

Sustainability and Luxury Values

Part 2 of the Sustainable
Pearls Consumer
Research Study Results

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*With support from The
Tiffany & Co Foundation*



Image from Andy Bardon

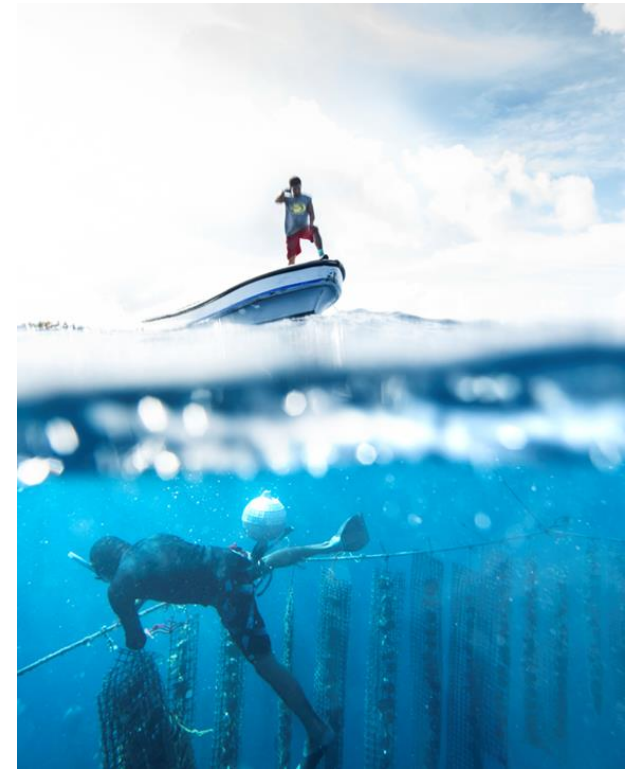


Image from Andy Bardon

Research Question

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?



Sustainable **Pearls**.org

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

Background:

While the consumption of status products involves purchasing expensive products to embellish one's external identity, the consumption of luxury goods involves purchasing a product that represents value to the individual and their reference group.

Vigneron & Johnson's research highlights five key dimensions used by consumers in their decision-making process for luxury goods.

Dimensions of Luxury Value Perception

External Non Personal Perceptions

- Price and social status associated with product
- Superior product quality, design, and performance compared to other products
- Product uniqueness and scarcity

Internal Personal Perceptions

- Enhanced sensory pleasure and product desirability
- Enhancement or reinforcement of self identity

Survey Background

Partnership between MVI Research and Sustainable Pearls.org

- Online Survey of 2,188 US Jewelry Consumers.
- All Female Respondents.
- Respondents Confirmed Willingness to Pay Over \$200 for a Single Piece of Fine Jewelry.
- Completed In May 2014



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Baseline Messages

Product Oriented Positioning

Pearls – Timeless Symbol of
Glamour and Elegance.

Place Oriented Positioning

Pearls- From the Exotic Islands and
Coves of the South Pacific

Sustainability Messages

Coral Reef Benefit

Pearls- Positive impact on coral reef
communities and biodiversity.

Sustainable Sourcing

Pearls - Direct from Sustainable
Pearl Farms in the South Pacific

Sustainability Certification

Pearls- Certified by the
Responsible Jewelry Council

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

External Non Personal Perceptions

- Price and social status associated with product
- Superior product quality, design, and performance compared to other products
- Product uniqueness and scarcity



Uniqueness

Is this new and different from other products currently available?

Quality

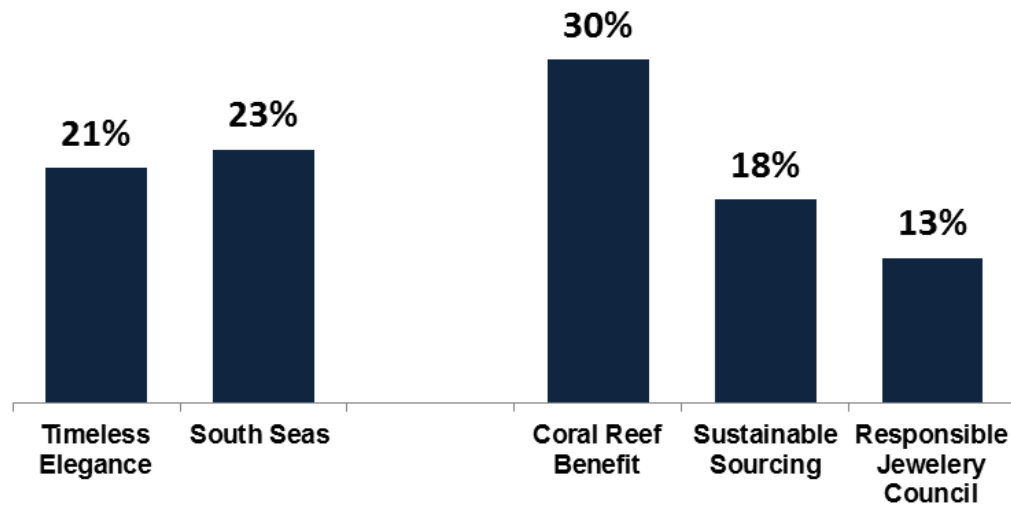
Is this a high quality jewelry product?

Value

Is this product a good value for the price?

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

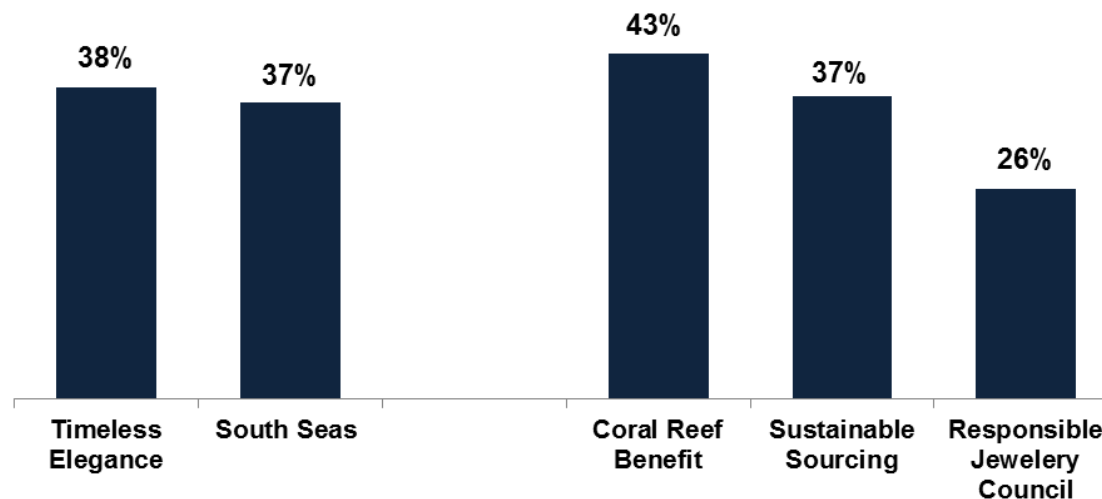
Product is Extremely New and Different (Pearl Interested Consumers)



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

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

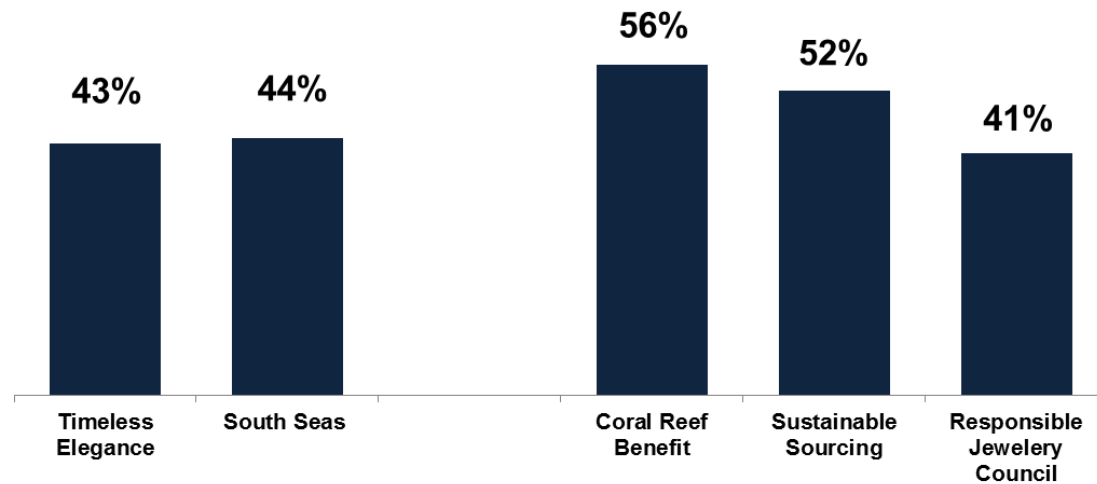
Product is a Good Value - Strongly Agree (Pearl Interested Consumers)



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

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

Product is High Quality - Strongly Agree (Pearl Interested Consumers)



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

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

Internal Personal Perceptions

- Enhanced sensory pleasure and product desirability
- Enhancement or reinforcement of self identity



Desirability

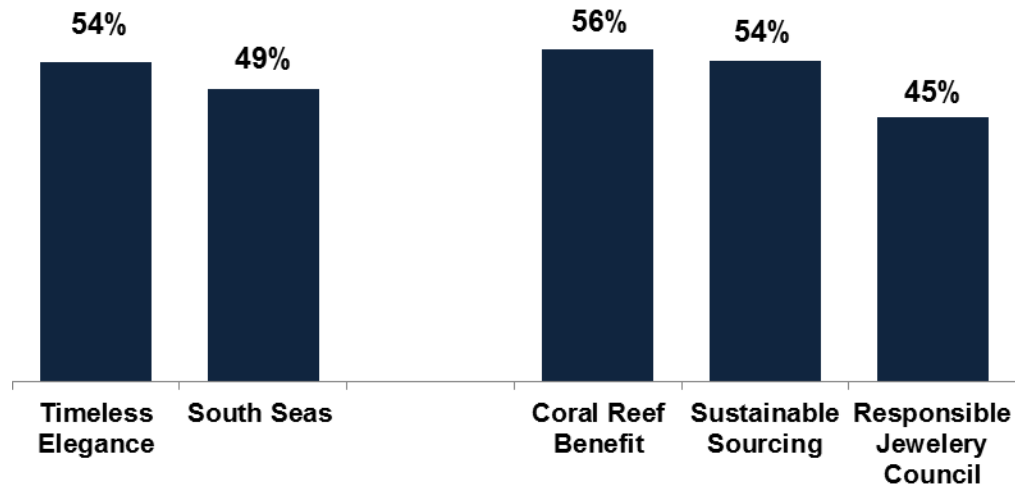
Do I think this product is desirable?

Self Identity

Covered in Part 3
Concept Results

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

Product is Extremely Desirable (Pearl Interested Consumers)



Q: How desirable do you find... the products offered?

Do sustainability messages enhance or diminish the luxury values of salt water cultured pearls?

The Coral Reef sustainability messages enhances some luxury elements including product quality and uniqueness.

- The coral reef oriented sustainability message scored higher than control concepts on the external non-personal luxury values of quality and uniqueness for pearl interested consumers.
- The industry oriented eco-label, Responsible Jewelry Council, damped value and uniqueness perceptions. Although it should be noted that this label is not a consumer oriented label.
- No significant difference was found in desirability between the different sustainability message and control messages.

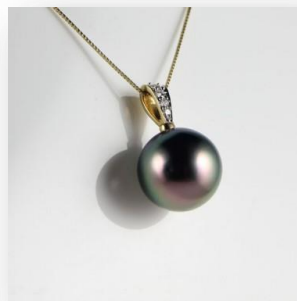
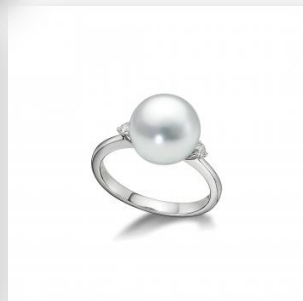
Appendix 1

Product Images for All Tests



Sustainable **Pearls** .org

Specializing in Exquisite Salt Water Pearl Jewelry from the South Pacific.



Whether you are interested in Black Pearls, Golden Pearls, or South Seas White Pearls, we have the exact pearl jewelry to match your personal style. Available at your local jewelry store. Items shown range in price from \$200 to \$1,000.

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.



Pearls- Protecting the 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.



Pearls - Direct from Sustainable Pearl Farms in the South Pacific

We are committed to protecting and preserving the natural environments which are the source of amazing pearls. That is why our pearls come directly from sustainability focused farms like Josh's.

Josh Humbert owns and manages a family pearl farm northeast of Tahiti in the South Pacific. Josh is intensely committed to protecting and conserving the coral reef ecosystems which support their family farm

“Our respect for our craft pushes us to produce pearls of the highest quality. Our respect for the fragile coral reef ecosystem compels us to use only the most environmentally sustainable methods of aquaculture.”

- Josh Humbert

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



Pearls - Certified by the Responsible Jewelry Council

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

To assure that the utmost care has been taken on all aspects of pearl farming, our pearl producers are certified by the Responsible Jewelry Council, a standards-setting organization that has been established to promote social and environmental practices in the jewelry industry.

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

