previously purchased fine jewelry from?

- Department Stores: 26.3%
- Specialty Jewelers: 21.2%
- Online: 18.5%
- Local Retailer: 14.3%
- Resale Shops: 10.8%
- Wal-Mart: 5.0%
Findings

Of the previous stores, please select any stores you are likely to repurchase from.

- Department Stores: 26.3%
- Specialty Jewelers: 3.9%
- Online: 21.2%
- Local Retailer: 10.8%
- Resale Shops: 1.5%
- Wal-Mart: 15.4%
Findings

Where are you most likely to seek information about fine jewelry?

- Online: 76.1%
- Word of Mouth: 74.9%
- Social Media: 12.7%
- Television: 3.9%
- Other: 7.3%
- Will not seek information: 3.5%
Findings

How are you most likely to hear about fine jewelry?

- **Word of Mouth**: 76.8%
- **Online**: 66.8%
- **Social Media**: 30.5%
- **Television**: 27.8%
- **Radio**: 18.1%
- **Newspaper**: 10.8%
- **Smartphone Advertisement**: 7.3%
Findings

Do you primarily purchase jewelry for yourself or for others?

- Myself: 47.2%
- Others: 38.5%
- I do not purchase fine jewelry: 14.3%
Findings

What time of year are you most likely to purchase fine jewelry?

- Winter: 43.0%
- Spring: 10.0%
- Summer: 12.7%
- Fall: 16.7%
- I am unlikely to purchase: 17.5%
For which of the following special occasions are you most likely to purchase fine jewelry?
Findings

While at Hillsdale College, what is the total amount you anticipate spending on fine jewelry?
# Findings

Please address the following statements based on your level of agreement.  

*Strongly Agree (1) to Strongly Disagree (5)*

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>I look at fine jewelry items in stores before buying them online.</td>
<td>2.8</td>
<td>1.6</td>
<td>1</td>
<td>6</td>
<td>235</td>
</tr>
<tr>
<td>I look at fine jewelry items online before buying them in stores.</td>
<td>3.0</td>
<td>1.5</td>
<td>1</td>
<td>6</td>
<td>239</td>
</tr>
<tr>
<td>If I buy jewelry, it is usually costume jewelry.</td>
<td>3.0</td>
<td>1.5</td>
<td>1</td>
<td>6</td>
<td>239</td>
</tr>
<tr>
<td>After graduation, I would like to buy Hillsdale College jewelry items.</td>
<td>3.3</td>
<td>1.3</td>
<td>1</td>
<td>6</td>
<td>239</td>
</tr>
<tr>
<td>I would like to buy Hillsdale College related jewelry items.</td>
<td>3.4</td>
<td>1.3</td>
<td>1</td>
<td>6</td>
<td>240</td>
</tr>
<tr>
<td>I use business “wish lists”.</td>
<td>3.6</td>
<td>1.5</td>
<td>1</td>
<td>6</td>
<td>239</td>
</tr>
<tr>
<td>I like monthly updates from stores on new product selections.</td>
<td>3.9</td>
<td>1.3</td>
<td>1</td>
<td>6</td>
<td>238</td>
</tr>
</tbody>
</table>
# Findings

Please address the following statements based on your level of agreement.  

*Very Important (1) to Very Unimportant (5)*

<table>
<thead>
<tr>
<th>Variable</th>
<th>Average</th>
<th>Standard Deviation</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1.5</td>
<td>0.9</td>
<td>1</td>
<td>6</td>
<td>234</td>
</tr>
<tr>
<td>Store Reputation</td>
<td>1.7</td>
<td>0.9</td>
<td>1</td>
<td>6</td>
<td>234</td>
</tr>
<tr>
<td>Items on sale</td>
<td>1.7</td>
<td>1.0</td>
<td>1</td>
<td>6</td>
<td>233</td>
</tr>
<tr>
<td>Variety of options within each category</td>
<td>1.9</td>
<td>1.0</td>
<td>1</td>
<td>6</td>
<td>234</td>
</tr>
<tr>
<td>Variety of item categories</td>
<td>2.1</td>
<td>1.1</td>
<td>1</td>
<td>6</td>
<td>231</td>
</tr>
<tr>
<td>Store atmosphere</td>
<td>2.2</td>
<td>1.1</td>
<td>1</td>
<td>6</td>
<td>232</td>
</tr>
<tr>
<td>Close retail store proximity</td>
<td>2.3</td>
<td>1.1</td>
<td>1</td>
<td>6</td>
<td>235</td>
</tr>
<tr>
<td>Customization options</td>
<td>2.5</td>
<td>1.2</td>
<td>1</td>
<td>6</td>
<td>233</td>
</tr>
</tbody>
</table>
Findings

Please select your sex.

- Female: 74.9%
- Male: 25.1%
Findings

Which of the following best describes your student status?

- Freshmen: 19.6%
- Sophomore: 23.5%
- Junior: 23.0%
- Senior: 28.3%
- Senior 5+ years: 4.3%
- Graduate: 1.3%
Chi Square Analysis

Respondents who have previously shopped online

- Freshmen: 18.0%
- Sophomore: 9.0%
- Junior: 21.0%
- Senior: 32.0%
Chi Square Analysis

Respondents who have previously shopped at local jewelry retailers

- Freshmen: 6.0%
- Sophomore: 10.0%
- Junior: 29.0%
- Senior: 45.0%
Is there a relationship between class standing and anticipated purchases?

Chi Square Analysis
Chi Square Analysis

Does purchasing from an Online Retailer in the past effect a student’s chances of purchasing from an Online Retailer in the future?

<table>
<thead>
<tr>
<th>Will not purchase Online in the future</th>
<th>Will purchase Online in the future</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have not previously purchased Online</td>
<td>97%</td>
</tr>
<tr>
<td>Have previously purchased Online</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>76%</td>
</tr>
</tbody>
</table>

Legend:
- Red: Have not previously purchased Online
- Blue: Have previously purchased Online
Chi Square Analysis

Does purchasing from a Department Store in the past effect a student’s chances of purchasing from a Department Store in the future?

- Have not previously purchased at Department Store (80%)
- Have previously purchased at Department Store (56%)

- Will not purchase at Department Store in the future (20%)
- Will purchase at Department Store in the future (44%)

Will not purchase at Department Store in the future
Will purchase at Department Store in the future
Does seeking information online effect a student’s chances of purchasing from an Online Retailer in the future?

- Will not seek information Online: 84%
- Will seek information Online: 16%

- Will not shop Online: 50%
- Will shop Online: 50%
Chi Square Analysis

Does seeking information by word of mouth effect a student’s chances of purchasing from an Local Jewelry Retailer in the future?

- Will not seek information by Word of Mouth: 31%
- Will seek information by Word of Mouth: 69%

- Will not shop at Local Retailer: 31%
- Will shop at Local Retailer: 84%
Is there a relationship between sex and anticipated spending?
Is there a seasonal effect on men or women’s fine jewelry purchasing?
Who is the primary recipient for men and women’s fine jewelry purchases?

- **Myself**
  - Male: 12%
  - Female: 60%

- **Others**
  - Male: 62%
  - Female: 29%
Chi Square Analysis

Is there a relationship between sex and special occasion purchases?

- Mother's Day: Male 14%, Female 86%
- Birthday: Male 16%, Female 84%
- Christmas: Male 21%, Female 79%
- Wedding or Engagement: Male 40%, Female 60%
- Valentine's Day: Male 54%, Female 46%
After graduation, I would like to buy Hillsdale College jewelry items. I would like to buy Hillsdale College jewelry items. If I buy jewelry, it is usually costume. I look at fine jewelry items in stores before buying them online.

Is there a difference between men and women's shopping preferences?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I look at fine jewelry items in stores before buying them online.</td>
<td>2.6</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>After graduation, I would like to buy Hillsdale College jewelry items.</td>
<td>3.2</td>
<td></td>
<td>3.6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ANOVA Analysis**

**Is there a difference between men and women's shopping preferences?**
ANNOVA Analysis

Is there a difference between men and women's product preferences?

- **Price**: Male: 1.8, Female: 1.3
- **Items on sale**: Male: 2.1, Female: 1.5
- **Close retail proximity**: Male: 2.6, Female: 2.1
- **Variety of options within each category**: Male: 2.2, Female: 1.8

**Scale**:
- Very Important
- Somewhat Important
- Neither Important nor Unimportant
- Somewhat Unimportant
- Very Unimportant
Which aspects do students who purchase from Department Stores value the most?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neither Important nor Unimportant</th>
<th>Somewhat Unimportant</th>
<th>Very Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store Reputation</td>
<td>1.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Store Atmosphere</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Which aspects do students who purchase from Specialty Jewelry Retailers value the most?

- Variety of item categories: 1.5
- Store Reputation: 1.5
- Store Atmosphere: 2

1. Very Important
2. Somewhat Important
3. Neither Important nor Unimportant
4. Somewhat Unimportant
5. Very Unimportant
Which aspects do students who purchase from Local Jewelry Purchases value the most?

ANOVA Analysis

Customization options

1. Very Important
2. Somewhat Important
3. Neither Important nor Unimportant
4. Somewhat Unimportant
5. Very Unimportant

Value: 2.3
Conclusions

- While few students have previously purchased, over half indicate they will purchase in the near future
- Students anticipate making no more than 2 purchases
- Students prefer to seek information from online or word of mouth sources
- Local jewelry store shoppers strongly value customization options
- Students are highly price sensitive and find it important to have a variety of product options within their price range
- Most jewelry purchases are likely to occur during winter months
Recommendations

- Seasonal
  - Winter
- Price Range
  - $0-$200
- Communication
  - Web based
  - Word of mouth
- Shopping Experience and Product Aspects
  - Competitive Pricing
  - Sales Items
  - Store Atmosphere
  - Customization
  - Do not focus on Hillsdale College related items
Questions