MARKET RESEARCH FOR KENZ KOUTURE ACCESSORIES

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ABSTRACT

MARKET RESEARCH OF KENZ KOUTURE ACCESSORIES

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Kenz Kouture is a recently developed business venture specializing in handmade jewelry. This study was conducted to understand the market and the consumer's wants and needs of the products and prices of this new venture. The purpose of this study was to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture. Topics for the literature review included consumer buying behavior and entrepreneurship. An online questionnaire was distributed using Facebook and utilized snowball sampling to gather data from 238 subjects. The results indicate Kenz Kouture's current fan base and product base have the potential to expand. If presented and marketed correctly, Kenz Kouture could become a successful business.

Keywords: Kenz Kouture, entreprenuership, buying behavior, jewelry

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

Around the world, people love to express themselves through their physical appearance. A simple form of self-expression is to add accessories to one's daily appearance. One of the most unique, beautiful, and sentimental accessories a person can wear is jewelry. The word jewelry comes from an old French word meaning joy and gladness (Sarett, 1979). An online art jewelry forum reveals that the root of the word jewelry still holds true today as one user expresses that wearing jewelry makes a person feel sexier, feel important, and because it makes them feel unique (Art jewelry forum, 2010). Although jewelry is typically associated with women, men too have come to appreciate the value of jewelry. It is often the go-to gift for a boyfriend, husband, son, or even a brother to give to a loved one in their life. According to the National Retail Federation (2010), 20.3% of gift givers will buy jewelry in 2010. However, jewelry can often be over-priced and ordinary. Today, with the trend of supporting locally produced goods, many boutiques are switching from manufactured goods produced overseas to locally produced items. The local designs of Kenz Kouture provide solutions to the over priced and common jewelry market because they are affordable and custom designed.

Kenz Kouture is a recently developed business that specializes in hand made jewelry and accessories. Kenz Kouture is unique as every piece is hand made. The company currently specializes in wire wrapped rings and recently expanded to selling bedazzled no-crease hair ties. Kenz Kouture began selling products in November 2010

almost by accident. Initially, these rings began as gifts, however local consumers began showing more interest and demand for the products. To meet this demand, on November 29th, 2010, the Kenz Kouture Facebook page was launched. Within the first month, Kenz Kouture sold over 40 accessories. Kenz Kouture currently markets and sells items through Facebook, word of mouth, and on etsy.com, a homemade craft website. Because of the initial success, Kenz Kouture is hoping to expand its business to local boutiques. Kenz Kouture is also interested in how to market their product in a way to gain more followers through etsey.com, Facebook, and other forms of social marketing. To build the market for Kenz Kouture, the purpose of this study was to assess the market, product development, and potential success for this jewelry company. Potential investors, buyers, and the business of Kenz Kouture will be interested in this study to determine the potential for this small business to flourish.

Review of Literature

Research for this review of literature was conducted at Robert E. Kennedy Library on the campus of California Polytechnic State University, San Luis Obispo. In addition to books and other resources, the following online databases were utilized: Academic Search Elite, SPORTDiscus, Hospitality and Tourism Complete, psycINFO, and Proquest. This review of literature is organized into the following topic areas: consumer buying behavior and entrepreneurship.

Consumer buying behavior. Predicting the buying behavior of consumers is every product-driven business' responsibility. It is important to have the ability to track trends of consumers and assess their desires. It is also important to know why and how they

buy, why they purchase, and who the primary consumers of their products are. There is a great deal of information that influences consumers to buy certain products and how purchasing relates to a persons self-image. Research is also prevalent regarding consumers' tendency to choose a trusted brand like Tide, over a private label like Target laundry detergant. This shows that brand loyalty is persistant in consumers purchasing behavior. This section explores the relationships between the consumer, their self-image, and why people choose to purchase certain products.

Jamal and Goode (2001) explored the importance of brand marketing products and how self-image relates to the purchase of brand named products. They explained how it is important to develop a brand image for your product, so that it can tap into a persons image of themselves. Jamal and Goode explained, "the perceptions of self closely relate with the personality in the sense that individuals tend to buy brands whose personalities closely correspond to individuals' own self-images" (p. 483). In an article called *Why do people buy jewelry* (2008), it was suggested that consumers purchase jewelry because it increases their social status. They suggest that wearing big brand jewelry is popular with the teenage market because it is a brand they have seen on television, or in magazines. In 2010, Steenkamp, Van-Heerde, and Geyskens noted that products of national brands are purchased more frequently than private labels. This is because of brand loyalty and perception of product quality. Brand management is further stressed by Bresciani and Eppler (2010) who noted: "Branding is a crucial activity for the successful establishment of a new company, [it] helps customer acquisition, retention and [builds] a favorable reputation" (p. 356).

In today's technology driven society, it is even more important for businesses to fully utilize the Internet and its capabilities more so than in the past. According to Young-Kim and Youn-Kyung (2004), there is an "increasing consumer demand for online shopping and decreasing inhibitors related to online shopping for clothing products" (p. 884). Because of the rising demand, companies that do not have a secure online purchasing option will soon be outnumbered, overlooked, and will not survive in the market. When developing a website, it is important to keep key consumers in mind. Young-Kim and Youn-Kyung note that the online purchase of clothes, jewelry, and accessories, were primarily by female, high-income consumers. Not only are online purchasing options important for a business' success, but today's social media tools are transforming the business world and are becoming the new face of marketing. In *How social media are changing the face of business*, how social media tools such as Facebook, twitter and blogs are modernizing the business world is explored. Because of these new social media tools, consumers are now able to see first-hand how their favorite company operates and are also able to communicate with them directly. Organizations too are benefiting greatly from these new media sources. They are now able to see what type of market they attract from their 'following' customers. Social media is becoming so important to a company's success that "a CEO who thinks that they're a fad, risks falling so far behind the competition that he or she could put the company at risk" ("How social media," 2010, p. 59).

Entrepreneurship. Starting a new a business venture can be a thrilling experience for a young entrepreneur. However, many factors inhibit the success of a small, independently owned venture to thrive. When developing a new company, it is important

to understand the attitudes and emotions of new start-up businesses owners. This is important because it will help to better understand, manage, and deal with the challenges that will undoubtedly be presented in this market. It is especially important to understand these aspects when it comes to a custom craft organization where many products cannot be mass-produced.

Entrepreneurs often start their businesses with friends and family as key players in the foundation and structure of their organization. Stanley (2010) noted family members in management positions within a firm are more invested in the company and do not take as many risks as a non-family member in a management position would. Family, however, are the "heroes" of these organizations because they "will influence the organization's culture, strategy, and decision making process beyond the start-up phase" (p. 1088). Fletcher (2010) enforced that "Family transitions, resources, and values [are crucial to] shaping new venture creation" (p. 453). On the other hand, Stanley (2010) also emphasized the importance of utilizing an outsider other than family in management positions because "family firms employing nonfamily managers may benefit from the diverse strategic perspectives through unbiased and informed decision making" (p. 1088).

Entrepreneurs in the craft industry will often grow and create a business through the enjoyment of a hobby. However, this transition from hobby to business can be very dangerous and can soon lead to an organization's downfall. As stated by Rexroad (2010), "A business is not a hobby" (Rexroad, 2010, p. 98). Rexroad explains that new business owners should not always buy something for the business simply because they want it. New business owners should make purchases for the good of the company. An example of unnecessary spending would be buying a fancy new flat screen TV for a drive-through

coffee shop. For this drive-through coffee shop, a new TV will not benefit the target market of drive-through customers. This is where why so many start-up "hobby" businesses go wrong and end up failing. However, if an entrepreneur starts a business and regards it as a purely money generating entity, they will have a better chance for success and in generating more revenue in the end Tibken (2008) explained,

> Every entrepreneur faces an uphill battle—but artists and crafts people have an especially rough time. They turn out small batches of items with a big investment of time, and often find themselves trying to reach an extremely small audience. (p. R9)

The best way to market a small craft business is by utilizing entrepreneurial creativity. Haliam & Mat (2010) explained that, "entrepreneurial creativity is consistently seen as an effective approach of providing craft-makers with the knowledge and skill they require in order to develop and grow" (p. 59). Ultimately, the owner needs to be practical in promoting their business and reputation. "Innovation, risk-taking, and proactivness" are crucial factors that enhance organizations character (Fillis 2003, p. 224). The ultimate goal in a craft organization is for the "market to recognize you as the expert or the best in what you do" (Rexroad, 2010, p. 96).

Summary. The review of literature covered two topic areas: consumer buying behavior, and entrepreneurship. Tracking the trends of consumers is necessary when developing a strategy for a retail business. It is beneficial when focusing on a target audience, to know how a consumer views their self-image in connection to their buying behavior. The prevalence of attitudes and relationships toward specific brands and brand images is evidence of how marketing is important to every product.

Successful entrepreneurs realize that this is one of the most important aspects to success in a business. Promoting a good image and reputation for a product and company, in combination with a good foundation can be the catalyst to a successful company, regardless of its size or product base.

Purpose of the Study

The purpose of this study was to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture.

Research Questions

This study attempted to answer the following research questions:

1. What are the characteristics of the market for Kenz Kouture jewelry?
2. What types of stores would carry Kenz Kouture?
3. Are customers satisfied with the prices of Kenz Kouture?
4. Is there a relationship between the prices people will pay for a Kenz Kouture and their age?
5. Should Kenz Kouture look into adding more product variety?

Delimitations

This study was delimited to the following parameters:

1. Information on the potential of the Kenz Kouture brand was gathered from fans of the Kenz Kouture Facebook page.
2. Interest and market success of Kenz Kouture were analyzed.

3. The data were collected from past customers of Kenz Kouture and Facebook fans.
4. The data were collected during the spring of 2011.
5. Information for this study was gathered using an online questionnaire.

Limitations

This study was limited by the following factors:

1. Not all possible consumers have access to the Internet, limiting the number of participants that received the questionnaire.
2. SPAM may have blocked email requests, limiting the number of participants that received the questionnaire.

Assumptions

This study was based on the following assumptions:

1. It was assumed that the participant enjoys the aesthetics of jewelry.
2. It was assumed that participants completed the questionnaire honestly and to the best of their ability.

Definition of Terms

The following terms are defined as used in this study:

Consumer. a person who has purchased or would be interested in purchasing a specific product

Entrepreneur. a person who creates their own business

Jewelry. an accessory worn to express a person's style

Kenz Kouture. a new startup venture developed by Mackenzie Kassis and specializes in crafting quality handmade jewelry and accessories

Chapter 2

METHODS AND PROCEDURES

The purpose of this study was to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture. The following sections describe the subjects, the instrument, the procedures, and the method of data analysis.

Description of Subjects

Subjects in the Kenz Kouture research study were those customers who have purchased a Kenz Kouture product before as well as fans of the Kenz Kouture facebook page. Snowball sampling was also utilized to collect data as subjects who were initially asked to fill out the questionnaire (Kenz Kouture patrons and fans of the facebook page). They were then were asked to update their Facebook status with a link to the questionnaire. Subjects under the age of eighteen were automatically disqualified from participating in this survey.

Description of Instrument

The instrument, created by the researcher, consisted of 14 questions that analyze the market and consumer buying habits of those interested in, or potentially interested in the purchasing from Kenz Kouture company. Questions one through four target those customers who have purchased or heard of the Kenz Kouture company. The questionnaire then inquires if the participant is satisfied with the quality and the price of

Kenz Kouture product. Questions five and six target the buying habits of participants. These questions ask the typical amount of money participants spend on cocktail and fine jewelry. The seventh question asks who the participants would purchase a Kenz Kouture product for. The eighth and ninth questions have photos of a Kenz Kouture product and ask how much the participant would expect the item to cost. The tenth question asks where the participants would expect Kenz Kouture products to be sold. Question eleven asks what type of jewelry the participant typically wears. This question relates to the research question asking if Kenz Kouture should expand its market to other types of jewelry, other than its specialization in wire wrapped rings. The remainder of the questions relate to demographics of the consumer. The final question requests that the participant enter their email address to be entered to win a free Kenz Kouture wire wrapped ring of their choice.

This study was conducted through an online survey program, Zoomerang. An informed consent letter was included as the cover page for the online questionnaire. The consent form notified the subjects of the background of the study, approximate time to complete the questionnaire, and assured the privacy for all participants. The informed consent form also indicated that no item in this questionnaire was mandatory for the participant to complete. The Cal Poly Human Subjects Committee reviewed and approved both the instrument and the informed consent letter. A copy of the instrument and the informed consent to participate in this study can be found in Appendix A and Appendix B.

Description of Procedures

On April 23, 2011, the researcher posted a link on the Kenz Kouture Facebook wall requesting that all fans complete an online questionnaire. The researcher also emailed every past client of Kenz Kouture and requested that they complete the same questionnaire. The cover letter explained that this questionnaire would be confidential and will benefit the future development of the Kenz Kouture company. The instructions then requested participants to post a like of the questionnaire on their Facebook wall requesting their contacts to complete the questionnaire as well. At the end of the questionnaire, subjects then were given the opportunity to enter their e-mail address for a chance to win a Kenz Kouture wire wrapped ring of their choice.

Method of Data Analysis

The data was collected using an online survey program, Zoomerang. All data was entered into an Excel spreadsheet for analysis. The findings answered research questions about the market for Kenz Kouture jewelry. Answers to questions such as satisfaction with the product, if Kenz Kouture should add more product variety, and which stores customers would expect to see Kenz Kouture products in. These questions were answered by utilizing the mean and standard deviation scores. Determining if a relationship between the prices people will pay for a Kenz Kouture product and their monthly discretionary spending was tabulated using a cross tabulation. Frequency and percentages were also calculated regarding age and gender to find the average range of demographics of the participants.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study was to assess market characteristics, product development, and potential success for the custom jewelry company, Kenz Kouture. A questionnaire was distributed electronically to roughly 700 people between April 19, 2011 and April 28, 2011. Of the roughly 700 potential respondents, 238 completed this survey. The following sections presents findings from this study.

Subject Demographics

All subjects were above the age of 18. Eighty-nine percent of respondents were between the ages of 18 to 25. Of the 238 respondents, 205 (86.13%) were female and 33 (13.87%) were male. Most respondents wear all types of jewelry including rings (71.43%), bracelets (48.74%), necklaces (64.29%), and earrings (66.81%).

Discretionary Spending

It is important to understand Kenz Kouture's market and understand how consumers spend their money. Table 1 displays the respondents discretionary spending per month on items such as clothing, accessories and gifts.

Table 1
Discretionary Spending Per Month by Frequency and Percentage

Amount	*f*	%
Less than $30	44	18.49
$31- 50	67	28.15
$51-80	55	23.11
$81-100	31	13.03
$101+	40	16.81
Total	237	99.59%

The majority of respondents feel that Kenz Kouture would be sold at a high- end department stores (29.83%), local boutiques (95.38%), or online (53.78%). Only 9% of respondents said Kenz Kouture would be sold at a discount department store such as Target.

Subject Satisfaction

Respondents were asked to rank their satisfaction with Kenz Kouture's prices on a scale of 1 to 5, 1= Kenz Kouture is too expensive, 3= Kenz Kouture is priced just right, and 5= Kenz Kouture is priced too low for the quality of the product. The mean of the responses was 2.65 with a standard deviation of .83 and a mode of 3. Although most people thought that Kenz Kouture's product pricing was adequate or slightly below adequate, the majority of respondents were between the ages of 18-25. A cross tabulation shows that respondents above the age of 25 think that Kenz Kouture's prices are adequate or priced below market value (Table 2).

Table 2
Cross- Tabulation of Age and Price Satisfaction by Frequency and Percentage

	Age			
	18-25		26+	
Satisfaction	*f*	%	*f*	%
KK is too expensive	11	7.20	0	0.00
	60	39.50	0	0.00
KK's price is just right	71	46.70	8	50.00
	7	4.60	6	37.50
KK should charge more	3	2.00	2	12.50

Table 3 and Table 4 show the distribution of respondent's reactions to what they would expect a pictured product to cost. Table 3 shows that over half of respondents would expect a single finger ring, which was pictured in the questionnaire, to cost more than $25, which is the current wholesale price of a single finger ring.

Table 3
Price Expectancy of Single Ring Pictured

Amount	*f*	%
Less than $25	85	35.71
$26 -$35	100	42.02
$36-$45	34	14.29
$46-$55	15	6.30
$56-$65	1	0.42
$66+	3	1.26
Total	238	100

Table 4 again shows that over half of respondents would expect a double finger ring, which was pictured in the questionnaire, to cost more than $30, which again is the current wholesale price of a double finger ring.

Table 4
Price Expectancy of Double Ring Pictured

Amount	*f*	%
Less than $30	52	21.85
$30 -$45	104	43.70
$46-$60	52	21.85
$61-$75	22	9.24
$76+	8	3.36
Total	238	100

Summary

The results presented in this chapter indicate that the majority of participants were female between the ages of 18 and 25. This study revealed that subjects would expect Kenz Kouture products to be sold at local boutiques or high-end department stores. Kenz Kouture pricing has reached its maximum for its current market according to data collected. A detailed summary and discussion of the findings will follow in Chapter 4.

Chapter 4

DISCUSSION AND CONCLUSIONS

The significance of this study was to help the Kenz Kouture brand establish itself as a successful business. This concluding chapter will include the following: summary of the study, a discussion of the findings including limitations, conclusions based on research questions, and recommendations for the Kenz Kouture company.

Summary

The purpose of this study was to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture. Jewelry has been worn for thousands of years to express status, wealth, and fashion. Today jewelry is one of the top gift choices for gift-givers. By exploring consumer buying behaviors as well as entrepreneurship, it was found that consumers have a tendency to purchase a well-known brand. This shows that Kenz Kouture should focus on brand management and development. It was also researched that consumers have a tendency to trust brands and companies with a well-developed web-base. Consumers want to be able to research and easily contact the companies they patronize. This shows that a solid web base and a managed website would be extremely beneficial for the success of Kenz Kouture.

Information for this study was gathered primarily through snowball sampling and by utilizing the social media tool, Facebook. The subjects utilized were past customers of Kenz Kouture, Kenz Kouture Facebook page fans, and friends of both Kenz Kouture's

fans and previous customers. The instrument utilized to survey subjects was developed through zoomerang.com and was 14 questions long.

Data were collected from 238 respondents, the majority of which were female between the ages of 18-24. Respondents were asked to rank their satisfaction with Kenz Kouture's prices on a scale of one to five. The majority of responders ranked Kenz Kouture to be adequately priced. Respondents above the age of 25 were more likely to rank Kenz Kouture's products to be priced too low. Through this study, it was found that if marketed and priced correctly Kenz Kouture has a high probability of becoming a successful company.

Discussion

The characteristics of the subjects who participated in this study were mostly college-aged women. If other methods for collecting data were utilized, more variety could have been added to the research collected.

It was shown that Kenz Kouture has a good product and participants think that it would sell well in boutiques and even in high-end department stores. The majority of participants wear jewelry other than rings, showing that Kenz Kouture could expand its product line to include items such as necklaces, bracelets and earrings. It was found that participants were fairly satisfied with the current prices of Kenz Kouture's products.

Limitations from this survey were that the majority of participants were college-aged students, between the ages of 18 to 25. These participants are less likely to spend money on frivolous items such as jewelry.

Another limitation with this study was that the prices on the current Kenz Kouture Facebook page are prices that Kenz Kouture's products sell for in boutiques. Most people who have purchased a Kenz Kouture ring have purchased the item for half of the price listed on the Facebook page. The questionnaire should have listed prices to make it more clear for the subjects to rank the pricing satisfaction. It would have also been more clear for the researcher to gauge the actual satisfaction of the product. However, to support the conclusion that Kenz Kouture's market is fairly satisfied with the prices of products, a picture was shown and participants were asked to answer what they would expect and item like that to cost. Participants were still fairly satisfied with Kenz Kouture prices based on this data.

Overall, it was found that Kenz Kouture was well received by the subjects and if marketed and promoted properly, could develop into a successful business. Findings parallel research indicating that it is necessary to create a strong brand image as well as a strong online market for Kenz Kouture. Kenz Kouture should look into selling its product to more boutiques and adding more product variety to its etsy.com account. Current customers are mostly satisfied with Kenz Kouture's prices and the older population believe that Kenz Kouture could raise its prices for the products it produces. Due to Kenz Kouture's current success, adding more product variety and different jewelry options would be beneficial to its development as a successful business.

Conclusions

Based on the findings of this study, the following conclusions are drawn:

1. The majority of Kenz Kouture's current market is woman between the ages 18-25.
2. Subjects thought that Kenz Kouture's design could be sold at local boutiques, online, and even at high-end department stores such as Nordstrom.
3. Subjects are satisfied with the prices of Kenz Kouture, however would not be willing to spend anymore on these items than what they are currently priced at.
4. There is a relationship between the prices people will pay for a Kenz Kouture and their age.
5. Kenz Kouture should look into adding more product variety.

Recommendations

Bassd on the conclusions of this study, the following recommendations are made:

1. Sell Kenz Kouture at more local boutiques.
2. Expand Kenz Kouture's product line to include necklaces and bracelets.
3. Start a Kenz Kouture website that makes it easy for consumers to purchase online.

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APPENDIXES

Appendix A

Questionnaire

Kenz Kouture

Created: February 22 2011, 2:34 PM
Last Modified: April 28 2011, 3:11 PM
Design Theme: Basic Green
Language: English
Button Options: Labels
Disable Browser “Back” Button: False

Kenz Kouture

Page 1 - Question 1 - Yes or No [Mandatory]

INFORMED CONSENT TO PARTICIPATE IN A MARKET ANALYSIS OF KENZ KOUTURE
A research project on Kenz Kouture is being conducted by Mackenzie Kassis as a senior project in the Recreation, Parks and Tourism Administration Department at Cal Poly – San Luis Obispo, under the direct supervision of Dr. Jerusha Greenwood. The purpose of this research is to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture.

You are being asked to take part in this study by participating in an online survey. Your participation will take approximately three minutes. Please be aware that you are not required to participate in this research, and you may discontinue your participation at any time without penalty. You may omit any survey questions you prefer not to answer.

There are no risks anticipated with participation in this study.

Your confidentiality will be protected. Your email address will only be utilized to contact you if you are the winner of the Kenz Kouture ring drawing. Potential benefits associated with the study include the potential to win a Kenz Kouture ring and the opportunity to learn about a new jewelry brand. The odds of winning the wing are approximately

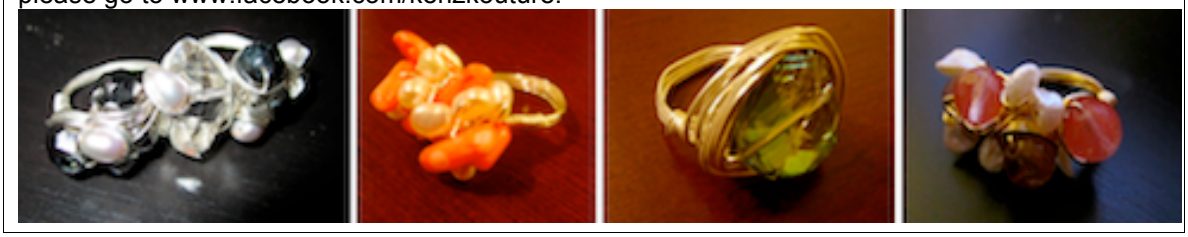
If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Mackenzie Kassis at (916) 539-0072, or mekassis@gmail.com. If you have concerns regarding the manner in which the study is conducted, you may contact Dr. Steve Davis, Chair of the Cal Poly Human Subjects Committee, at (805) 756-2754, sdavis@calpoly.edu, or Dr. Susan Opava, Dean of Research and Graduate Programs, at (805) 756-1508, sopava@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by proceeding to the next page and completing the online questionnaire. Please print this form now and retain it for your future reference. Thank you for your participation in this research.

- ❍ Yes
- ❍ No

Page 2 - Image

Please help Kenz Kouture expand its business by taking this short survey. At the end of the survey you will have a chance to win a Kenz Kouture ring of your choice. Participation is this survey is voluntary and all aspects will be kept confidential. To find out more about Kenz Kouture please go to www.facebook.com/kenzkouture.



Page 2 - Question 2 - Yes or No

Have you heard of Kenz Kouture before this survey? If no, jump to question #5

- ❍ Yes
- ❍ No

Page 2 - Question 3 - Yes or No

If so, have you purchased a product from Kenz Kouture?

- ❍ Yes
- ❍ No

Page 2 - Question 4 - Rating Scale - One Answer (Horizontal)

Are you satisfied with the current price for the quality of the product?

Kenz Kouture is too expensive	2	Kenz Kouture's price is just right	4	Kenz Kouture should charge more for the quality of the product
❍	❍	❍	❍	❍

Page 2 - Question 5 - Choice - One Answer (Bullets)

Kenz Kouture is a recently developed business specializing in wire wrapped rings. Every Kenz Kouture piece is handmade and made with quality materials.
Based on this information, would you potentially purchase this product?

- ❍ Yes
- ❍ No
- ❍ Maybe

Page 2 - Question 6 - Choice - One Answer (Bullets)

How much money do you typically spend on a piece of cocktail jewelry?

- ❍ Less than $25
- ❍ $25 -$50
- ❍ $51-$75
- ❍ $76-$100
- ❍ $101+

Page 2 - Question 7 - Choice - One Answer (Bullets)

How much money do you typically spend on a piece of fine jewelry?

- ○ Less than $25
- ○ $25-50
- ○ $51-$75
- ○ $76-100
- ○ $101+

Page 2 - Question 8 - Choice - Multiple Answers (Bullets)

4. Who do you most likely purchase jewelry for? (Select all that apply)

- ☐ Self
- ☐ Girlfriend/ Boyfriend
- ☐ Wife/ Husband
- ☐ Friend
- ☐ Sister
- ☐ Mom
- ☐ Grandma
- ☐ Aunt
- ☐ Other, please specify

Page 2 - Image

How much would you expect this item to cost?

Page 2 - Question 9 - Choice - One Answer (Bullets)

see photo above

- ○ Less than $25
- ○ $26 -$35
- ○ $36-$45
- ○ $46-$55
- ○ $56-$65
- ○ $66+

Page 2 - Image

How much would you expect this item to cost?

Page 2 - Question 10 - Choice - One Answer (Bullets)

see photo above

- ○ Less than $30
- ○ $30 -$45
- ○ $46-$60
- ○ $61-$75
- ○ $76+

Page 2 - Question 11 - Choice - Multiple Answers (Bullets)

Where would you expect to see this item sold? (Select all that apply)

- ☐ A high-end department store (Nordstrom, Saks Fifth Avenue, Neiman Marcus)
- ☐ A local Boutique
- ☐ A discount department store (Target, TJ Max, Sears, Kmart)
- ☐ Online
- ☐ Other, please specify

Page 2 - Question 12 - Choice - Multiple Answers (Bullets)

What type of jewelry do you typically wear or purchase? (Select all that apply)

- ❑ Ring
- ❑ Bracelet
- ❑ Necklace
- ❑ Earrings
- ❑ I do not wear or purchase jewelry

Page 2 - Question 13 - Choice - One Answer (Bullets)

What is your gender?

- ○ Male
- ○ Female

Page 2 - Question 14 - Choice - One Answer (Bullets)

What is your age?

- ○ 18-25
- ○ 26-35
- ○ 36-45
- ○ 46-55
- ○ 55+

Page 2 - Question 15 - Choice - One Answer (Bullets)

How much money do you spend a month on discretionary items such as clothing, jewelry or gifts?

- ○ Less than $30
- ○ $31-50
- ○ $51-80
- ○ $81-100
- ○ $101+

Page 2 - Question 16 - Open Ended - One Line

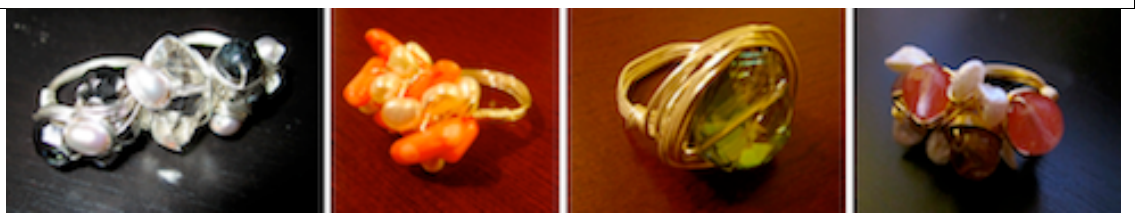
If you would like to be entered in a drawing for a free Kenz Kouture ring of your choice please enter your email address below

Page 2 - Heading

Thank you for completing the Kenz Kouture survey!
If you are interested in purchasing and learning more about Kenz Kouture please visit www.facebook.com/kenzkouture

Thank You Page

Thank you for taking the Kenz Kouture survey.
Click here and "like" us on Facebook! <http://www.facebook.com/kenzkouture>



Appendix B

Informed Consent Letter

INFORMED CONSENT TO PARTICIPATE IN A MARKET ANALYSIS OF KENZ KOUTURE

A research project on Kenz Kouture is being conducted by Mackenzie Kassis as a senior project in the Recreation, Parks and Tourism Administration Department at Cal Poly – San Luis Obispo, under the direct supervision of Dr. Jerusha Greenwood. The purpose of this research is to assess the market, product development, and potential success for the custom jewelry company, Kenz Kouture.

You are being asked to take part in this study by participating in an online survey. Your participation will take approximately three minutes. Please be aware that you are not required to participate in this research, and you may discontinue your participation at any time without penalty. You may omit any survey questions you prefer not to answer.

There are no risks anticipated with participation in this study.

Your confidentiality will be protected. Your email address will only be utilized to contact you if you are the winner of the Kenz Kouture ring drawing. Potential benefits associated with the study include the potential to win a Kenz Kouture ring and the opportunity to learn about a new jewelry brand. The odds of winning the wing are approximately 1 in 90 participants.

If you have questions regarding this study or would like to be informed of the results when the study is completed, please feel free to contact Mackenzie Kassis-at (916) 539-0072, or mekassis@gmail.com. If you have concerns regarding the manner in which the study is conducted, you may contact Dr. Steve Davis, Chair of the Cal Poly Human Subjects Committee, at (805) 756-2754, sdavis@calpoly.edu, or Dr. Susan Opava, Dean of Research and Graduate Programs, at (805) 756-1508, sopava@calpoly.edu.

If you agree to voluntarily participate in this research project as described, please indicate your agreement by proceeding to the next page and completing the online questionnaire. Please print this form now and retain it for your future reference. Thank you for your participation in this research.