

CONSUMERS' PURCHASE INTENTION TOWARDS DIAMOND JEWELRY IN INDONESIA

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Abstract. This research focused on diamond jewelry industry in Indonesia that keep increasing every year based on Canadian's extensive market research report. In comparison, according to the latest data from Statistics Indonesia (BPS), Indonesia's gross domestic product (GDP) growth decrease quite significantly in the last 5 years. This means the related causes have contradiction and have to be analyzed clearly about factors in consumer's behavior towards diamond jewelry. This research analyzed reasons why consumers purchase and consume diamond jewelry and what are their intention in buying diamond jewelry including their motivations and considerations in buying those luxury goods by using qualitative interviewing techniques. The methodology is in-depth interview with 7 respondents who will be the key informants of this study. Results of the interviews revealed that the majority of the respondents are mostly motivated by their self-identity, need for uniqueness and also need for status when intending to buy diamond jewelry. The respondents also consider diamond jewelry as an investment to be their motivator, since it can be resell and be trade in for the new one. Nevertheless, price was found to be the most frequent barrier when making decisions to purchase or not.

Keyword: *Consumers behavior, luxury goods, diamond jewelry, purchase intention, personality factors*

Introduction

Nowadays, luxury fashion is not what it used to be. Luxury goods are no longer seen as the privilege of the wealthy, and the phenomenal democratization of luxury has raised its head worldwide (Kapferer and Bastien, 2009; Okonkwo, 2007; Twitchell, 2002). The democratization phenomenon describes how luxury goods are made accessible to more consumers thanks to mass premium brands, second lines and designer collaborations making the target segment wider (Okonkwo, 2007; Silverstein and Fiske, 2003; Twitchell, 2002). The importance of possessing certain social standing and image among one's peers has become of greater significance and has increased the desire to own luxury products even among young consumers (Okonkwo, 2007; Phau and Cheong, 2009b; Truong et al., 2009). To express one's own status to others through luxury products and status consumption has generally become a necessity (Atwal and Williams, 2009; Phau and Cheong 2009; Truong et al, 2009). According to the latest data from Statistics Indonesia (BPS), Indonesia's gross domestic product (GDP) growth reached 4.92 percent in Q1-2016 which was weaker than estimated in the first quarter of 2016. In comparison, according to Canadian's extensive market research report, the jewelry retailing category in Indonesia had sales of US\$9.2 billion in 2012, an increase of 0.3% on 2011. The growth rate is increasing every year from 2012 to 2015.

This paper is focused on the consumer's intention in buying luxury goods such as diamond jewelry in Indonesia. The decreasing number of Indonesia's GDP does not influence the consumer's decision in buying diamond jewelry. The methodology of the study is qualitative method. By making use of interviews, in-depth information about consumers' motivations and barriers will be gathered. To support the data, researcher target many of selected key informants who have extravagant lifestyle, purchasing power, and knowledge towards luxury goods. Main outcome of this paper is to analyze and understand reasons why consumers purchase and consume diamond jewelry including their buying motivation and consideration in purchasing diamond jewelry.

Literature Review

Consumer Behavior

Consumer behavior is defined as activities people undertake when obtaining, consuming, and disposing of products and services (Roger D. Blackwell, Paul W. Miniard and James F. Engel, 2012). So it can be stated that consumer behavior is the study of "why people buy". The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons. Consumer behavior is defined as activities people undertake when obtaining, consuming, and disposing of products and services (Roger D. Blackwell, Paul W. Miniard and James F. Engel, 2012). So it can be stated that consumer behavior is the study of "why people buy". The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons.

Purchase Intention

Bellman, Loshe and Johnson (1999) concluded that the levels of consumer experience are influencing purchase intention. (Zi-Ying, 2011) Verified that customer's preferences had been influenced by experience, which then afterward affect the purchase decision that made by customer.

Purchase intention definition cited from (Muhammad Sabbir Rahman, 2012) referred to the subjective judgment by the consumers that is reflected after the general evaluation to buy a products or services. Based on the above literature, purchase intention covers several essential meanings: (1) consumers' willingness to consider buying; (2) buying intention in the future; (3) decision of repurchase.

Brands and The Concept of Luxury

Brand is not a trademark or a reputation. Brands are complex intangibles whose character is a property that emerges from a blend of attributes, some of them seemingly insignificant (Kapferer, 2004). According to Moore and Birtwistle (2005), luxury brands can be identified and characterized by four factors. These factors are exclusivity, a well known brand identity, high brand awareness and perceived quality, and customer loyalty. Another definition (Nueno & Quelch, 1998) describes luxury brands as those whose ratio of functional utility price is low while the ratio of intangible and situational utility id high (p. 61).

In this study, diamond jewelry industry is selected and will be used as a hint for luxury goods.

Brand Image also leads to the concept of symbolic meaning. Luxury fashion brands themselves cannot symbolize anything, but they do have to comply with the taste of the consumers. Kapferer and Bastien (2009) describe the phenomenon of luxury consumption as "the symbolic desire to belong to a superior class". This means that luxury brands have to show a high amount of prestige, which they also have to symbolize to some extent (Keller, 2009).

Personal and Psychological Factors

One of the influencer in consumer's buying behavior is psychological factor. In this study, this characteristics include the self-identity, need for status, need for conspicuousness, need for uniqueness, need for acceptance and need for materialism. The mediator for self-identity is brand image and the dependent factor is the consumers' intention to purchase luxury goods. The variables have been selected, because they have been used in earlier research before and have been found to be the most relevant in order to explain luxury value perception (Hanzaee, Teimourpor & Teimourpour, 2012), luxury consumption factors (Husic & Cicic, 2009) and luxury consumption behavior (Wiedmann, Hennigs & Siebels, 2009).

Self Identity has been used in order to be able to explain consumer's purchase intentions of counterfeit products (e.g. Arghavan & Judith, 2000). In this research, self-identity will also be used as an indicator for consumers' purchase intention to buy diamond jewelry, because earlier research (Terry, Hogg & White, 1999; Sparks & Guthrie, 1998) suggests that self-identity is a strong predictor for behaviors that are performed relatively infrequently, such as the purchase of luxury fashion goods.

Need for Status and Need for Conspicuousness are two of the most important dimensions of brand luxury (Vigneron & Johnson, 2004). O'Cass and McEwen (2004) define status consumption as "the behavioral tendency to value statues and acquire and consume products that provide status to the individual" and conspicuous consumption as "the tendency for individuals to enhance their image through overt consumption of possessions that communicate status to others".

Need for Uniqueness and Need for Acceptance are two other consumer motivators to purchase luxury goods. Earlier research found that consumers who feel overly similar tend to search for ways to diverge from others by dressing different (Synder & Fromkin, 1977). In addition, Tian and McKenzie (2001) demonstrate that consumers with high needs for uniqueness prefer unique products and brands. Nevertheless, people do not always want to diverge from others in order to be unique, but sometimes they want to be accepted by others and impress others. Matherly (2009) found that when consumers seek to impress others, they are likely to choose brands that signal belongingness to their relevant reference groups, while they avoid brands that signal membership in unwanted groups (White & Dahl, 2007).

Need for Materialism is another factor that could play a role for consumers' purchase intentions towards diamond jewelry. Materialism is defined as "a set of centrally held beliefs about the importance of possessions in one's life" (Richins & Dawson, 1992). Richins' (1994) also found that materialistic people value expensive products due to their symbolic association with success and prestige.

Marketing Mix

According to Kotler Armstrong's (2012: 75) definition of marketing mix is "The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." In diamond jewelry industry, the marketing mix is associated with the seven P's: product, price, place, promotion, people, process and physical environment. Diamond jewelry industry is considered as service marketing because luxury goods provide a sensory fulfillment beyond the functional attributes of the product or service (Winsper, 2007).

Product is the combination goods and service (variety, quality, designs, features, brand name, packaging and service) that company provides and offers to the target market.

Price is number of the amount of money that is set by the company and customers must pay that amount of money to able to own the product.

Place also known as destination is where company do their activities and also to have it available to target consumers.

Promotion is activities that communicate about the product goods and service and to convince customers to buy it.

People are the ones who have direct interaction between servicers and customers. They require interpersonal skills and positive attitude to work well individually or as teamwork to bring out the best for customers.

Process is delivering product that need well design sequence of effective procedure to target customers.

Physical environment also known as service-scape, which involve tangible evidence design such as buildings, landscaping, interior furnishing, equipment, staff members, and uniforms. These will impact on customer satisfaction and service productivity.

Methodology

Research Design

This research was conducted from June to August 2016, and as guideline for the procedure of the research, a research design is made and presented on the diagram below:

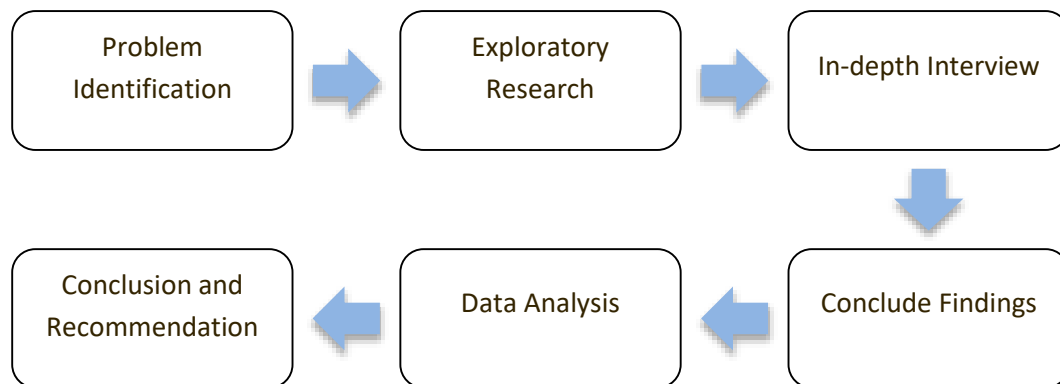


Figure 3.1 Research Process Diagram

Data Gathering Method

In conducting this study, researcher uses two types of data, which are secondary data and primary data.

Secondary data is implemented to get supporting theory and facts which are beyond researcher's capability. This is done especially for the general data. The secondary data was gathered from literatures and owners of related brands.

Primary data is the second type of data which is gathered from qualitative method. Researcher is going to conduct qualitative research to provide elaborate interpretations of phenomena without depending on numerical measurement and reach the deeper insight from respondents.

Qualitative research plays a key role in this study. The qualitative research interview seeks to describe and the meanings of central themes in life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say (Kvale, 1996). A qualitative research interview seeks to cover both a factual and a mening level, though it is usually more difficult to interview on a meaning level (Kvale, 1996). Interviews are particularly useful for getting the story behind a participant's experiences. The interviewer can pursue in-depth information around the topic. Interviews may be useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses (McNamara, 1999).

Dimensions and Code Note

Question lists for interviews are built upon psychology factors and marketing mix. The findings will be analyzed by using categories and code notes.

Data Analysis Technique

The qualitative research often analyzes the data by using interpretation based on literatures. Hence, researcher choose to use personal interpretation and theories from literature in measuring the variables when analyzing data. According to Lynn Kelley in 1999, interpretiveness is not deemed a problem but rather an asset in qualitative research.

Data Analysis

Process of Data Collection and Analysis

In interview researcher was able to generate descriptive data and enable researcher to interpret the research. Researcher was conducting depth interview with 7 respondents. Hence, researcher will try to reach some sensitive areas in more depth with the right way. Respondent can give overviews of their opinion and perception about the diamond jewelry. Then, the researcher transcribed and developed the recordings into a coding scheme and code notes. Therefore, the conclusions from the coded data were drawn so that further data analysis can be done.

Measurement of Data Collection

The findings are analyzed by using categories and code notes. The opening questions measured the participants' overall intention to purchase diamond jewelry and most relevant motivations when buying diamond jewelries. For the questions that measured self-identity, code notes such as "typical buyer" and "represent who you are" are used. For measuring the need of status, "importance of social status", "highest educational level" as well as "annual income" and "social status perception" are used as code notes. The developed code notes for the need for conspicuousness are "show off", "notice by others" and "importance of conspicuousness". The need for acceptance used notes such as "most influential people", "importance of agreement of others" and "importance of acceptance". For the consumers' need for uniqueness, the code note is "rather look different or similar to others". The ending question in social traits asked about "most frequent barriers".

In the marketing mix's categories, products measured the participants' preference in choosing product design and its certification. For the question that measured their budget on diamond jewelry, code note such as "price agreement" is used. For place, "price agreement" is used to measure participants' location preference in buying diamond jewelry. The promotion used code note such as "influence power" to measure their source of information about diamond jewelry and the power of words of mouth. The developed code note for people is "communication", it consists of participants' impression towards the service of the store. For process, the code note is "operate procedure" to observe the delivery process from the seller to the customer. The physical evidence asked about the expectation of the diamond store appearance with "physical appearance" as code note.

Code Notes and Quotations

Table 4.1 Quotation Respondents

No.	Category	Code Note	Interviewee Quotation
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1	Opening question	Intention to purchase	<ul style="list-style-type: none"> • "I usually buy diamond jewelry three times a year, I would like to buy them on a regular basis if I had the money. The design and quality are absolutely the most important aspect when choosing diamond jewelry. To be used and also be invested are my motivator to purchase one." • "I normally buy diamond jewelry two times a year. The most important thing when buying diamond is its design and quality. I buy diamond jewelry for my self pleasure." • "I'm pretty often buying diamond jewelry, in a year I can buy it twice depending on my necessity. Actually, I don't really care about the brand, I look for quality and the design itself. My motivation in buying diamond jewelry is to boost my appearance whenever I have an event to attend." • "So far I buy diamond jewelry twice a year. I look for the design and quality itself when choosing diamond jewelry and my motivation to buy is for investment and to boost my self confidence." • "I occur to buy diamond jewelry twice a year, I like branded diamond jewelry because I trust the brand. My motivation to buy diamond jewelry is to complete my appearance." • "Regularly I buy diamond jewelry once a year and the importance when I buy diamond jewelry is its design and quality. I love to buy diamonds for beautify my attire." • "I normally buy diamond jewelry twice a year depending on my desire. The first thing that I look when choosing diamond jewelry is the quality and then design. Investing money on diamond jewelry could be my motivator in purchasing them."
2	Self identity	Typical buyer	<ul style="list-style-type: none"> • "Currently I'm franchising one of the well-known salon named Haircode and running my own boutique. I'm willing to spend IDR20millions above on diamond jewelry because I really like elegant looks." • "I'm a housewife with two children and I'm budgeting 50 to 200 millions rupiah on diamond jewelry. I like casual girly for my

			<p>fashion style.”</p> <ul style="list-style-type: none"> • “I’m a police commissioner and a single parent with a daughter. The budget for diamond jewelry is 25 to 50 millions rupiah depending on my needs. I like elegant looks but casual simple style is also my style.” • “I’m a housewife and also franchising a cosmetic line named nu skin. My budget on diamond jewelry is 50 to 100 millions rupiah and I’m more into feminine style.” • “I’m a doctor who works at MPR Jakarta and also a housewife with two sons. My budget for diamond jewelry is 30 to 150 millions rupiah. I love elegant style for my daily basis looks.” • “Currently I’m a housewife and a mom with two children. I usually spend 20 to 100 millions rupiah in buying diamond jewelry to complete my glamour look.” • “I run a business in fashion industry and also a housewife. Usually I spend 25 to 100 millions rupiah for buying diamond jewelry. Diamonds are so gorgeous to complete my appearance.”
3	Need for status	Importance of social status	<ul style="list-style-type: none"> • “If someone wearing beautiful diamond ring or necklace I automatically give a compliment about it and I think that wearing diamond shows that the person has a higher income and higher education.” • “When I see someone wearing diamond I think that she is wealthy enough and has a superior standard of living. The way you dress can show your social status and boost your self-confidence.” • “When I see a person wearing diamond I’m wondering how much it is and want to have it too if I find it unique or rare. In my opinion, people who can afford diamond must be high class people.” • “I’m happy when I see people wearing diamond jewelry, it accidentally shows their social class.” • “I love to see people who are very concerned with their looks, I can see their effort in their appearance and it also shows their status social.”

			<ul style="list-style-type: none"> • "I always feel happy when I see people wearing diamonds as accessories, it looks so valuable and beautiful. People who wear diamonds must have a high taste and luxury living." • "I find people who wear diamonds are classy, I don't mind to compliment their diamonds and asking about where they buy. Apparently diamonds can show someone status social."
4	Need for conspicuousness	Show off	<ul style="list-style-type: none"> • "The brand of diamond jewelry is not important to me because buying a name brand such as Tiffany's is more expensive while I can get the same design with lower price. I feel like my friends will automatically notice the worth of my diamond jewelry by only take a look at it." • "I love branded stuffs so I think the brand of diamond jewelry is important. If I bought the highly expensive one I won't tell them how expensive it is, I just let others know themselves by see me using it." • "In my opinion, the brand of diamond jewelry is not important as long as I like the design and quality itself. I think that without telling other people about the price, they will notice the good one themselves" • "I think the brand of diamond jewelry is actually not really important. I let other people know about my diamond jewelry by wearing it so that they will see themselves." • "For me the brand is important as wearing such brands make me feel special. My favorite jewelry line is Tiffany & Co. People also will notice if my diamond is Tiffany & Co and I don't have to explain about the price though." • "I don't feel like the brand is important to diamond jewelry, I think as long as it has good quality people won't consider the brand anymore. I don't like to tell other people about its actual price, if I wear the highly expensive one, it can be seen clearly by other people about my diamond's worth." • "The conspicuousness of brands is not

			important to me, a good diamond is a good diamond no matter who cut them. I don't need to provoke attention because the diamond itself is already shining and catch everyone's eyes who conceive it well."
5	Need for acceptance	Most influential people	<ul style="list-style-type: none"> • "The most influential people is my loyal trader, she always calls me to inform me the newest model in her store." • "I usually make my own decision in buying diamond jewelry, but sometimes my husband goes along with my decision. I don't really need opinion and approval from others." • "The decision in buying diamond is made by me and sometimes my daughter. I don't need approval from other since I use my own money." • "My husband has a big power for my decision in buying diamond jewelry." • "I usually make my own decision in buying diamond jewelry since I'm using my own money. My husband don't really like it if I spend much money on buying luxury things, he prefer to spend money on investment." • "I like to make my own decision, no matter what others think. It always depends on the situation, I guess." • "Since my husband don't really understand about diamonds, I make my own decision in choosing diamond jewelry."
6	Need for uniqueness	Preference to look different	<ul style="list-style-type: none"> • "I would like to look different than others but I also like to buy the current popular design which is their best-selling product." • "I prefer to choose the hottest design that is the new arrival ones because I like following the trend." • "I tend to choose the design that I found pretty, there is no need to follow the current trend because if I like then I buy it." • "I like to be up to date with the trending design of jewelry so that I prefer the newest arrival than old classic diamond jewelry." • "I tend to follow the trend in diamond jewelry as the newest items are so modern and gorgeous." • "I would like to look different than others

			<p>because I want to stay true to myself so that I usually choose the unique design rather than the basic design.”</p> <ul style="list-style-type: none"> • “One thing for sure is I don’t want to copy the style of my friends, if I know that my friend already has it, I will look for another alternative.”
7	Barriers of purchase	Most frequent barriers	<ul style="list-style-type: none"> • “The price is the most frequent barrier to me.” • “My consideration in buying diamond jewelry is its suitability with my lifestyle and it depends on the particular situation.” • “My considerations are price, design, quality and necessity.” • “Price is becoming my consideration in choosing diamond jewelry somehow.” • “Sometimes the price is being my consideration in buying diamond jewelry.” • “The price is the most frequent barrier and I think the model someone is wearing must fit to her lifestyle.” • “The consideration is its suitability for my regular event because I tend to imagine first when I will wear them.”
8	Product	Design preference	<ul style="list-style-type: none"> • “I prefer a solid diamond pave for the design with the huge size contains many little sparkles diamond as it is not the highest expensive one but certainly gorgeous.” • “I like the huge one with the perfect cutting, it is so beautiful! I usually get GIA certificate and only trust diamond with certification.” • “I prefer big diamonds than the small ones, it doesn’t matter if it sprinkles with small particles of diamond as the huge design of diamond fits me well. Usually I get GIA certificate for my diamonds.” • “Of course I love big diamond, it’s also beautiful if it is built of small diamonds shaping into the big one since the larger diamonds are more rare and extremely expensive. I usually buy diamond with GIA certificate.” • “I like the unique design when it comes to diamond jewelry, for the size I like medium to big ones. I usually get the certificate from Tiffany & Co.”

			<ul style="list-style-type: none"> • "I like the special design which I find it rare yet awesome. I get the certificate from the store and I usually do resell the product to the store to buy another newest design." • "Who don't love the big diamond, the larger the diamond is the more valuable it will be. I tend to choose diamond that is GIA certified."
9	Price	Price agreement	<ul style="list-style-type: none"> • "I'm willing to spend over 20millions rupiah for diamond jewelry." • "I'm willing to spend 50 to 200 millions rupiah on diamond jewelry." • "I'm wiling to spend 20 to 50 millions in buying diamond jewelry." • "I'm willing to spend 50 to 100 millions rupiah on diamond jewelry." • "I'm willing to spend 30 to 150 millions rupiah in buying diamond jewelry." • "I'm willing to spend 20 to 100 millions rupiah on diamond jewelry." • "I'm willing to spend 25 to 100 millions rupiah for diamond jewelry."
10	Place	Strategic location	<ul style="list-style-type: none"> • "I always buy diamond jewelry at Cakra Kirana store which is located on Cikini Road. I'm such a loyal customer of cakra store." • "As I live in Bogor, sometimes I buy diamond jewelry at Dewi Sartika Plaza Bogor, but oftentimes I go to Plaza Indonesia in Jakarta to buy diamond jewelry specifically at Frank & Co or Tiffany & Co." • "Sometimes I buy diamond jewelry at Frank & Co and sometimes I buy it from my friend who is diamond trader." • "Since my home is near to Kelapa Gading, I usually buy diamond jewelry at Miss Mondial store inside Mall Kelapa Gading." • "For buying luxury items, I usually go to Plaza Indonesia. Tiffany & Co is my favorite store in buying diamond jewelries." • "My preference location to buy diamond jewelry is Cikini Gold Centre, the specific store is King Jewellery. I'm such a loyal customer to them." • "I usually buy diamond at Benteng Jewellery, Plaza Indonesia. They provide good grade, colour and clarity of

			diamonds."
11	Promotion	Influence power	<ul style="list-style-type: none"> • "I get the most information from the cakra's seller named Ci Tanti, she usually calls me whenever the new item comes in." • "I get the most information about diamond jewelry from words of mouth by my peer group when we have regular social gathering and I also share my experience about the quality of product and service of the store." • "In my opinion, chit chat with my peer group talking about diamond jewelry is more faithful to me rather than commercial advertisement. Afterward, I also tell them the information about my new diamond jewelry if necessary." • "I get the most information about diamond jewelry from my friends or peer group. I also tend to tell my friends about how good diamond that I just bought and the service from the store itself." • "I get the most information about diamond jewelry from my friends and their own experience in buying diamonds. I also like to tell them about my own experience in buying diamonds." • "The most information of diamonds that I get are from my friends, when we have social gathering we usually talking about jewelries. I tell them about my own shopping experience as well." • "The words of mouth from my friends is my trusted source, I also like to browse them first before I buy."
12	People	Communication	<ul style="list-style-type: none"> • "The store really gives me the best service, they maintain the good relationship with their customers. When I come to the store, they treat me well and also give me some snack." • "Based on my experience, stores that sell luxury stuff treat us really nice and deliver the product information completely although I've also experienced the bad one with the bad attitude of its salesperson." • "I'm impressed by the service of diamond store (Frank & Co) as they gave me the whole information about the product and also extra friendly with customers."

			<ul style="list-style-type: none"> • "The service is really nice, they treat me like a queen who is seeking for what I want. They also explain the information about their product properly." • "I'm satisfied with the service of diamond jewelry store, they are so friendly and treat the customers really well." • "I'm pleased with the service of the store, they treat us really well and maintain a good relationship with us. They also deliver the product detail properly." • "I'm pretty satisfied with the service they offer. If I ask about the product information, they will explain the detail information carefully."
13	Process	Operating procedure	<ul style="list-style-type: none"> • "It depends, usually the items are ready stock so I immediately get the product in my hand, but when I order the product for men which is for my husband, I have to order first and wait around a month until the product is ready." • "I usually get the ready stock product so after the payment, the product will be given to me directly. Regularly the guarantee is 3 months after purchase." • "Normally I buy the ready stock item so I get mine right after I pay. Yes, I do get guarantee from the store, it lasts for 6 months." • "It depends on the item availability, if it's ready stock I can immediately take it home and if it's not ready I usually have to wait for my order to be ready." • "I usually get my product right after I purchase them. I get a year guarantee for it." • "Sometimes I like to customize my own design so that I have to wait until it's ready, normally it takes a month to be ready. If I buy ready stock product I can immediately take it home after I finish the payment. The guarantee is only valid when we are at the store." • "I can take the product immediately after I finish the payment. There's guarantee that lasts for a year."
14	Physical evidence	Physical appearance	<ul style="list-style-type: none"> • "I don't really expect anything from the store appearance, for me the quality of the

			<p>product itself is the most important thing.”</p> <ul style="list-style-type: none"> • “I expect the service of the store would be extra friendly and if I resell the product it won’t get too high cost reduction (which usually the cost reduction is 25%).” • “I expect the diamond store to be as cozy as possible, they sell luxury products so the place must be luxurious though.” • “I expect it to be as luxurious as possible and see the opportunity to assist their customers with our current needs. Moreover, I hope they don’t cut the price too high when we resell it again.” • “The diamond store appearance already meets my expectation.” • “I don’t really expect the luxurious ambience on diamond store, as long as the diamonds are good with best quality I will stick to the store.” • “I think diamond store should feel comfortable as possible so that it represents the price of the product they are selling.”
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Results

Respondents Characteristics

Of the 7 participants who participated in the interviews, all of them are women. Their median age is 47, ranging from 41 to 54. Most of the participants are socialites, three are running their own business, one is a doctor, one is a policewoman and the rest of them are housewives. All of the participants are having the ability to buy diamond jewelry. They also have the knowledge toward diamond jewelry and there is no doubt about their extravagant lifestyle.

Discussion

Based on the findings of the interviews above, it shows that the majority of participants is mostly motivated by their self-identity and also their need for uniqueness. This can be explained by the fact that people like to wear design of diamonds which is suitable to their self-identity. Further, consumers are more likely to purchase diamond jewelry in order to express their individuality. As predicted, need for status was a motivating factor, as well. Need for acceptance was not found to be a motivator for having purchase intentions towards diamond jewelry. Moreover, quality and design were the most frequent motivators to purchase such diamond jewelry. The respondents also consider diamond jewelry as an investment to be their motivator since it can be resell and be trade-in for the new one. The most frequent barrier to purchase diamond jewelry was the price. Purchase barriers combined with personality factors do play a role in consumers’ decision making for purchasing diamond jewelry. Credibility and usability were found to be the most frequent barriers. Many of the participants have the desire to own valuable diamonds with trusted certification. By wearing such diamond jewelry, they claim to feel successful and special. Words of mouth from their own peer group give them the big

influence to convince them in their buying decision for diamond jewelry. However, consumers' satisfaction of the service from the store can be their consideration in purchasing diamond jewelry.

Conclusion and Recommendation

According to the data collection and analysis, consumer motivations to purchase and consume luxury goods can be described in terms of satisfaction of innate human needs. Satisfaction depends on objective product and consumers' perceptions of value gained through private and public consumption experiences. Results revealed that consumers make use of many different factors when intending to buy diamond jewelry. Personality factors as well as other motivators or barriers do play important role in consumers' decision making. The researcher found that the majority of respondents stated that self-identity and need for uniqueness when deciding whether to have a purchase intention for diamond jewelry or not. Moreover, price, quality and design were found to be the most important motivators or barriers when intending to purchase luxury goods such diamond jewelry.

Diamond jewelry marketers may inspire more sales from target consumers when having a deeper understanding of the reasons why consumers buy diamond jewelry. In this study, findings revealed that self-congruity is one of the strongest personality traits that can have an impact on consumers' purchase intention towards diamond jewelry. Marketers should keep in mind that uniqueness is one of the most important psychology traits when making purchase decision of diamond jewelry. Therefore, marketers should try to make use of value-expressive appeals since the consumers buy diamond jewelry for symbolic benefits. They also should give the best service for their customers since it represents the luxury product that they sell. However, the marketers should pay attention to the quality itself including its 4Cs (carat, cut, color, clarity) as well.

Since consumers purchase and consume diamond jewelry for investment purposes as well, there are several recommendation for consumers to be considered. The most important thing is consumers should buy only certified diamonds and keep the certificate safe. Researcher recommend buying diamonds with GIA certificates since that is the most known gemological laboratory. Therefore, consumers should try to reach diamond experts or consultants to get the complete information towards diamonds. Some of their friends probably already invested in diamonds and they can share their personal experience. In addition, consumers can compare the price as well before they make purchase decision. Lastly, consumers should set their budget for the specific amount either for investment or to wear.

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