



Image from Andy Bardon

# **Sustainable Pearls Consumer Research Study**

**Topline- Complete June 2014**

**Julie Nash and  
MVI Research**

***With support from The  
Tiffany & Co Foundation***




Image from Andy Bardon

Consumers are motivated to buy  
sustainable products

when the product messaging  
clearly articulates  
**a meaningful environmental benefit.**





Do jewelry consumers care  
about jewelry sustainability?

How do jewelry consumers rate  
sustainability messages compared to  
traditional messages?



# US Jewelry Consumer Opinion Counsel

- 2,188 US Jewelry Consumers
- Female Purchasing For Self Or Others
- Respondents Confirm the Willingness to Pay Over \$200 for a Single Piece of Fine Jewelry
- Income Levels From \$40,000 To \$150,000
- Ages From 18 To 60 Years Old
- Completed In May 2014



Sustainable Pearls .org

Do jewelry consumers care  
about jewelry sustainability?

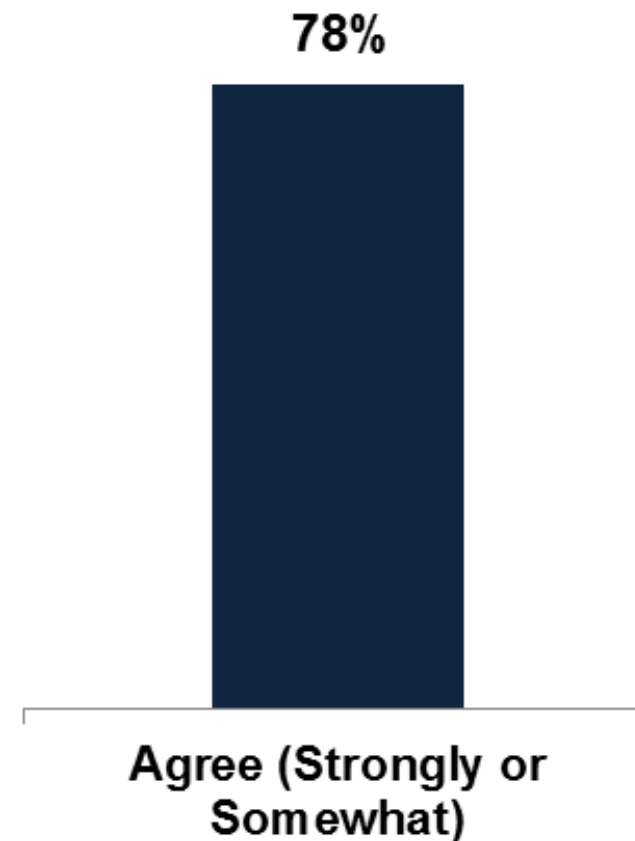


# Environmental Attitudes and Behavior

## Consumers Attitudes to Products Environmental Practices

Do jewelry consumers really  
care about sustainability?

A consumer's behavior can have a  
positive effect on society  
**by purchasing products  
sold by socially responsible  
companies.**



# Environmental Attitudes and Behavior

## Consumers Attitudes to Products Environmental Practices

Do jewelry consumers really  
care about sustainability?

I would **not buy** fine  
jewelry if I knew it was  
mined, manufactured or  
sold in a socially  
irresponsible way...





# Environmental Attitudes and Behavior

## Consumers Attitudes to Products Environmental Practices

Do jewelry consumers really  
care about sustainability?

The fine jewelry industry  
**is doing everything it can**  
to be socially responsible.



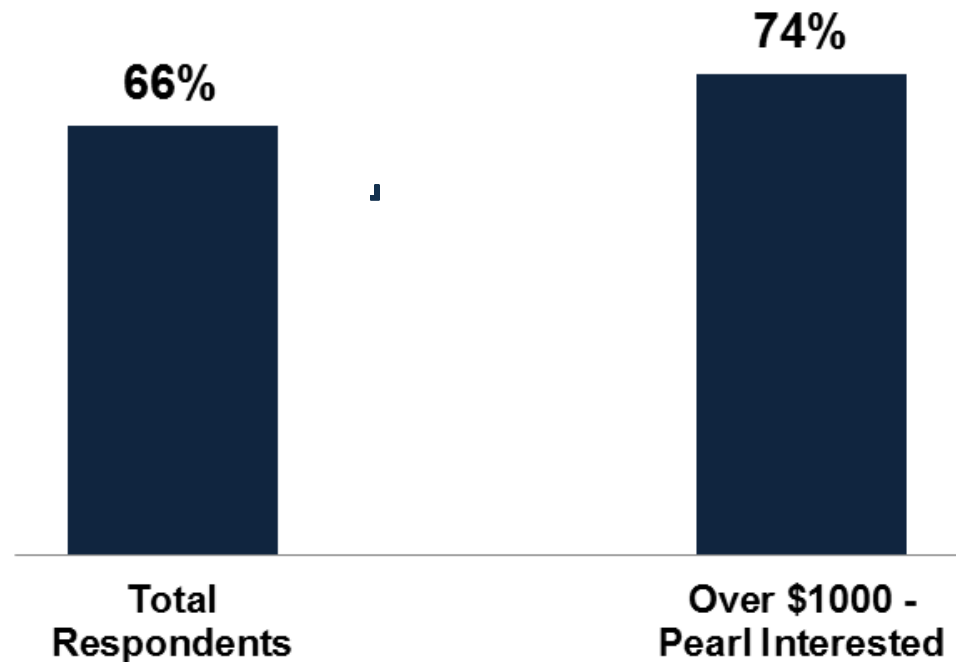



# Environmental Attitudes and Behavior

## Consumers Attitudes to Products Environmental Practices

Do jewelry consumers really  
care about sustainability?

If a fine jewelry product  
demonstrates that it  
**positively impacts the  
environment**, I would be  
more interested in  
purchasing the fine jewelry.





How do jewelry consumers rate sustainability messages compared to traditional messages?

# Comparative Testing

## Environmental versus Standard Messages

### Baseline Messages

#### Product Oriented Positioning

**A Timeless Symbol of Glamour and Elegance-** Unique beauty, gorgeous colors, luster, and elegance.

#### Place Oriented Positioning

**Pearls form the Exotic Islands and Coves of the South Pacific**

### Sustainability Messages

#### Minimizing Impact

**Committed to the Minimizing Environmental Impact**

#### Coral Reef Benefit

**Committed to Protecting Coral Reefs that Nurture our Pearls and Inspire Our Designs**

# **Comparative Testing**

## Environmental versus Standard Messages

### **Product Uniqueness**

Is this new and different from other products currently available?

### **Product Value**

Is this product a good value for the price?

### **Product Quality**

Is this a high quality jewelry product?

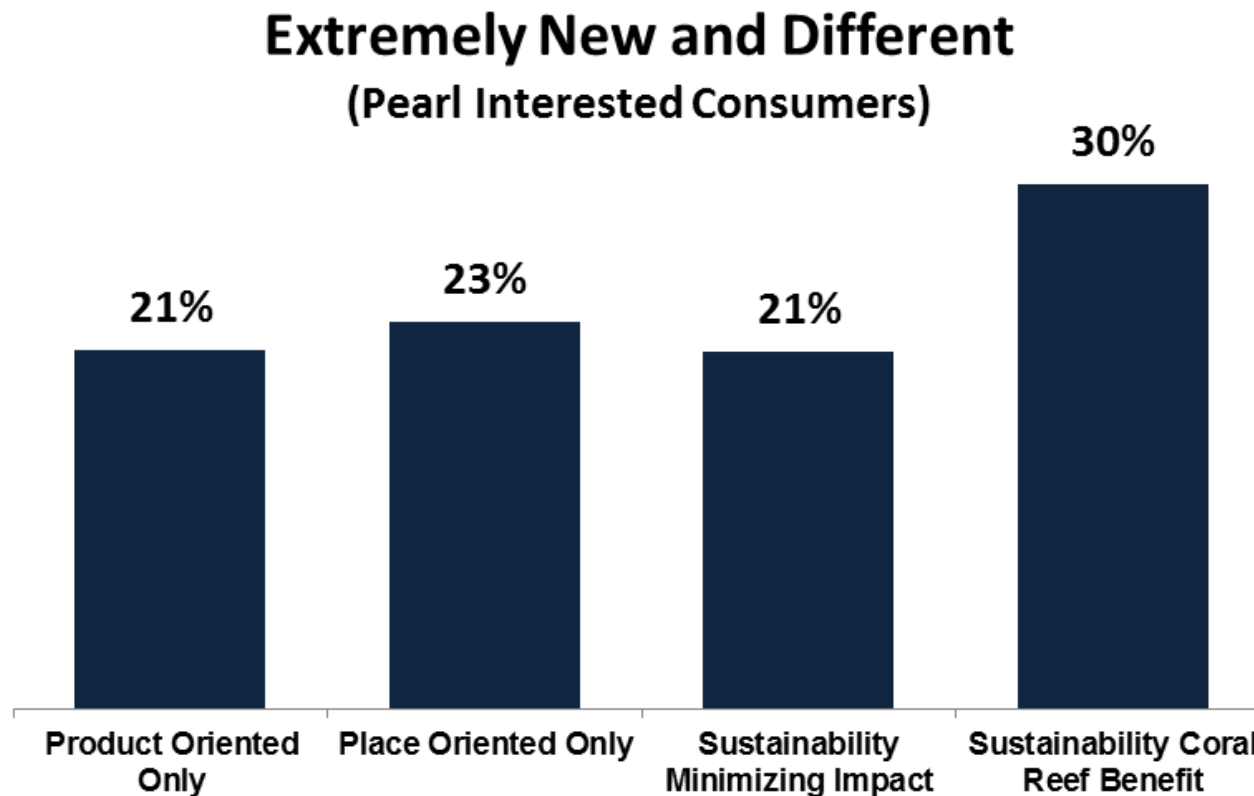
### **Product Believability**

Is the product message believable?



# Comparative Testing

## Environmental versus Standard Message



*Environmental Benefit Message*

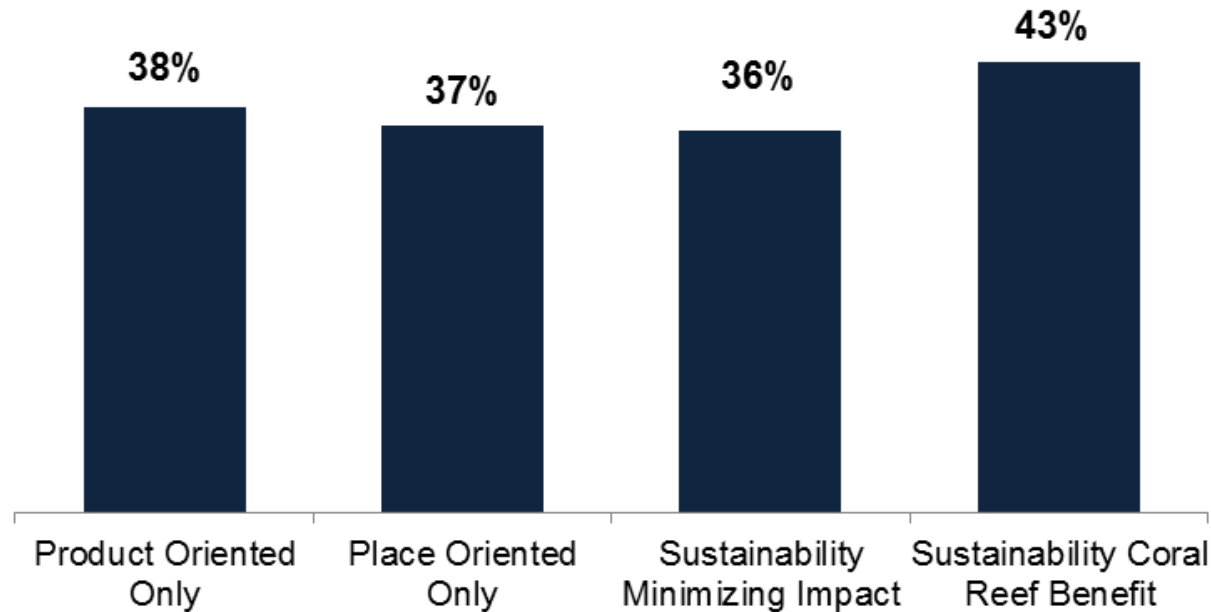
“Pearl farming- when done responsibly- has been shown to have a positive impact on coral reef communities and biodiversity.”

Q: Is this new and different from other products currently available?

# Comparative Testing

## Environmental versus Standard Message

### Good Value Products (Pearl Interested Consumers)



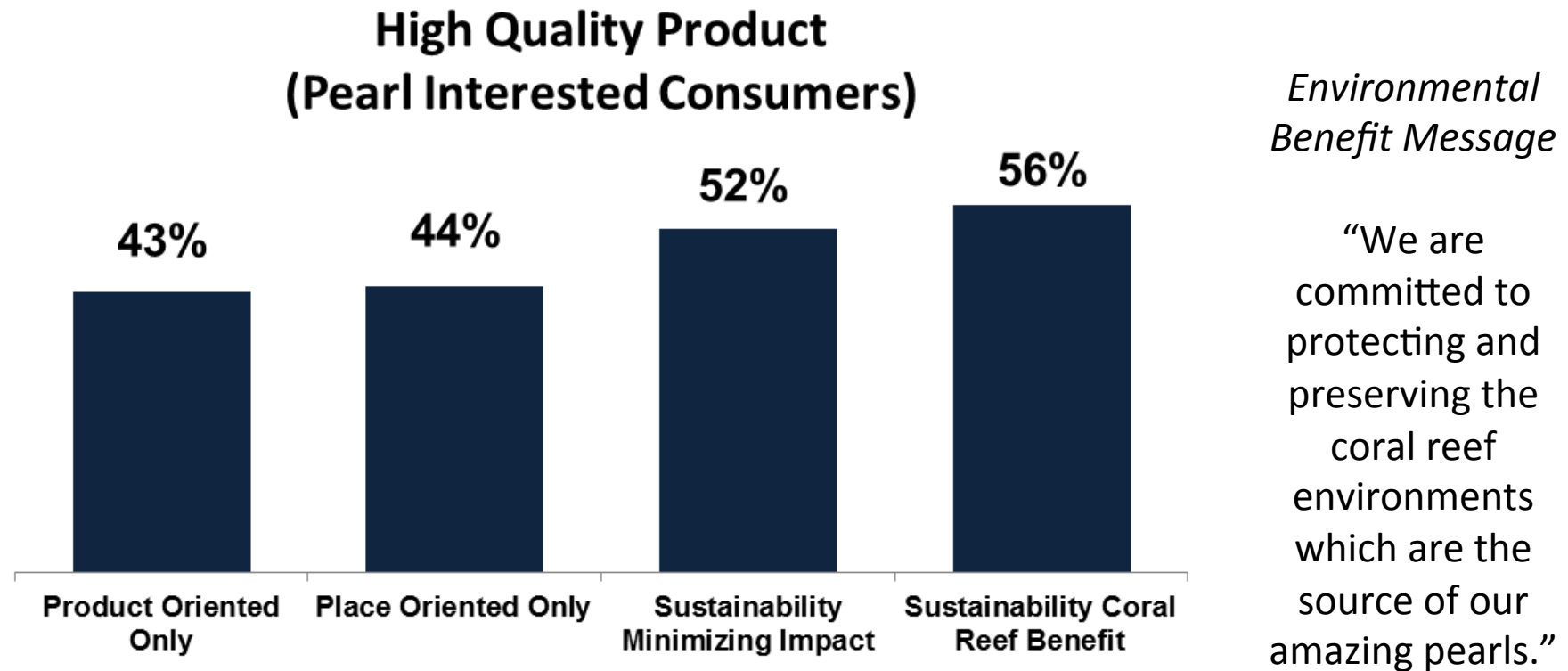
### *Environmental Benefit Message*

“These beautiful pearls are proof that you can have a positive environmental impact and beautiful jewelry.”

**Q:** Rate your level of agreement or disagreement with the statement “They are good value products for the price.”

# Comparative Testing

## Environmental versus Standard Message

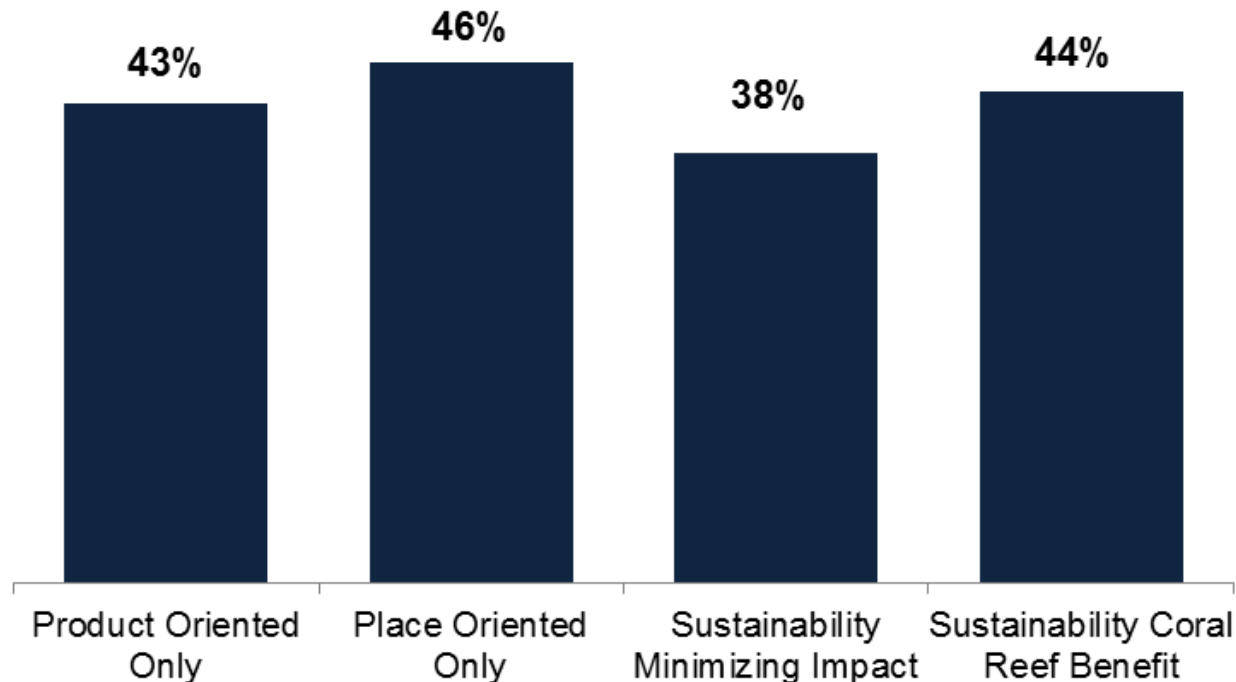


**Q:** Rate your level of agreement or disagreement with the statement “This is a high quality jewelry product”.

# Comparative Testing

## Environmental versus Standard Message

### Message Believability (Pearl Interested Consumers)



### *Environmental Benefit Message*

“To assure that the utmost care has been taken on all aspects of the pearls farming, our pearl producers agree to **environmental standards** that ensure the conservation of this precious natural environment.”

- **Q:** How do you feel about the believability of the statements made about these pearls?





Do consumers care about  
jewelry sustainability?

How do consumers rate sustainability  
messages compared to traditional  
messages?

## **Committed to Protecting Coral Reefs that Nurture our Pearls and Inspire Our Designs**

**Product  
Uniqueness**

**Product  
Quality**

**Product  
Value**





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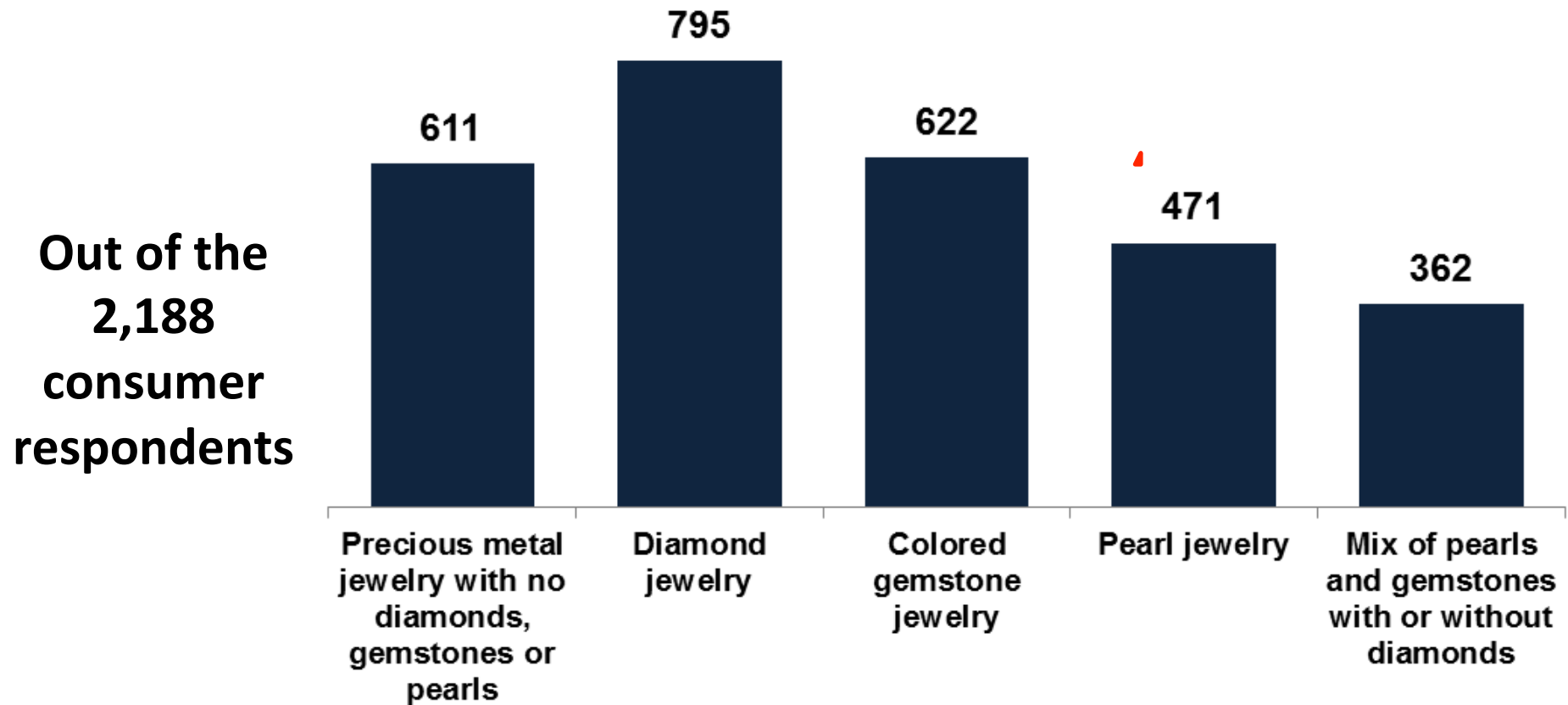
Julie.Nash@uvm.edu

Additional Slides

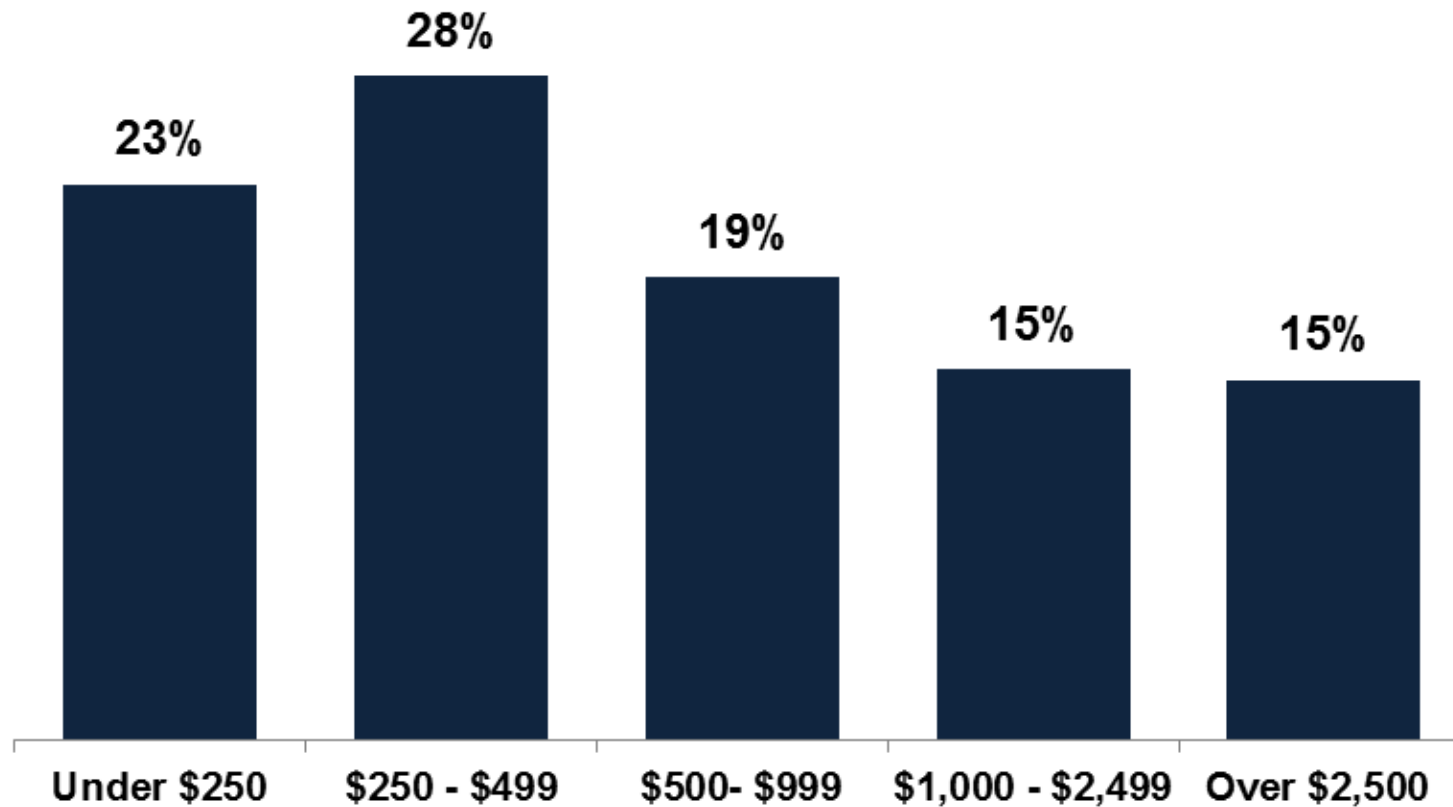


	Pearl jewelry Interested		Non Pearl Jewelry Interested		Total Sample	
Q2: Age						
18 to 30 years old	185	27%	311	21%	496	23%
31 to 40 years old	199	29%	375	25%	574	26%
41 to 50 years old	128	19%	353	24%	481	22%
Over 50 years old	<u>176</u>	<u>26%</u>	<u>461</u>	<u>31%</u>	<u>637</u>	<u>29%</u>
	688		1500		2188	
Q3: Income						
\$150,000 or more	42	6%	104	7%	146	7%
\$125,000 - \$149,999	49	7%	75	5%	124	6%
\$100,000 - \$124,999	97	14%	137	9%	234	11%
\$75,000 - \$99,999	188	27%	353	24%	541	25%
\$60,000 - \$74,999	125	18%	311	21%	436	20%
Under \$60,000	184	27%	498	33%	682	31%
Decline to answer	<u>3</u>	<u>0%</u>	<u>22</u>	<u>1%</u>	<u>25</u>	<u>1%</u>
	688		1500		2188	
What is your level of education?						
High School	247	36%	615	41%	862	39%
College Degree	329	48%	665	44%	994	45%
Graduate or Professional Degree	<u>112</u>	<u>16%</u>	<u>220</u>	<u>15%</u>	<u>332</u>	<u>15%</u>
	688		1500		2188	
What is your marital status?						
Married	453	66%	976	65%	1429	65%
Single	<u>235</u>	<u>34%</u>	<u>239</u>	<u>16%</u>	<u>367</u>	<u>17%</u>
	688		1215		1796	

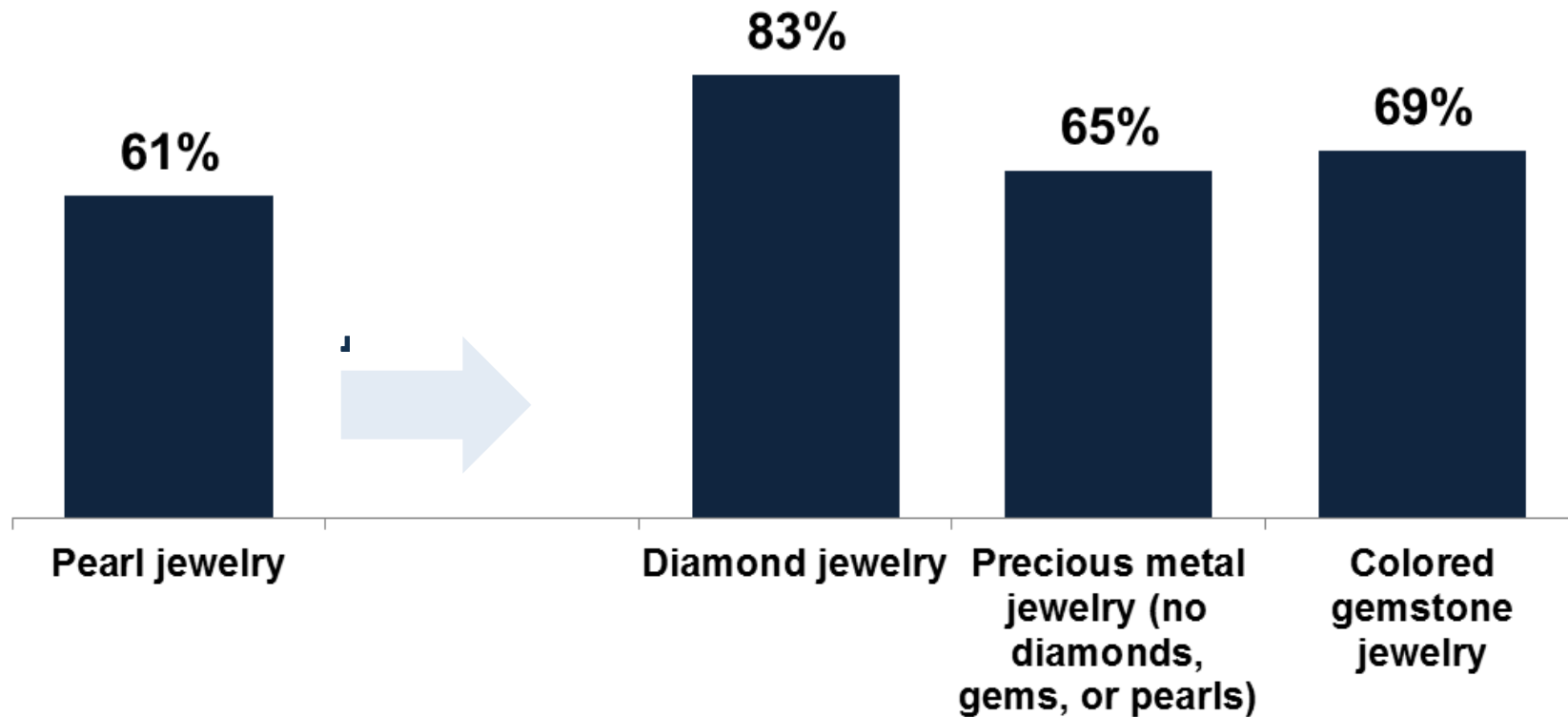
## Question: What type of jewelry have you purchased in the past 24 months?



**Question: (For Pearl Purchasers) What is the most you have spent on a single fine jewelry purchase in the past 24 months?**

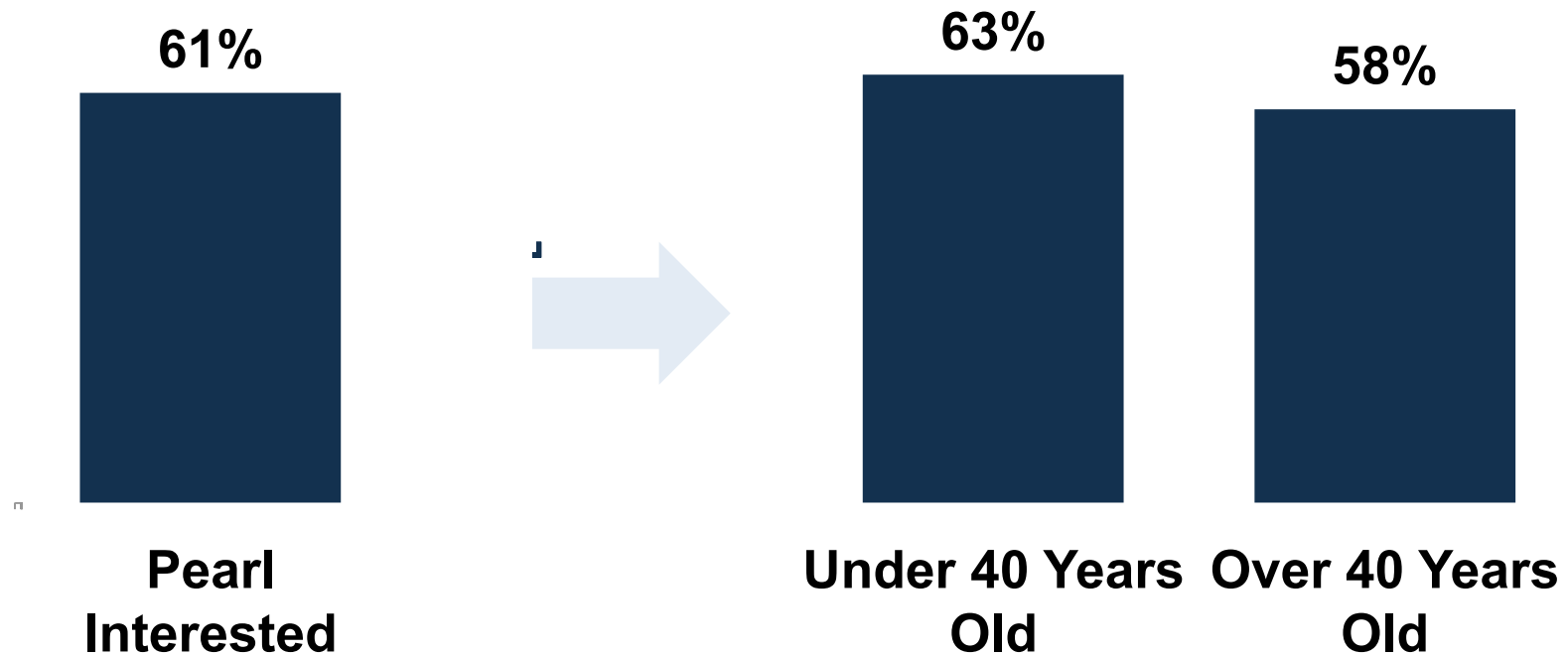


**Question: If you found a style you liked, what type of jewelry would you consider purchasing?**

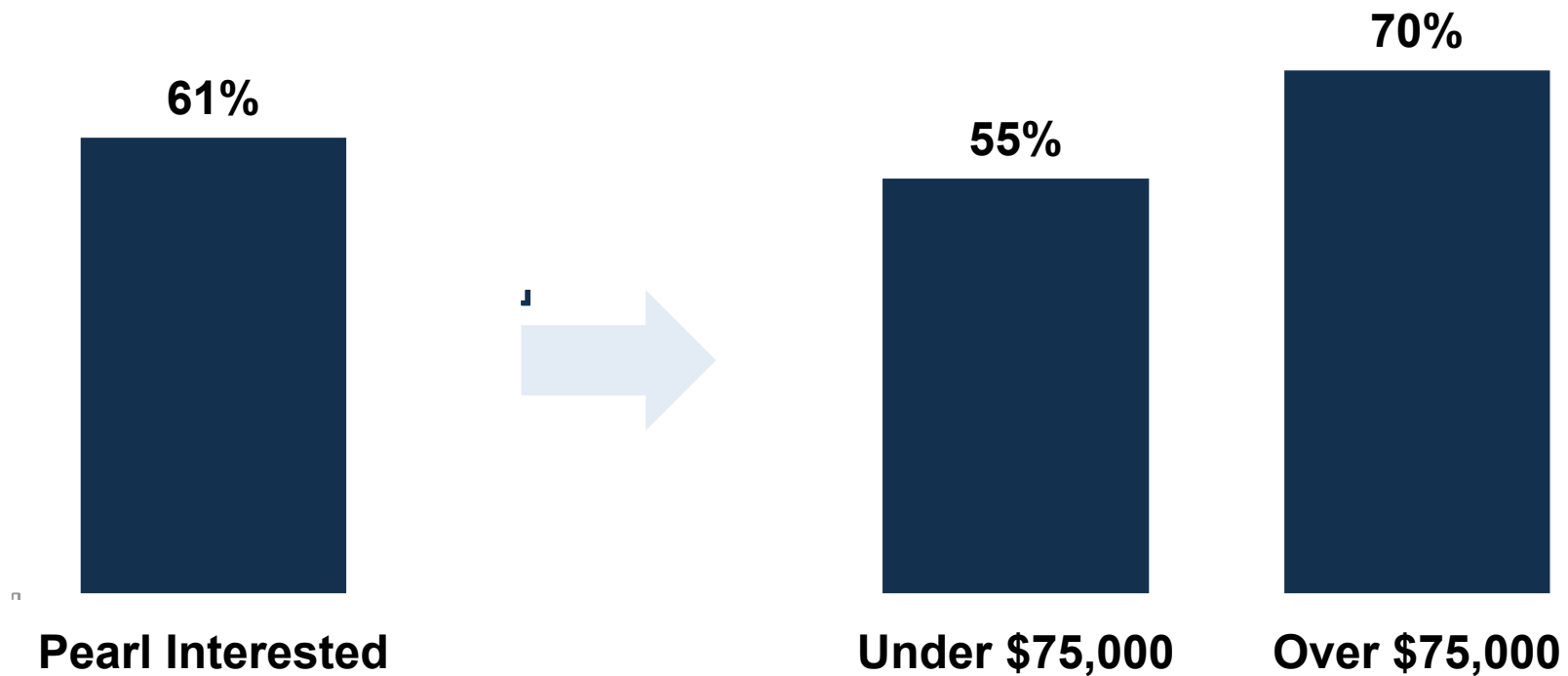




**Question: If you found a style you liked, would you consider purchasing pearl jewelry?**



**Question: If you found a style you liked, would you consider purchasing pearl jewelry?**



# Pearls - A Timeless Symbol of Glamour and Elegance

South Seas saltwater pearls are among the most exotic pearl varieties available. These pearls are renowned the world over for their unique beauty, gorgeous colors, luster, and elegance.

These pearls are grown in salt water locations in the South Pacific including Australia, Tahiti, Fiji, Indonesia, and the Philippines.

Available in a wide variety of natural hues including white, cream, gold, silver, deep blues and magnificent greens, you are sure to find the exact pearl color to match your style.



# Pearls from the Exotic Islands and Coves of the South Pacific

Mention the South Pacific and what comes to mind: pristine beaches, remote, coconut studded islands and blue-green lagoons. These South Pacific islands are also the birthplace of many varieties of salt water cultured pearls.

South Sea Pearls are grown throughout the South Pacific including Australia, Tahiti, Fiji, Indonesia, and the Philippines.

Available in a wide variety of hues including deep blues, magnificent greens, and golden whites representing the majestic waters and landscapes of the South Pacific.



# Committed to the Minimizing Environmental Impact on Oceans that Nurture Our Pearls and Inspire Our Designs

We are committed to protecting the natural environments which are the source of our amazing pearls.

The utmost care has been taken on all aspects of pearls farming; from the early development and growth in the oyster to the harvest and production of jewelry.

These beautiful cultured pearls are proof that you can minimize your environmental impact and make beautiful jewelry.





# Committed to Protecting Coral Reefs that Nurture our Pearls and Inspire Our Designs

We are committed to protecting and preserving the coral reef environments which are the source of our amazing pearls.

Pearl farming- when done responsibly- has been shown to have a positive impact on coral reef communities and biodiversity.

To assure that the utmost care has been taken on all aspects of the pearls farming, our pearl producers agree to environmental standards that ensure the conservation of this precious natural environment.

These beautiful pearls are proof that you can have a positive environmental impact and beautiful jewelry.

