



Curtin University

Uncovering Insights into the Pearl Industry: A Qualitative Study on WA Jewellery Retailers

Curtin Business School

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Project commissioned by Nash Pearls

Project Overview

The key objectives for this research project are to understand, in the context of Western Australia:

- Retailers' purchasing habits for pearls;
- Their perspectives on the retailing of pearl jewellery; and
- Their concerns about the pearl industry as a whole. This independent qualitative study is conducted across retailers in the metropolitan region of Western Australia, and providing insight into the pearl industry that will assist jewellery retailers, pearl suppliers and even policy makers in ensuring the continued success of the industry.

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Outcomes

This research provides valuable insights into the evolving WA pearl retail industry; what types of pearls are preferred by retailers (e.g. South Sea Pearls), how retailers choose their pearls (e.g. finished jewellery or loose pearls), and pearl retailers' supplier preferences (e.g. buying group or local wholesalers).

The findings from this study provide Nash Pearls, and the retailers who participated in the qualitative study, with a clearer view of the trends happening in the industry. These findings will help retailers and wholesalers enhance their marketing and brand awareness campaigns to better educate staff and consumers about the value and prestige of pearl jewellery.



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