

A Study of the Analysis on the Jewelry Preference and Consumer's Lifestyle Elements

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Abstract: The first jewelry in the history of human progress had a shamanistic significance linked to a specific power. Today, the personal ornaments, which are often called 'jewelry', have been developed as a separate field of fashion, excluded from the spiritual, inspirable or shamanistic elements. Although the preference or tendency towards jewelry have been studied thus far, the systematic analysis on the correlation between consumers and their jewelry preference has been rarely studied. Therefore, the study is intended to examine the preference elements on the modern jewelry's design and the correlation between the jewelry design elements and investigate the effect of the modern jewelry design on consumers through the analysis on the lifestyle patterns from their purchase types. For the purpose of the study, SPSS analysis was executed after finally selecting 15 specimen of necklace and ring, each and 50 respondents, and the consumer's purchasing patterns were first considered through the basic questionnaires consisting of 10 items. As a result of empirical analysis, it was found in the cluster analysis that necklace would be classified into 4 types; 'individual', 'modern', 'noble' and 'stable' and ring would be clustered and classified into 3 types; 'individual', 'modern' and 'noble'. As a result of the analysis on the factors, it was examined that in case of necklace, 'characteristic', 'gorgeous' and 'abstract' one were classified in order of the rate of the highest contribution, as the sole factor and that in case of ring, 'cute' and 'gorgeous' were shown as the rate of the highest contribution.

Key words: SPSS Analysis, Jewelry, Lifestyle, personal ornaments

1. Introduction

Ornaments of the early human-being are generally made of lapis lazuli, a rough crystal or other rough gem-stones, and are designed mimicking simplified figures of gods, people and animals.¹ In case of Korea, they came through Nak-rang, and placed great effects on Han-nara's objects of craftwork of precious metals.² In those days, jewelry held a shamanistic meaning that represented a special power and this has been proved with a number of relics unearthed from the old tombs of Goguryu, Bakje and Shilla. In modern days, the ornaments have been developed as one of the fashion

items and considered as one of the necessities of a modern life, escaping out of the spiritual, inspirable or shamanistic meanings of the past. Although the analysis on a trend of jewelry and a study of marketing of it has been occasionally conducted, the study of an analysis of the correlation between the jewelry preference and the consumers is lacked. Thus, in my study, first, the investigation of the correlation between preference factors of the modern jewelry designs and the jewelry designs would be treated. Second, what modern jewelry design affects on the consumers based on the analysis on consumer's lifestyle of the jewelry purchasing patterns would be handled.

2. Method

¹ John A. J. Gowlett(Bae K.D), Dawn of Civilization, archeology of Humanity, Bumyangsa, 1988; 180-186

² Lee K.B, Lee K.D, Change and establishment of Han: Korean History lecture 1, Iljogak, 1982; 66-74

2.1 The Study Approach

In order to grasp the images of the jewelry that consumers feel, the survey on the purchasing frequency, purchasing motivations, purchasing criteria, shops to go, materials, types, shapes, components, a price range, and frequency of gifting etc, for the consumer trend and pattern was conducted. This basic survey is utilized for my research as an empirical analysis on a basic image evaluation of the consumers. This is done because the direction of the research for an empirical analysis would be well oriented. Table1. is the basic survey questionnaire for the consumer's basic image evaluation of jewelry. The experiment specimen for the empirical analysis have been collected from the rings and necklaces ranked top 50 by sale on the online shops. Among them similar shapes of rings and necklaces were excluded selecting only 15 candidates. Figure 1. showed the final specimen candidates. Extracting of adjectives was based on the all 50 items of the initially chosen rings and necklaces analyzing sharing aspects of the material and the design sector. Through this process 21 adjectives were extracted from many and represented on Table 2. Ordinary men and women were objects of the survey and the survey program SPSS was used. Table 3 contained the overall process of the study.

Table1. Basic questionnaire for the consumer

설문지

귀하의 연령대는? 귀하의 성별은? 남 여

1. 귀엽다	1 ~ 7	귀찮아	1 ~ 7
2. 현대적이다	1 ~ 7	고급적이다	1 ~ 7
3. 세련다	1 ~ 7	쉽다	1 ~ 7
4. 감각적이다	1 ~ 7	감각적이지 않다	1 ~ 7
5. 복잡하다	1 ~ 7	간단하다	1 ~ 7
6. 직선적이다	1 ~ 7	곡선적이다	1 ~ 7
7. 단순하다	1 ~ 7	복잡하다	1 ~ 7
8. 균형잡힌다	1 ~ 7	균형잡혀있지 않다	1 ~ 7
9. 정통하다	1 ~ 7	분류없다	1 ~ 7
10. 인형적이다	1 ~ 7	꽃장식적이다	1 ~ 7
11. 화려하다	1 ~ 7	장중하다	1 ~ 7
12. 강렬하다	1 ~ 7	기묘하다	1 ~ 7
13. 추상적이다	1 ~ 7	구상적이다	1 ~ 7
14. 세련하다	1 ~ 7	이치잡힌다	1 ~ 7
15. 세련하다	1 ~ 7	흔스럽다	1 ~ 7
16. 화려하다	1 ~ 7	흔스럽다	1 ~ 7
17. 독특하다	1 ~ 7	무난하다	1 ~ 7
18. 정제하다	1 ~ 7	거칠다	1 ~ 7
19. 단정하다	1 ~ 7	조용하다	1 ~ 7
20. 직선적이다	1 ~ 7	곡선적이다	1 ~ 7
21. 야수적이다	1 ~ 7	야수적이지 않다	1 ~ 7

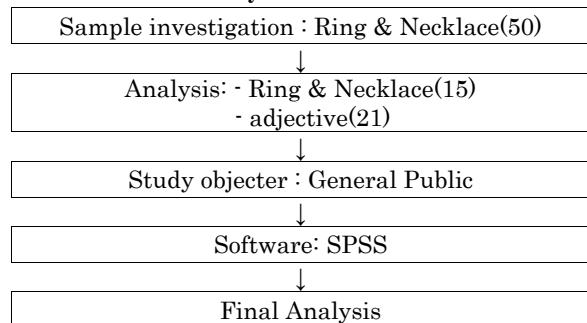


Fig.1 Final Specimen Candidates

Table2. Sample of an adjective

Adjectives (21 items)				
cute ↔ not cute	modern ↔ classic	pretty ↔ homely	sensuous ↔ not sensuous	sophisticated ↔ unsophisticated
curved ↔ straight	plain ↔ decorative	balanced ↔ unbalanced	voluminous ↔ not voluminous	stable ↔ unstable
gorgeous ↔ unpretentious	courteous ↔ trifling	abstract ↔ concrete	pure ↔ untidy	refined ↔ rustic
noble ↔ degrading	characteristic ↔ average	exquisite ↔ crude	neat ↔ dismal	individual ↔ general
covetous ↔ disagreeable				

Table3. Process of Study



2.2 The Basic Survey

For the empirical analysis, first, consumer's purchasing patterns of jewelry should be unveiled, and to achieve this, the basic survey was conducted with 50 ordinary men and women. The pattern of the jewelry purchasing motivation is limited to memorial days regardless of the age. The jewelry purchasing criterion is mainly nested on the design rather than a price or a fad. The preferable ratio of gold purity is 18K rather than pure gold or 14K. Most consumers consider jewelry as a high-priced item and place weight on the jewelry design itself rather than specific design patterns, a price or a fad. The survey result showed consumer's age range of 40's was listed top while 50's ranked bottom in the frequency of the jewelry purchase. 20's was occupied top in the frequency of jewelry gifting showing aging dwindled the frequency. The frequency of the jewelry purchase and jewelry gifting was in favor of the younger age. According to the result of the purchasing trend, 30's indicated the lower tendency to purchase the jewelry while 40's showed the higher purchasing tendency then again showing the lower tendency for 50's. These results might be triggered by the ideas that 40's enjoyed more

stable life than the 30's, and 50's might lose their interests on jewelry. After all, consumer's pattern of the jewelry purchase would be summed up as follow: The design-oriented jewelry made up of 18K among 40's on memorial days is most preferable.

3. Results and Discussions

3-1 The Result of the Cluster Analysis and the Factor Analysis of a Necklace

The cluster analysis was carried out based on a consumer trend of jewelry analyzed through an exploratory study. With this, the commonness and similarity of the each group and the pattern of grouping were investigated. As a result of the empirical analysis of a necklace, 15 specimens were divided into 4 groups. The first group had the shape that a heart symbol with gems, the second one showed the shape that rather sizable gem is placed in the middle of the pendent, the third one illustrated the design quite sophisticated and embodied, the last one was the design of a simple chain and does not have a pendent. Table 4. represented the result of the cluster analysis of a necklace, and Figure 2 showed grouping of a necklace by the cluster analysis. The result of the factor analysis informed us the first factor was occupied with 'gorgeous', 'characteristic' and 'abstract' one in order of the rate of the highest contribution, and the second factor was lined up 'cute', 'sensuous', 'modern' and 'neat' one in order of a contribution rate. The third factor constituted 'noble', 'voluminous' and 'balanced' one as the same order. The last factor was found 'curved' as the highest contributor. Table 5, Table 6 is the result of the factor analysis of a necklace.

Table4. The cluster analysis of a necklace

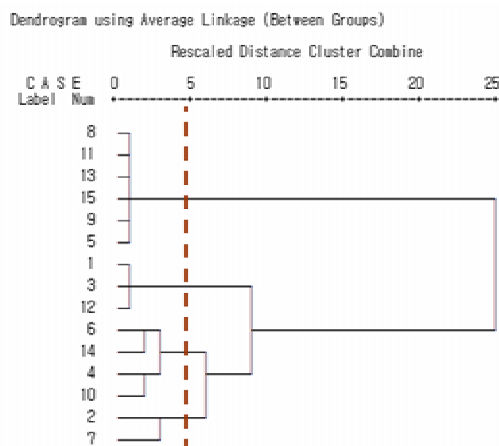


Fig.2 Grouping of a necklace by the cluster analysis

Table5. The factor analysis of a necklace.

	1	2	3	4
복잡	0.953439	0.157309	-0.14161	0.117894
화려	0.957822	0.109219	0.033183	-0.08019
추상적	0.753033	0.44893	-0.18462	0.329951
복잡한	0.826263	0.415023	-0.32192	0.07507
섬세한	0.706114	0.438123	0.370063	0.272156
개성적	0.64672	0.587453	-0.42712	0.020573
귀엽다	0.564686	0.694069	-0.13845	0.29727
현대적	0.335099	0.783803	-0.46778	0.066878
예쁘다	0.401416	0.858595	-0.02391	-0.09865
간단적	0.350031	0.822217	-0.38724	0.033625
세련된	-0.08502	0.931736	0.160586	0.143859
사뭇한	0.003261	0.883582	0.265862	0.315491
사교심은	-0.19177	0.876236	0.300604	0.108532
균형적	-0.56065	-0.10988	0.687457	-0.40271
불협감	0.196067	0.247908	0.705207	0.39147
안정적	-0.63007	0.040232	0.678656	-0.23494
중후	-0.14462	-0.30097	0.89463	0.100644
품위있는	-0.1603	0.222505	0.919874	0.044578
극선적	0.197634	0.227806	0.113823	0.921428
단조	-0.96385	0.132061	0.138553	-0.12804
배경한	-0.74481	0.444702	0.459386	-0.0713

Table6. The factor analysis of a necklace.

설명된 총분산									
Case	1	2	3	4	5	6	7	8	9
1	10.197	48.557	48.557	7.071	33.672	33.672			
2	5.454	25.973	74.530	6.386	30.296	63.938			
3	2.757	13.130	87.680	4.374	20.928	84.765			
4	1.090	5.193	92.852	1.698	8.087	92.852			
5	.472	2.250	95.102						
6	.304	1.446	96.548						
7	.241	1.145	97.694						
8	.140	.665	98.358						
9	.119	.566	98.925						
10	.096	.456	99.381						
11	.051	.292	99.673						
12	.041	.198	99.870						
13	.018	.088	99.958						
14	.009	.042	100.000						
15	3.348E-15	6.418E-15	100.000						
16	5.964E-16	2.839E-15	100.000						
17	4.750E-16	2.262E-15	100.000						
18	2.789E-16	1.299E-15	100.000						
19	2.20E-17	1.06E-16	100.000						
20	1.90E-16	9.04E-16	100.000						
21	3.31E-16	1.58E-15	100.000						

3-2 The Results of the Cluster Analysis and the Factor Analysis of a Ring

According to the result of the empirical analysis of a ring, 3 groups were derived from 15 specimens and with respect to this, 3 types were analyzed. The first group was featured with a colorful platinum style, and the second

one took a shape of a butterfly or a heart symbol, the third one had the design associated with a crown or fruit. Table 7 showed the result of the cluster analysis, and Figure 3. contained grouping of rings by the cluster analysis. As a result of the factor analysis, the first factor was considered as ‘gorgeous’, ‘sophisticated’, ‘characteristic’ and ‘exquisite’ one in the order of a contribution rate, and the second one showed ‘modern’, ‘sensuous’, ‘neat’ and ‘refined’ one in the same manner, and the third one, ‘voluminous’ and ‘noble’ as the greatest contributors. Table 8, Table 9 is the result of the factor analysis of a ring.

Table7. The cluster analysis of a ring

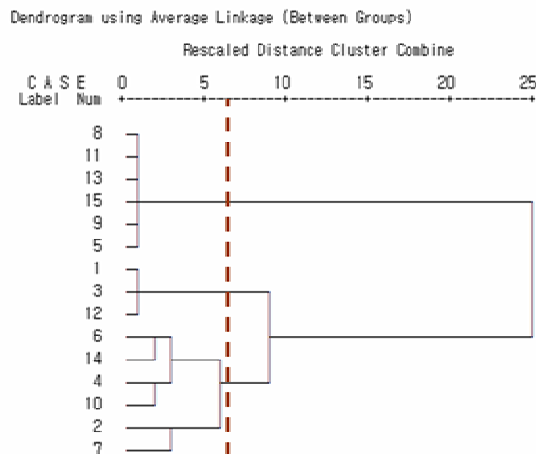


Fig.3 Grouping of a ring by the cluster analysis

Table8. The factor analysis of a ring

	1	2	3
귀엽다	0.636575	0.471163	-0.05391
복잡	0.918206	-0.36298	-0.04163
곡선적	0.809769	0.089927	-0.04344
화려	0.849162	-0.33157	0.243522
추상적	0.868891	0.111592	0.045962
독특한	0.888477	-0.09127	-0.14301
섬세화	0.831094	0.223988	0.426097
개성적	0.856338	0.238105	-0.08556
현대적	0.206272	0.817186	-0.30152
예쁘다	0.631067	0.680444	0.263736
감각적	0.320845	0.905675	-0.14089
깨끗한	-0.75498	0.599378	0.173782
세련된	-0.06455	0.905538	0.002405
산뜻한	0.269721	0.854065	0.248232
사교적인	0.093013	0.82861	0.434925
볼륨감	0.043406	-0.60903	0.604727
품위있는	-0.71535	0.296434	0.607014
단조	-0.84063	0.368808	-0.15653
균형적	-0.82966	0.392302	-0.17283
안정적	-0.90242	0.183191	-0.152
중후	-0.67033	-0.28415	0.495382

Table9. The factor analysis of a ring

설명변 총분산									
	9.965	47.453	47.453	9.965	47.453	47.453	8.703	41.442	41.442
1	6.009	28.613	76.066	6.009	28.613	76.066	5.245	24.976	66.418
2	1.796	8.551	84.617	1.796	8.551	84.617	2.466	11.743	78.161
3	.694	3.304	88.976	1.020	4.859	89.476	2.376	11.315	89.476
4	.489	2.378	95.156						
5	.406	1.932	97.089						
6	.248	1.179	98.288						
7	.139	.664	98.932						
8	.130	.620	99.551						
9	.081	.386	99.937						
10	.013	.023	100.000						
11	4.594E-16	2.187E-15	100.000						
12	8.976E-16	1.893E-15	100.000						
13	8.228E-16	1.537E-15	100.000						
14	1.107E-16	5.272E-16	100.000						
15	3.111E-17	1.481E-16	100.000						
16	-9.67E-18	-4.61E-17	100.000						
17	-1.12E-16	-5.32E-16	100.000						
18	7.59E-16	3.57E-15	100.000						
19	-1.18E-15	-5.61E-15	100.000						

3-3 Consumer's Lifestyle Pattern Analysis through the Empirical Analysis of Jewelry

Lazer who initially introduced the concept of lifestyle defined lifestyle as a characterized life pattern that the whole or a part of the members sharing commonness in a society own, and distinguishes them from others.³ A classification of a lifestyle usually divided into two; macro and micro ones.⁴ The macro analysis is adopted to figure out the society or group's entire lifestyle by grasping consumer's sense of value or a life pattern. One of the American researchers, Yankelovich's Social trend approach or Stanford Research Institute's Social trend prediction are the representatives of the macro analysis.

³ Lazer. W, Life Style Concepts and Marketing in Toward Scientific Marketing, Stephane. A. Greyser, Chicago, IL: American Marketing Association, 1963; 130-139

⁴ Che S.I, Systematic Analysis of Korean Life Style, Journal of consumer studies, 1992; 3(1):46-63

⁵Unlike the macro analysis, in order to illuminate a personal trend, the micro analysis is a must. The micro analysis is the method to unfold and predict consumer's sense of value or consumer group's trend, and AIO(activity, interest, opinion) approach, psychographics are mainly used methods.⁶ In particular, AIO's list of the questions is divided into two types; general AIO list and specified AIO type. General AIO list contains the questions about a life style that determines the general life circle that affects activities of the consumers, specified AIO list is the questions that examine activities, interest and opinion that are associated with the specific products. Hence, this study would utilize the micro analysis that hinges on the specific product, jewelry to analyse consumer's pattern.

3.4 Lifestyle Pattern Analysis of a Necklace

In order to examine an influence and a correlation between jewelry and its consumer, consumer's lifestyle pattern was investigated. As a result of this, 4 groups were drawn. The first factor was teamed up with 'gorgeous], 'characteristic' and 'abstract' in the order of a contribution rate, and it is defined "Individual Characteristic." The second one was made up of 'pretty', 'sensuous', 'sophisticated' and 'neat' one in the same manner, and it was depicted "Urbane Characteristic." The third was composed of 'courteous', 'voluminous' and 'balanced' one in order of the rate of the highest contribution, and it was labeled "Noble Characteristic." The last 'curved' one as the greatest contribution factor, and was delineated as "Stable Characteristic." As seen above, consumer's lifestyle of a necklace would be classified as individual, urbane, noble and stable characteristics. Figure 4. showed the classifications of consumer's lifestyle derived from the cluster and factor analyses of a necklace.



Fig.4 Classifications of consumer's lifestyle derived from the cluster and factor analyses of a necklace

3.5 The Lifestyle Pattern Analysis of a Ring

In order to examine an influence and a correlation between jewelry and its consumer, consumer's lifestyle pattern was analysed. 3 groups were classified from the result. The first factor was lined up with 'splendid', 'sophisticated], 'characteristic' and 'exquisite' one in the order of a contribution rate, and it was depicted "Individual Characteristic." The second was occupied with 'modern', 'sensuous', 'neat' and 'refined' one in the same manner, and it was labeled "Urbane Characteristic." The last showed 'voluminous' and 'noble' one as contributive elements, and it was defined "Noble Characteristic." To sum up, consumer's lifestyle of a ring would be classified as individual, urbane and noble characteristics. Figure5. illustrated the classifications of consumer's lifestyle derived from the cluster and factor analyses of a ring.



Fig.5 Classifications of consumer's lifestyle derived from the cluster and factor analyses of a ring

4. Conclusions

The empirical analysis and a lifestyle research based on consumer's trend and the consuming pattern of jewelry cast the following conclusion. The cluster analysis produced results that a necklace branched off 4 types while a ring divided into 3 ones. The factor

⁵ Yankelovich, D, New Criteria for Marketing Segmentation, Harvard Business Review, 1964;19-34

⁶ Jeong S.H, Kim H.J, A Theoretical Investigation on Life Style Research, Consumption Culture Research, 2002;5(2):107-128

analysis drew conclusions of the lifestyle patterns that in case of a necklace, the first factor was individual, the second urbane, the third noble and the fourth stable characteristics respectively, and in case of a ring, the foremost factor would be individual, the second urbane and the last noble characteristics respectively.

5. References

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