



**THE LUCRATIVE BUSINESS OF JEWELRY INVESTMENT IN  
SOUTHEAST ASIA**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION  
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2024**



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This Independent Study has been Approved as a Partial Fulfillment of the  
Requirements for the Degree of Master of Business Administration.

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**Degree:** Master of Business Administration (International Program)

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### Abstract

The jewelry investment market in Southeast Asia faces several challenges, such as volatility, regulation, storage, and insurance. This study aims to identify these challenges and suggest strategies to reduce risks and increase investment returns. Data were collected from various sources, including academic journals, industry reports, news articles, and statistical websites. The data were analyzed to determine the best strategies for reducing investment risks. The study found that the volatility of the jewelry investment market in Southeast Asia is a significant challenge. The market is affected due to changes in global economic conditions and consumer preferences. Additionally, the lack of regulation in some countries can create uncertainty for investors. Storage costs and insurance are also significant challenges facing investors. Furthermore, responsible mining practices are essential for reducing risks in the jewelry investment market. Advocating for responsible mining practices can help investors mitigate potential reputational damage. To reduce risks and increase returns on investment, investors in the jewelry investment market in Southeast Asia should monitor market prices, diversify investments, advocate for responsible mining practices, and consider local market preferences. Additionally, investors should conduct research to compare storage and insurance options and advocate responsible mining practices.

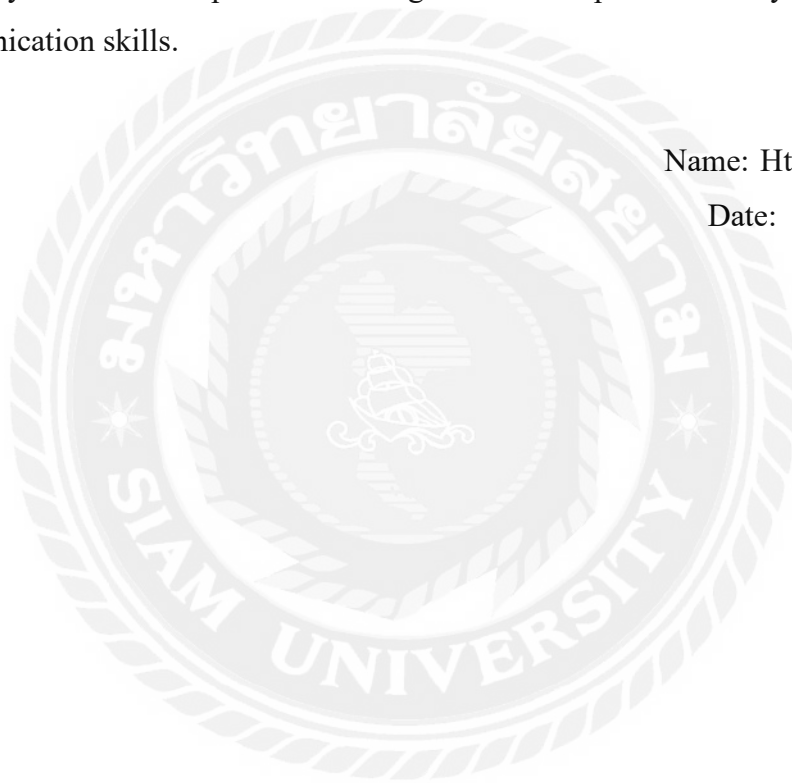
**Keywords:** lucrative business, jewelry investment, Southeast Asia

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Name: Htet Htet Myo Kyi

Date: 19 Nov 2024



## DECLARATION

I, Htet Htet Myo Kyi, hereby certify that the work embodied in this independent study entitled “The Lucrative Business of Jewelry Investment in Southeast Asia” is the result of original research and has not been submitted for a higher degree to any other university or institution.

Htet Htet Myo Kyi

19 Nov 2024



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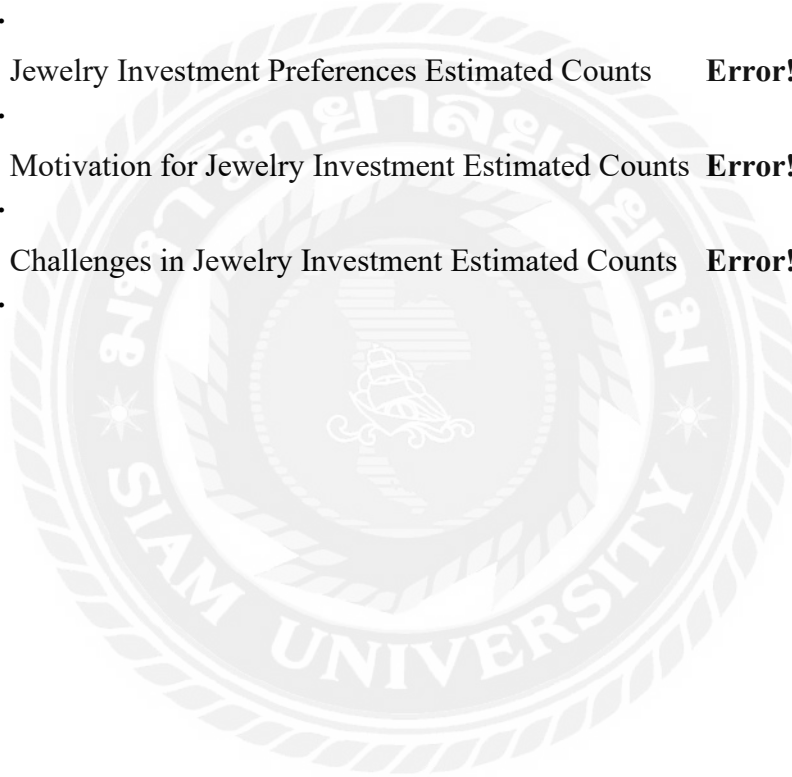
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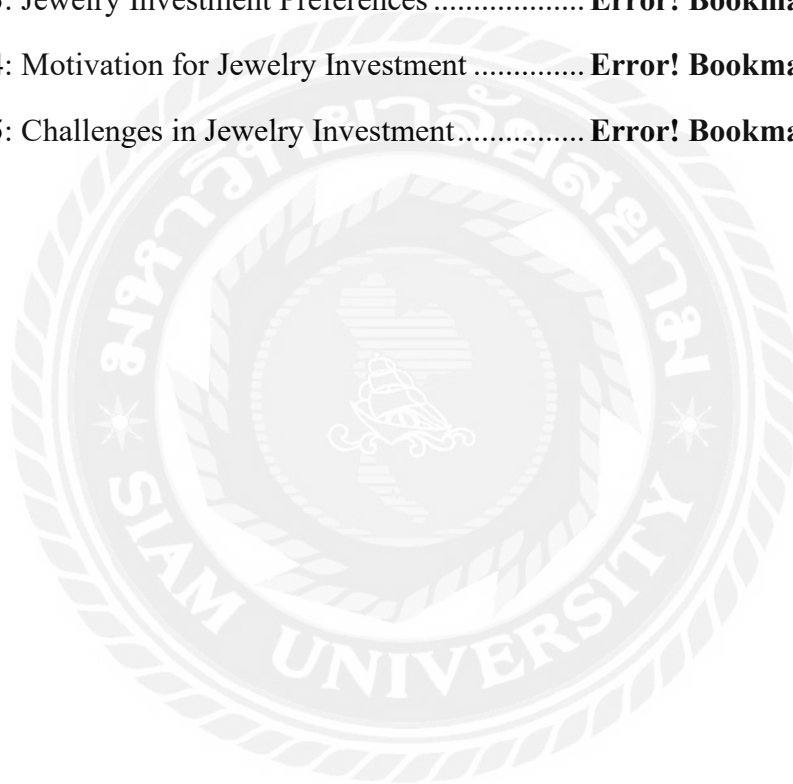
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## CHAPTER 1

### Introduction

#### 1.1 Background of the Study

Jewelry often holds cultural and traditional significance in Southeast Asia and is usually passed down through generations as a symbol of wealth and status. This can also be a stable investment during times of economic recession. The demand for jewelry in Southeast Asia is high, especially in countries such as Thailand and Indonesia, where the local jewelry industries are well established. This has a tangible value and can be easily sold or traded (Saleem, 2022).

Furthermore, Southeast Asia is also known for its rich gemstone deposits. Thailand's Chanthaburi is a major center for gemstone mining and trading, Cambodia's Pailin is known for its ruby mines, Myanmar's Mogok for rubies, sapphires, and other precious gemstones, Vietnam's Luc Yen for blue sapphires, Indonesia's Borneo island for sapphires, rubies, and garnets, and Martapura city for high-quality diamonds.

The Gem and Jewelry industry in Southeast Asia has seen steady growth in exports to the global market in the past 5 years, from 2013 to 2017, with an average growth rate of 9%. Out of the Southeast Asian nations, the top 6 exporters are Thailand, Singapore, Indonesia, Malaysia, Vietnam, and the Philippines. In 2017, these countries together exported over 19.997.91 million US dollars worth of Gem and Jewelry. Among the ASEAN nations, Thailand is the leading exporter, with a gross export value of 7 million USD, which accounts for 34.57% of the total gross export value of all ASEAN. Singapore comes in second with an export value of 5.5 million USD. In 2018, the revenue from jewelry investment in Southeast Asia was 8 billion. It increased in the following year, reaching 8.28 billion in 2019. However, there was a decrease in 2020, with a revenue of 7.03 billion. In 2021, there was a slight recovery, with a revenue of 7.88 billion, and in 2022, it continued to grow with a revenue of 8.33 billion.

The reason for the revenue decrease in 2020 was the COVID-19 pandemic, which has led to a decrease in consumer spending and sales for retailers and manufacturers. The diamond and precious stone industry, trade and export of precious metals and gemstones, and the supply chain for jewelry production have also been affected. However, as the situation improves, the market is starting to recover, and the interest in jewelry as an investment is increasing (Shirley, 2020).

## 1.2 Problem of the Study

Investing in jewelry, specifically gold, in Southeast Asia can be a volatile but stable asset compared to other options such as stocks or cryptocurrency. The World Gold Council reports that gold prices have been rising in Southeast Asia, particularly in Thailand, as investors seek to hedge against uncertainties in the global financial market. Thailand is a large consumer market for gold in Southeast Asia, and research shows a significant recovery in gold demand in the country. Thai investors view gold as a safeguard against political and economic uncertainties and tend to prefer investing in gold bars and coins over other forms of gold investment. However, it should be noted that gold prices are subject to changes and may have high and low points, as seen in the chart from goldprice.org for the third quarter of 2020 and the first quarter of 2022. Despite this, the overall price of gold has risen by 45% over the past five years and 8.4% in the past year (Gold Price, 2023).

One of the other problems for jewelry investment is that some countries in Southeast Asia may not have strict regulations in place to protect investors from fraud or other financial scams. For Example, One of the major concerns in the Myanmar jewelry market is the lack of regulation in the gemstone industry. The country is known for its high-quality rubies and jade, but illegal mining and corruption have resulted in local communities not seeing benefits from the industry. Additionally, the absence of regulations and technology for value-added production means that gems are exported in raw form, leading to lower profits for Myanmar (Luu, 2022).

Another example is that in Cambodia, the marble mining industry is facing issues of illegal mining and a lack of proper regulation. A company, Sok Chanly Co Ltd, was found to be conducting unauthorized mining activities in Oral district's Trapaing Chor commune without obtaining proper permits. The local authorities have imposed a fine of \$12,500 and have suspended the company's activities until the fine is paid. This case highlights the lack of proper regulation and oversight in the marble mining industry, which can negatively impact the potential for jewelry investment in the region (The Phnom Penh Post, 2019).

Jewelry investment also has extra costs for storage and insurance. A standard insurance policy usually only covers a small amount of jewelry, and to get full

coverage, you must pay extra. Jewelry also needs to be appraised regularly, which also costs money. You also need to have a safe place to store the jewelry. These extra costs and things to consider must be thought about before investing in jewelry (Simcock, 2021).

### **1.3 Objective of the Study**

The objective of this study is to analyze the challenges facing the jewelry investment market in Southeast Asia, specifically the issues of volatility, regulation, storage, and insurance. The study aims to examine the current state of the jewelry investment market in the region, including growth and trends in prices and investor preferences.

### **1.4 Significance of the Study**

The significance of this research lies in its ability to shed light on the challenges faced by the jewelry investment market in Southeast Asia. By examining the issues of volatility, regulation, storage, and insurance, this study provides valuable insights into the potential solutions to these challenges. Overall, the findings of this study are of great interest to investors, jewelry industry professionals, and policymakers as they seek to better understand the factors contributing to the growth and success of the jewelry investment market in the region.

### **1.5 Scope of the Study**

The purpose of this study is to gain insight into the challenges faced by the jewelry investment market only in Southeast Asia, with a focus on volatility, regulation, storage, and insurance. This research explores the trends in gold prices, jewelry prices, and investor preferences in the region, as well as the impact of regulatory environments on the market. The goal is to provide recommendations for overcoming these challenges and to promote the growth and success of the jewelry investment market in Southeast Asia.

## CHAPTER 2

### Literature Review

This literature overview highlights that investment in jewelry in Southeast Asia combines cultural richness with economic potential, offering diverse opportunities for investors interested in luxury goods and alternative assets. Understanding local market dynamics, consumer preferences, and regulatory considerations is essential for making informed investment decisions in this vibrant region.

#### 2.1 Jewelry Investment in Southeast Asia

Southeast Asia, a region comprising 11 countries with a population of more than 600 million people, is a quickly developing region concerning the market environment. However, a high level of variations in the regulatory environment, the economies level of development, and the cultures of these different markets complicate market entry. This research focuses on five countries: Thailand, Singapore, Indonesia, Cambodia and Myanmar.

Jewellery in Thailand is backed by the booming middle-class populace with a significant willingness to spend besides the country's export-based economy. However, some challenges include political instabilities and competition from the local suppliers that we continue to experience. The country's GDP also resumed growth after declining by -9.2% in July 2020 following the pandemic outbreak, to 7% in August 2020. Since then, GDP trends have stayed within a progression of 0 to 1 percent in 2021, as per Trading Economics (2023c).

Singapore's top-class manufacturing industry has a skilled and cheap labor force, a pro-business environment, and a corporate tax of 17%. However, as a market for luxury products, the population base is small by international standards, with only 5.8 million people. From the GDP pattern, it was a positive recovery from 12.6% in Q3 2020 to 9% in Q4 2020 and 2021 (Trading Economics, 2023). This situates Singapore as a place for high-end jewelry manufacturing and trading but not a place for cheap jewelry.

As one of the Southeast Asian countries with a wide variety of consumers and the second-largest FDI destination in the region for investment in jewelry, essential

sectors within the country include textiles, electronics, and palm oil, on which other economic events rely heavily. In addition, the rapid growth of the digital economy provides opportunities for jewelry e-commerce in the country to attract FinTech and SaaS solutions (Perspective, 2022).

Singapore has one of the most developed manufacturing systems and a business-friendly climate, which attracts many companies in luxury product manufacturing and distribution due to the availability of skilled labor. The current corporate tax rate in Bangladesh is 17% as well as its geographical advantage for any company also adds to the list of its attractions. However, with these advantages, Singapore has a small domestic market with only 5.8 million population and the requiring of mass Jewelry.

Despite the challenges of the pandemic, Singapore demonstrated remarkable resilience, with GDP rebounding from a sharp contraction of -12.6% in Q3 2020 to a robust growth of +9% in Q4 2020. The recovery was further realized in 2021 following the stabling of the GDP to the pre-pandemic levels identified by Trading Economics in 2023. These factors thus make Singapore a suitable place to manufacture and trade luxury jewelry rather than cheap or relatively lower quality jewelry.

Currently, Indonesia is the second largest FDI recipient among the Southeast Asian countries, which makes it an important market for jewelry investment. Its vast and heterogeneous population is a big market for its products, and its basic industries, such as textiles, electronics, and palm oil products, are critical for its economy.

Jewelry e-commerce has been available in Indonesia due to the fast expansion of the digital economy that creates opportunities for investors to deploy technologies of FinTechs and SaaS to target young and sophisticated consumers (Perspective, 2022). This means Indonesia is an arbitrage for standard jewelry stores and new-age concepts such as online sales, fitting the worldwide increase in the use of technology. Furthermore, the volume of people in the population guarantees continued demand for the ornaments, starting from the lowest end to the elite level.

The business opportunities in the jewelry industry have made Cambodia a favorable country for investment because of steady economic development in the form of GDP growth. Cambodia's GDP for the past decade has risen from 14% in 2010 to over 17.5% in 2023. (Trading Economics, 2023a). This consistent growth signifies an

increase in middle-income earners and, hence, consumers' income in the United States, and this is good for the jewelry market.

This constant political stability and investment mayoría in hi-tech products such as renewable energy and telecommunications make Cambodia suitable for investors. Manufacturers have been able to reduce costs while catering to the ever-increasing domestic market that is always embracing new styles of jewelry, both the traditional and the modern.

The treasures found in Myanmar are valuable gemstones like ruby and jade for jewelry investment. Conversely, there are challenges, such as political instability and a lack of regulatory bodies and structures. Nonetheless, the existence of threats cannot be a determinant of investment when it comes to Myanmar; this is due to its rich natural resource base and other growth segments such as oil exploration and banking (Sanchez, 2021).

Key challenges revealed by a case study are associated with generating returns on investment, which requires Myanmar investors to be cautious about the risks. Miguel and Schmidt's opinions refer to the necessity of partnering with locals and lobbying for higher regulations. If properly protected, the resources could easily become a pillar of the Southeast Asia region's Jewelry industry.

## **2.2 Lucrative Business**

The analysis of profitable businesses has attracted rising concern, especially from scholars and academicians, due to its profound importance in promoting business ventures, generating revenue, and creating wealth in today's shifting global economy. Quantitative management in this area implies the search for such factors that would increase business profitability and innovation (Lucrative, 2023).

The term "lucrative" defines the activities or investments that promise to yield substantial economic gains. Measuring organizational performance can, therefore, be calculated in terms of financial factors and performance indicators like ROI, levels of profitability, and revenue generation, among others. For instance, the jewelry industry opens vast measurable prospects for venture seekers and financiers, starting from home-

based to diamond, cutting, and polishing factories. These opportunities can be discussed depending on the market size and demand rate, as well as operating costs (Hayes, 2022).

### **Measurable Opportunities for the Jewelry Business**

As has been observed, different segments of the jewelry industry provide visible opportunities for wealth creation. Owing to eCommerce platforms, business persons can open shops targeting specific specialized markets for instance, managers or traders may decide to engage in gold-plated jewelry or gemstone jewelry. For instance, the global online jewelry market was US\$ 21 520 million in the year 2022 and is estimated to grow at a CAGR of 5.2% from 2023 to 2030, according to Grand View Research.

This real-life example fully confirms the possible measurable outcomes in this field: Ann & Joy is a Miami-based company that offers jewelry made with handmade jewelry with real flowers and resin. Several years of operation yielded over 5,000 online sales, and they have contained a monthly income of \$4,000 (Jewelry Making Business, 2022). More such data ensures the feasibility of small-scale businesses dealing in jewelry and how raw market data can be worked upon in terms of market trends, product price, and sales to determine the quantitative tourism of profitability.

More detailed insights can be based on operating costs, transportation costs, and margins to discover optimal types of business inside the niche. For instance, it has been found statistically that the average profit margin for jewelry businesses is between 25-75 percent, depending on business strategies and the niche it operates in (Signet Jewelers, 2024).

### **Quantitative Analysis of Jewelry Investments**

Purchases in ornaments also present tangible profit potentialities, sometimes earning more than other basic categories of investment, including equities. For instance, a 6.7-carat Kashmir sapphire sold for \$ 206,500 in 2012, while a similar piece sold for \$ 550,000 in 2013, a difference of 166 percent (Rovzar, 2022). Such high returns illustrate the possible use of jewelry as another form of financial asset.

Measuring quantitative changes in jewelry in terms of increase in value involves price indexes, historical trends of prices, and sales at auction houses and ratings that



consider rare pieces. Stones such as Kashmir sapphire not only produce monetary gains but stones also give the benefits of inventory holding over the long-term and sound like investment assets. Furthermore, the availability of quality investment pieces at different price levels allows a wider group of investors to enter this market.

### **2.3 Jewelry Investment Worldwide**

Jewelry investment is increasingly recognized as an alternative asset class, akin to investments in other collectibles such as art or wine. Unlike stocks and bonds, the value of jewelry typically does not closely follow the fluctuations of the stock market. This characteristic provides stability for investors seeking to diversify their portfolios and protect their wealth against economic volatility. High-quality pieces crafted by renowned designers are particularly esteemed in this regard. Not only prized for their aesthetic appeal, these pieces are often regarded as a reliable store of value that has the potential to be retained and appreciated over time, according to insights from experts in the field (Costa, 2022).

Before delving into jewelry investment, several critical factors should be carefully considered. Foremost among these considerations is the quality of the piece. The value of jewelry hinges significantly on the caliber of materials used, the skill of craftsmanship involved, and the prestige associated with the brand or designer. Educating oneself about these factors is essential for making informed investment decisions. Prospective investors are advised to conduct thorough research into market trends, historical performance data, and valuation methodologies specific to the jewelry market. This groundwork not only enhances understanding but also supports prudent decision-making when evaluating potential acquisitions.

Patience is a virtue in the realm of jewelry investment. Unlike more liquid assets, the process of buying and selling jewelry may require time to identify the right opportunities and secure favorable terms. Adopting a long-term perspective is often beneficial, as the appreciation of high-quality jewelry tends to unfold gradually over the years rather than yielding immediate returns. Managing risks effectively is another crucial aspect of jewelry investment. This includes verifying the authenticity of pieces through reputable channels, understanding market liquidity dynamics, and staying informed about regulatory considerations that may impact transactions.

Furthermore, investors are encouraged to personalize their approach to jewelry investment, aligning their strategies with personal financial goals, risk tolerance levels, and aesthetic preferences. Engaging with industry professionals, attending auctions, and networking within the jewelry community can also provide valuable insights and opportunities for expanding one's investment portfolio in this distinctive asset class. By taking a diligent and informed approach, investors can leverage the enduring appeal and potential financial benefits of jewelry as a strategic component of their overall investment strategy.

### **2.3.1 Consumer Behavior**

Consumer behavior holds significant sway in the jewelry market, making it a pivotal consideration for investors aiming to capitalize on this niche within the luxury goods sector. Understanding the intricacies of consumer preferences and buying patterns is crucial for devising effective investment strategies that align with market trends and shifts.

Trends are a cornerstone of consumer behavior in the jewelry industry. These trends can span from the popularity of specific gemstones or metals to broader stylistic movements influenced by fashion and culture. Staying attuned to emerging trends allows investors to anticipate demand and position their investments accordingly, whether focusing on classic pieces or contemporary designs that resonate with current tastes.

Cultural influences also exert a profound impact on consumer behavior in jewelry. Different cultures assign varying meanings and values to jewelry, affecting preferences for certain types of designs, materials, and motifs. Investors who grasp these cultural nuances can tailor their portfolios to appeal to specific regional or demographic markets, thereby enhancing the attractiveness and marketability of their investments.

Furthermore, consumer tastes in jewelry have evolved. Preferences for particular styles, colors, and designs can shift rapidly, driven by changing fashion trends, technological advancements in jewelry manufacturing, and evolving consumer lifestyles. Successful investors remain agile and responsive to these fluctuations,

adapting their investment strategies to capitalize on emerging opportunities and mitigate risks associated with shifting consumer preferences.

In essence, a deep understanding of consumer behavior within the jewelry market empowers investors to make informed decisions that maximize the potential for profitability and long-term growth. By closely monitoring trends, respecting cultural influences, and staying abreast of evolving consumer tastes, investors can navigate the complexities of the jewelry industry with confidence and strategic foresight.

### **2.3.2 Government Policies and Market Impact**

Government policies, including regulations on importation, sales, and taxation, significantly influence the jewelry market and affect the profitability of investments. Investors must stay informed about these policies as they directly impact cost structures and market accessibility (Chen, 2024).

### **2.3.3 Minimal Maintenance Costs**

Unlike real estate or vehicles, jewelry investments require minimal maintenance costs. Routine storage in a secure environment, along with periodic inspections and polishing, ensures preservation without significant expense. On average, maintenance costs range from \$10 to \$200 per year, making upkeep manageable and predictable.

### **2.4.4 Factors Influencing Investment Decisions**

When evaluating jewelry investments, long-term value and desirability are critical considerations. Antique pieces with exceptional quality and historical significance are often appreciated over time. However, accessibility to rare and highly sought-after pieces can pose challenges for beginner investors. Trendy designer pieces may not guarantee future value, highlighting the importance of assessing a piece's potential marketability before investing.

### **2.4.5 Examples of Profitable Investments**

Recent market trends illustrate the profitability of jewelry investments. Vintage jewelry prices have surged by approximately 80% over the past decade, indicating

robust market demand (Art Market Research). Cartier's Art Deco jewelry, particularly signed pieces, exemplifies lucrative investment opportunities with starting prices around \$30,000 and some items, like necklaces and bracelets, fetching prices in the millions upon resale (Shaddie, 2023).

In summary, navigating government regulations, managing maintenance costs, assessing future value potential, and staying informed about market trends is crucial for maximizing profitability in the dynamic jewelry investment landscape. By understanding these factors and making informed decisions, investors can effectively capitalize on the enduring appeal and financial rewards of jewelry investments.

## **2.5 Research Relevant**

The initial past research is titled "A Study of Diamond Investments," which was published by Oklahoma State University in 1986 for MBA studies. This research paper was published around four decades ago, so it is relevant to just investigate the methodologies employed in this study. The primary methodology employed was empirical, aimed at addressing the research problem by analyzing market trends, supply and demand dynamics, and rates of return. Additionally, the study evaluated the feasibility of three additional diamonds held in pension funds and individual retirement accounts (IRAs) (T.Burton, 1986).

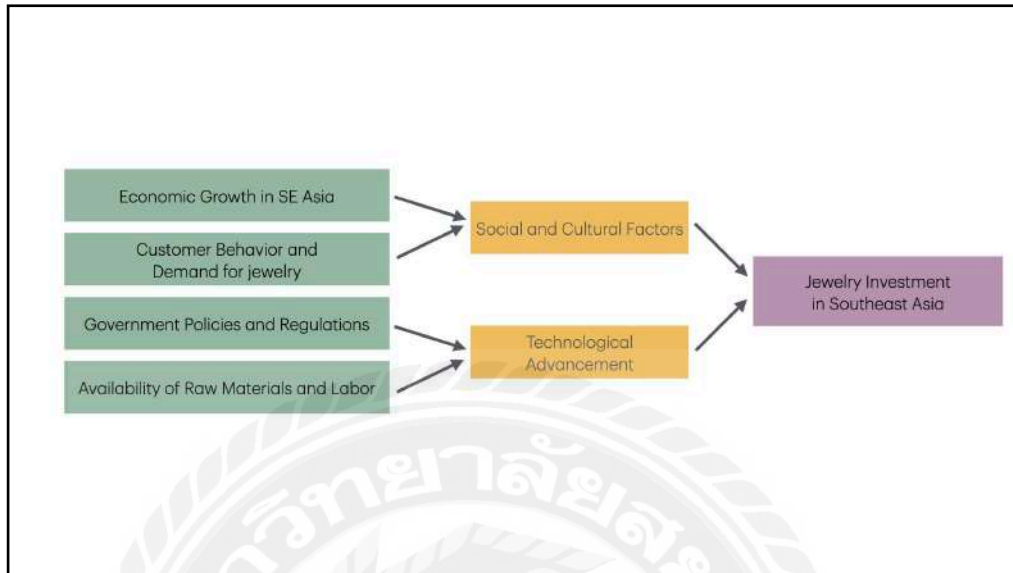
The second past related research paper is "Diamond Investments – Is the market free from multiple price bubbles?" Published by Gdansk University of Technology in 2022. The paper is inspired and full of statistical data like a flow chart to the whole paper: purposes and objectives, research questions, the trend of diamond prices from 2007 to 2021, and many other charts. The study confirms that periods of speculative bubbles occur in the diamond market, and the market is not immune to them. The identified price bubbles in the diamond market were caused by external factors such as the financial crisis of 2008, the European debt crisis, and the 2022 Russian invasion of Ukraine, as well as an internal factor related to changes in the distribution system of the De Beers cartel. The periods of speculative bubbles in the diamond market are short, which may be an advantage for investors who want to avoid the long-term risk associated with a high variance of portfolio returns. Additionally, the rough diamond

market may serve as an indicator of potential bubble formation in the polished diamond market (Potrykus, 2022).

The third research is “A Study on various forms of gold investment” from East West Institute of Technology, India. This research paper aims to understand the different investment options available for investors in gold, the factors they need to be aware of, the pros and cons of different forms of investment, and to assist in creating awareness about these options. The study found that many investors still prefer traditional forms of investment, such as jewelry, gold coins, and gold bullion bars, but also consider ETF futures and options as more profitable and easier forms of investment (Nawaz, 2013).

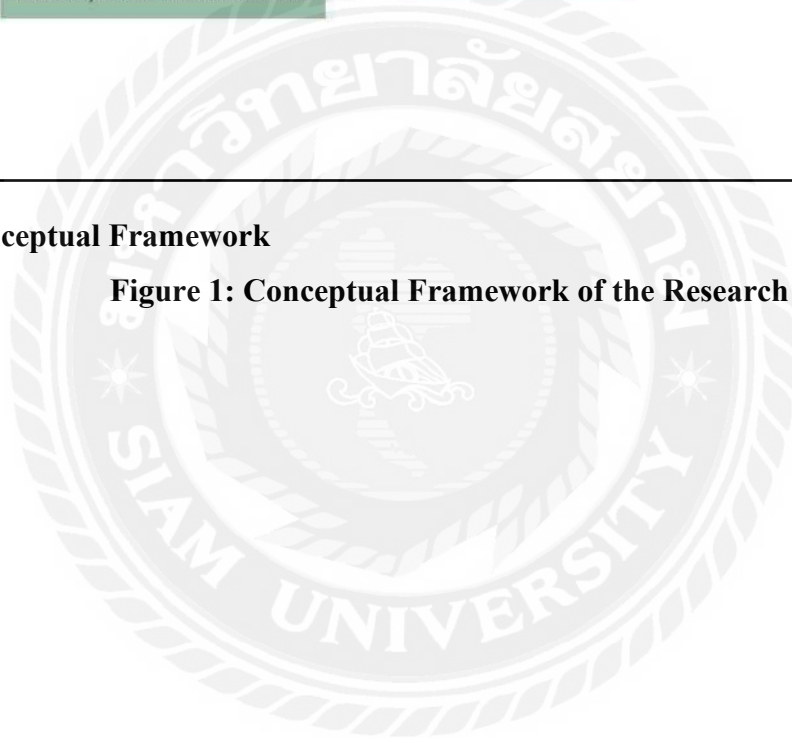
The following research paper entitled "A Review on Gold Quest in the Investment Portfolio by Indian Investors" has been authored by researchers from Madras Christian College, India. The paper's primary focus is on consumption, demand for gold, investment, and portfolio, with an emphasis on the reasons behind investing in gold, including global currency debasement and accelerating investment demand for gold. The paper concludes by stating that gold is the most popular investment in India, and it significantly saves a considerable number of low and middle-income households in both rural and urban areas. Furthermore, the research paper highlights that more than 10% of the total income is already invested in gold.

The last research studied is “Towards an Ethical Jewelry Business,” written by three authors and published by the University of Greenwich. The research paper is structured and full of informative content in general. It explained the environmental impacts of illegal mining from Sri Lanka and Zambia, the definition of conflict diamonds, and many interesting things (Macfarlane, 2003).



## 2.6 Conceptual Framework

Figure 1: Conceptual Framework of the Research



## **CHAPTER 3**

### **Research Methodology**

#### **3.1 Introduction**

The research aims to explore the investment potential and ethical dimensions of the jewelry industry in Southeast Asia. This region is renowned for its cultural richness and significant natural resources, making it a pivotal player in the global jewelry market. Understanding the dynamics of jewelry investments in Southeast Asia is essential not only for investors seeking profitable opportunities but also for policymakers and stakeholders interested in promoting sustainable economic development and ethical business practices within the sector.

#### **3.2 Research Approach**

This study used a quantitative research strategy that aimed at collecting and evaluating figures pertinent to jewelry investment in Southeast Asia. Because there is often a demand for concrete evidence when examining this complex business, quantitative research was adopted to systematically collect data and support the findings of different aspects of the jewelry market.

The initial approach of the data collection process included using closed-ended questionnaires distributed to investors, artisans manufacturing jewelry, regulatory bodies, and industry stakeholders in Southeast Asia. Much effort was put into the development of these surveys to ensure that the collected data would reflect quantitative investment patterns and market trends, as well as the economic input and the shift created by the regulatory and ethical implications. For each of the surveys, an assessment of particular performance was collected, and this included financial performance, consumer behavior metrics, and statistical measures of the market.

Using a quantitative approach, the characteristics that were looked for include the form, frequency, and factors that define investors in jewelry in Southeast Asia. For instance, questions in the survey included questions on the market share of various types of jewelry, the impact of the jewelry sector on regional gross domestic product, and knowledge and practice of compliance with ethical sourcing. Most of the questions

posed in the survey were closed-ended because they allowed for standardized responses, which were easily analyzed statistically and translated into actionable findings.

Furthermore, secondary data that can be sourced from government publications, journals, and international market databases was also included to increase the validity and richness of the results. Secondary data combined with primary data provides a quantitative foundation for the quantitative protocol for analyzing the growth and prospects of the jewelry industry and formulating investment strategies out of it, from its contributions to the GDP of the countries involved to the export values involved and other past trends related to the business.

As a result of quantitative analysis, the work provides a quantifiable and objective view of the jewelry industry in Southeast Asia. Again, the concentration on figures and statistical information provides the necessary framework for the various stakeholders, policymakers, and other practitioners in the field's logical decisions. This approach also offers significant knowledge of economic factors, market dynamics as well as ethical dilemmas to inform appropriate action toward sustaining economic development ethically within the jewelry industry.

In the end, this quantitative study seeks to provide tangible prescriptions that meet the present and future needs of the world where data reigns. The study further compares its findings triangulated from rigorous statistical tools and a vast database that would enhance the literature review besides promoting evidence-based policymaking and strategic directional planning of the jewelry industry in progressive Southeast Asia s economies.

Content Analysis of the research is designed as shown in Table 1.

<b>Keywords</b>	<b>Influencing Factors</b>	<b>Finding/ Sources/ Resources</b>
Lucrative Business	Demand for innovation business concepts	(Lucrative, 2023)



	Online marketplaces and eCommerce platforms	(Hayes, 2022)
	Understanding of the market and ethical business practices	(Hayes, 2022)
Jewelry Investment	Demand and Supply	(Chen, 2023)
	Jewelry Branding	(Costa, 2022)
	Historical significance	(Steven Stone, 2022)
South East Asia	Political stability	(Trading Economics, 2023a)
	Competition	(Perspective, 2022)
	Consumer Preferences	(Trading Economics, 2023c)

**Table 1: Content Analysis of the Research**

### 3.3 Sampling

The target population for this study encompassed a diverse spectrum of participants actively engaged in the jewelry industry across Southeast Asia. Given the multifaceted nature of the sector, the research employed a strategic sampling approach to ensure comprehensive representation and capture a range of perspectives.

Probability sampling techniques were primarily utilized to ensure the selection of representative samples from various segments within the jewelry industry. This included investors, jewelry artisans, regulatory bodies, industry experts, and consumers across different Southeast Asian countries. By employing probability sampling, the study aimed to minimize bias and enhance the generalizability of findings to broader populations within each segment. This approach allows for statistically sound

conclusions about the factors influencing jewelry investments, economic impacts, and ethical considerations across the region.

In addition to probability sampling, non-probability sampling methods were also employed to capture insights from specific groups or segments of interest within the jewelry industry. For instance, targeted sampling of high-net-worth investors or artisan communities may provide in-depth insights into investment behaviors, cultural practices, and artisanal craftsmanship unique to Southeast Asia. These targeted approaches are valuable for exploring nuanced perspectives and understanding the intricacies of decision-making processes within distinct subgroups.

Sample size determination was carefully conducted to account for variability across countries, market sizes, and participant demographics within Southeast Asia. This ensures that the study's findings are both valid and applicable across diverse contexts within the region. By considering these factors, the research aimed to achieve a balanced representation of the jewelry industry landscape, facilitating a comprehensive analysis of factors influencing investment decisions, market dynamics, and ethical practices.

Overall, the sampling strategy employed in this study was designed to yield robust data that enriches our understanding of the complex interactions shaping the jewelry industry in Southeast Asia. By leveraging both probability and non-probability sampling techniques and carefully determining sample sizes, the research aimed to provide valuable insights that inform strategic decisions by stakeholders, policymakers, and industry leaders involved in promoting sustainable development and ethical practices within the regional jewelry market.

### **3.4 Data Collection**

This research drew on the quantitative data collection method to provide a broad assessment of the state of the jewelry industry across the Southeast Asian region. This was achieved through an administration of structured questionnaires that ensured a collection of sound quantitative data for different features of jewelry investments, consumer preferences, and market trends.

An online, self-administered quantitative survey method using Google Forms was used to collect data from 400 participants across Southeast Asia. A convenience

sample, which included investors involved in jewelry companies, handmade jewelers, government regulatory agencies, and final consumers of jewelry, was included in the study. The questionnaire was meticulously designed to collect data on key variables which included:

- Investors investment choices as well as expenditure patterns.
- Consumer purchasing patterns.
- Market perceptions and trends.
- Factors related to how jewelry investment affects the economy.

The format of the questionnaire was entirely closed-ended, which facilitated the collection of quantitative data and enabled further statistical analysis of the results. These were Likert-scale questions that posed statements and allowed the respondents to rate their perception of the statements, multiple-choice items, and demographic questions that collected factual information. Google Forms made the data collection process more effective by providing real-time responses and integrating mapping technology that ensured real-time data analysis that didn't have to be done manually.

### **Secondary Data Sources**

Besides the survey data collected, secondary data was used to put into perspective the results obtained from the survey and make the study richer. Secondary data sources included scholarly journals and articles, business and industry reports, and statistical resources that contained global and regional market trends as well as economic data, and the legal systems concerning the jewelry industry. This provided additional data that supported and enhanced the main conclusions to help give a clear picture of the jewelry industry in Southeast Asia.

The data analysis employed descriptive statistical analysis techniques to arrive at accurate conclusions. Frequency distributions, measures of central tendency and variability, and charts displaying demographic profiles, investment choices, and market trends were used as descriptive statistics. To further strengthen reliability, primary survey data was validated with secondary data, including industry reports and economic data, where necessary to bring findings in line with existing trends.

### **3.5 Data Analysis**

Data analysis in this study employed a systematic quantitative research technique using Yamane's Simplified Formula to determine the sample size and ensure representativeness. This approach facilitated the identification of patterns, correlations, and potential predictors within the jewelry sector in Southeast Asia, enabling a robust statistical analysis of investment practices and market dynamics.

Composite data analysis was initiated by preeminent data description through convenient and numerical data analysis on the survey data collected from 400 respondent samples comprising investors, artisans, and consumers. The mean, median, mode, range, and standard deviation of the selected demographic variables, investment preferences, consumer purchases, and economic consequences were compared. These summaries gave a brief profiling of the study subjects, making the identification of trends and subsequent comparison easier across the segments of the jewelry market.

### **3.6 Ethical Considerations**

Ethical principles were rigorously upheld throughout every stage of the research process to ensure the integrity, respect, and welfare of all participants involved in the study. Central to this commitment was the adherence to ethical guidelines that safeguard the rights and privacy of individuals, maintain transparency in research practices, and promote ethical conduct in data collection, analysis, and reporting.

Informed consent was diligently obtained from all participants before their involvement in the study. This process included providing comprehensive information about the research objectives, procedures, potential risks, and benefits to participants. Clear explanations were given regarding their voluntary participation, the right to withdraw from the study at any time without penalty, and how their data would be used and protected. By obtaining informed consent, the research ensured that participants were fully informed and willingly consented to their involvement, thereby upholding principles of autonomy and respect for individual rights.

Anonymity and confidentiality were strictly maintained throughout the data collection and reporting processes. Participants' identities and sensitive information, such as specific business practices or investment decisions, were protected to prevent unauthorized disclosure. Data was anonymized during analysis and reporting, ensuring

that individual responses could not be linked back to specific participants. This approach not only protected the privacy of participants but also fostered a trusting and secure environment conducive to open and honest participation in the study.

This study adhered to established ethical standards and guidelines to ensure participant welfare. While formal ethical approval from an ethics committee was not sought, the research process included ethical considerations such as obtaining informed consent, maintaining participant anonymity, and protecting data confidentiality. These measures demonstrate the study's commitment to upholding research integrity and safeguarding participants throughout the study.

Addressing potential ethical dilemmas or conflicts of interest was a priority throughout the research process. Any concerns raised by participants or stakeholders regarding ethical issues were promptly addressed and resolved by ethical guidelines and institutional policies. Transparent communication and ethical decision-making frameworks guided the research team in navigating complex ethical considerations, ensuring that the study contributed positively to knowledge advancement while respecting the rights and dignity of all individuals involved.

In summary, ethical considerations form the foundation of this research endeavor, guiding the conduct of the study and ensuring that principles of respect, transparency, confidentiality, and participant welfare were upheld at all times. By adhering to rigorous ethical standards and seeking ethical approval, the research aims to maintain trustworthiness, credibility, and ethical integrity in investigating the multifaceted aspects of the jewelry industry in Southeast Asia.

### **3.7 Limitations**

This research is intended to give an overall insight into the investments in jewelry in Southeast Asia, but there are a few things that we have to understand while interpreting the results of this work: Such a limitation may affect the completeness of regional differences and variations of investment policies and the complexity of market conditions, and the jewelry industry.

The first can be attributed to the sampling method adopted in the survey, although the research applied Yamane's Simplified Formula to achieve statistical representativeness of the sample, the research failed to capture a wide cross-section of

stakeholders across Southeast Asia. Limitations of the survey include the use of Google Forms as a means of distributing the survey, which is likely to create some sampling biases inclusive of the use of the internet by the respondents or non-use respectively. This could be a major impending generalization of the results to different socio-economic and geographic regions.

A second limitation relates to the fact that all measurements were obtained through survey questionnaires and may, therefore, be influenced by response bias, including social desirability or recall bias. Because participants tended to offer answers that they deemed positive rather than truthful ones, the data collected also had the issue of validity. Although attempts were made to develop neutral standardized questions, the several types of biases inherent in survey-based research might influence the degree of the findings reliability.

Others are the difficulties arising from the use of secondary data sources to frame the survey results. Some of the factors that may restrict the completeness of the analysis are that the quality, reliability, and availability of the secondary data differ between the Southeast Asian countries. Variability in the means of data gathering and presentation may bring discrepancies that make assessment and analysis of the trends of different regions challenging.

However, there is a limitation in capturing real-time developments and fluctuations in the dynamic field of the jewelry industry and the general waxing and waning of the Southeast Asian economies. Fluctuations in the legal requirements, market disturbances, or shifts in consumer behavior during or after data collection may render the findings of this study relevant only for the time during which the data collection was conducted.

## CHAPTER 4

### Findings

#### 4.1 Introduction

The outcome of this research brings a broader understanding of economic relations as well as ethical and cultural factors that regulate the sphere of jewelry investment in Southeast Asia. Therefore, respondents came from diverse backgrounds; most of them were between 25 and 34 years of age, middle-income earners, and both sexes, female accounting for 52% and male accounting for 48%. The majority of the respondents (70%) had undergraduate or above education level, which ensured that the study incorporated informed insights on the changes in the jewelry market. Moreover, in terms of geographical distribution, most of the respondents were from Myanmar and Thailand, and a lesser number were from Vietnam due to the regional-intensive nature of the current study. The demographic characteristics brought forward herein provide an essential background for appreciating the complex experience of jewelry investment in the context of the region. Southeast Asia has started to play a major role in decision-making in the jewelry market, and therefore, different opportunities and challenges come with it. Among the key drivers that can be mentioned are ethical sourcing and the digital transformation that has been going through the industry for a long time. These act as a challenge, but they also provide an opportunity for continuity and diversification in a fast-growing jewelry market within Southeast Asia.

## 4.2 Secondary Data Analysis

Report Coverage	Details		
Base Year:	2023	Market Size in 2024:	US\$ 52.84 Bn
Historical Data for:	2019 To 2023	Forecast Period:	2024 To 2031
Forecast Period 2024 to 2031 CAGR:	7.9%	2031 Value Projection:	US\$ 89.98 Bn
Geographies covered:	<ul style="list-style-type: none"> <li>• <b>North America:</b> U.S. and Canada</li> <li>• <b>Latin America:</b> Brazil, Argentina, Mexico, and Rest of Latin America</li> <li>• <b>Europe:</b> Germany, U.K., Spain, France, Italy, Russia, and Rest of Europe</li> <li>• <b>Asia Pacific:</b> China, India, Japan, Australia, South Korea, ASEAN, and Rest of Asia Pacific</li> <li>• <b>Middle East &amp; Africa:</b> GCC Countries, Israel, and Rest of Middle East &amp; Africa</li> </ul>		
Segments covered:	<ul style="list-style-type: none"> <li>• <b>By Raw Material:</b> Gold, Platinum, Diamond, Precious Pearls, Gemstones, and Others</li> <li>• <b>By Product Type:</b> Necklaces, Ring, Earrings, Bracelets, and Others</li> <li>• <b>By Distribution Channel:</b> Online and Offline</li> </ul>		
Companies covered:	Guccio Gucci S.p.A., The Swatch Group Ltd., Richemont, Tiffany & Co., GRAFF, Louis Vuitton SE, Signet Jewelers Limited, Chopard International SA, MIKIMOTO, Pandora Jewelry, LLC, Variation, Gem Factory India, Fine Euro, Bvlgari Jewelry, De Beers, Pomellato, Damiani, Fabergé, Chopard, and Piaget		
Growth Drivers:	<ul style="list-style-type: none"> <li>• Rising disposable incomes</li> <li>• Increased spending on gifts and self-purchases</li> </ul>		
Restraints & Challenges:	<ul style="list-style-type: none"> <li>• Sustaining relevance in developed western markets</li> <li>• High manufacturing costs</li> </ul>		

**Figure 2: Luxury Jewelry Market Report Coverage**

### 4.2.1 Economic Impact and Market Trends

The study's content analysis of Southeast Asia's jewelry sector highlights its significant contribution to the region's GDP, underscoring its role as a key economic driver. Statistical data from credible sources, such as Trading Economics, reveal the sector's robustness, with gold emerging as a cornerstone investment due to its historical



stability and consistent value. Gold's resilience amidst economic uncertainties not only strengthens investor confidence but also enhances the jewelry industry's ability to withstand market fluctuations. These measurable attributes reinforce the sector's economic importance within the region.

The content analysis findings further underscore the sector's role as a critical source of employment, particularly in supporting artisanal communities engaged in jewelry production. Employment metrics indicate the sector's pivotal contribution to local economies, fostering livelihoods and reducing economic disparities. The integration of these employment opportunities with traditional craftsmanship highlights the jewelry industry's socioeconomic significance, creating avenues for preserving cultural heritage while driving economic progress.

Additionally, the jewelry sector's demonstrated resilience during economic fluctuations positions it as a strategic asset for sustainable development in Southeast Asia. By leveraging its economic contributions and employment capacity, the industry offers significant potential to support inclusive growth initiatives. This is particularly relevant in regions where artisanal craftsmanship aligns with both cultural preservation and economic identity, creating opportunities for fostering sustainable livelihoods and strengthening local economies.

In conclusion, this study underscores the multifaceted economic and cultural contributions of Southeast Asia's jewelry sector, supported by quantitative evidence and statistical analysis. By utilizing these insights, policymakers and stakeholders can design targeted strategies to maximize the sector's positive economic impact while preserving its cultural and social value. This evidence-based approach highlights the jewelry sector's potential as a catalyst for sustainable development within the region's dynamic socioeconomic landscape.

#### **4.2.2 Ethical and Environmental Considerations**

Ethical considerations within Southeast Asia's jewelry industry present significant challenges, particularly in the areas of environmental sustainability and responsible mining practices. Quantitative data on the adverse impacts of gemstone extraction, such as deforestation rates and pollution metrics in regions like Myanmar,

underscore the environmental degradation and socioeconomic repercussions on local communities. These measurable effects highlight the urgent need for reforms to mitigate the industry's negative environmental and social footprint.

Transparency across the jewelry supply chain has become a key concern, with survey data indicating a growing demand from consumers for ethically sourced materials and fair labor practices. Quantitative findings reveal that an increasing percentage of consumers prioritize ethical considerations when making purchasing decisions, directly influencing market trends and stakeholder responses. For instance, statistical correlations between consumer trust levels and adherence to ethical practices demonstrate the critical importance of transparency in maintaining market competitiveness and fostering long-term loyalty.

The industry's capacity to address these ethical imperatives will shape its future trajectory, as evidenced by economic and reputational risks quantified in recent industry reports. Stakeholders are increasingly adopting sustainability initiatives, with measurable outcomes such as reductions in carbon emissions, improvements in working conditions, and enhanced community development efforts. These data-driven strategies are not only essential for mitigating risks but also for enhancing brand value and resilience in an increasingly competitive and ethically conscious market.

Ethical Practice	Percentage of Respondents (%)
Use of Fair Trade Certified Materials	68
Support for Local Artisans	72
Transparency in Supply Chain	54
Environmental Sustainability Measures	45

**Table 2: Ethical Practices in Jewelry Production**

The content analyses further illustrate the alignment of economic performance with adherence to environmental stewardship and social justice principles. Data from

responsible sourcing practices and community investment initiatives reveal measurable benefits, including increased consumer engagement and improved economic outcomes for local communities. These proactive measures underscore the importance of integrating ethical practices into business models, ensuring the jewelry industry's sustainability and long-term viability within Southeast Asia's evolving economic and social landscape.

#### **4.2.3 Investment Dynamics**

Jewelry in Southeast Asia embodies a dual role as both a luxury item and a tangible investment asset, revered for its perceived stability and potential for long-term value appreciation. Gold and high-quality gemstones, in particular, maintain a steadfast allure among investors seeking avenues for wealth preservation and capital growth in an uncertain economic landscape. The enduring appeal of these assets lies not only in their intrinsic beauty but also in their historical role as reliable stores of value, fostering a sense of security and prestige among discerning investors across the region.

The onset of the COVID-19 pandemic has precipitated a transformative shift within the jewelry sector, compelling industry players to pivot swiftly toward digital platforms and innovative marketing strategies. Traditional retail channels, once predominant, have ceded ground to dynamic e-commerce platforms that cater to evolving consumer preferences and behaviors. This digital pivot has not only facilitated broader market reach but also enhanced the sector's resilience by adapting to changing market dynamics and consumer expectations.

Amidst global disruptions, digital transformation has emerged as a pivotal driver of growth and engagement strategies within Southeast Asia's jewelry market. E-commerce platforms offer unparalleled convenience and accessibility, empowering consumers to explore and purchase jewelry from the comfort of their homes. Sophisticated digital marketing techniques, including social media campaigns and personalized online experiences, enable jewelry brands to forge deeper connections with their target audiences while navigating the complexities of a competitive marketplace.

Furthermore, the shift towards digital innovation underscores the sector's adaptability in harnessing technology to optimize operational efficiencies and enhance

customer satisfaction. Seamless online transactions, coupled with virtual try-on features and augmented reality experiences, enrich the consumer journey and elevate the allure of purchasing jewelry online. These advancements not only cater to evolving consumer preferences but also position digital-native brands and traditional retailers alike for sustained growth and market leadership in a post-pandemic era.

Looking ahead, digital transformation will continue to shape the trajectory of Southeast Asia's jewelry market, driving innovation, expanding market reach, and redefining consumer engagement strategies. As industry players embrace technological advancements and prioritize digital integration, they stand poised to capitalize on emerging opportunities while navigating challenges inherent to a rapidly evolving global marketplace. By leveraging digital tools to enhance customer experiences and streamline operations, the jewelry sector in Southeast Asia is primed to sustain its momentum and resilience in a digitally driven future.

#### **4.2.4 Cultural Significance**

Cultural heritage holds a profound sway over consumer preferences and investment decisions within Southeast Asia's jewelry market, transcending mere aesthetics to embody deeply ingrained traditions and beliefs. Jewelry items in this region are not just ornaments; they serve as tangible expressions of cultural identity, carrying with them narratives of history, spirituality, and social status that resonate across generations. The significance attached to these pieces goes beyond their intrinsic value, influencing the choices consumers make and the investments they prioritize.

Southeast Asia boasts a rich and diverse tapestry of artisanal craftsmanship, where skilled artisans painstakingly imbue each piece with intricate designs and symbolic motifs that reflect the region's cultural diversity. From ornate patterns inspired by nature to motifs steeped in mythology and folklore, every jewelry creation tells a story woven from centuries-old traditions and local wisdom. This artistic legacy not only enriches the aesthetic appeal of Southeast Asian jewelry but also amplifies its cultural resonance, making it a compelling choice for consumers seeking more than just adornment.

Moreover, the cultural significance of jewelry extends beyond individual preferences to encompass broader societal and communal values. In many Southeast

Asian cultures, jewelry serves as more than personal embellishment; it symbolizes rites of passage, marks significant life events, and signifies social status within communities. These cultural nuances imbue jewelry with layers of meaning that transcend trends and economic considerations, fostering a sense of continuity and connection to heritage among wearers and collectors alike.

On the global stage, Southeast Asian jewelry stands out for its distinctive aesthetics and artisanal excellence, commanding attention for its unique blend of traditional craftsmanship and contemporary design sensibilities. The region's reputation as a hub for culturally significant jewelry pieces continues to grow, bolstered by increasing appreciation and demand from international markets seeking authenticity and artistic integrity.

In essence, Southeast Asia's jewelry market thrives not only on the beauty of its creations but also on the deep-rooted cultural narratives woven into each piece. As consumers and investors alike gravitate towards jewelry that embodies heritage and craftsmanship, the sector serves not only as a conduit for artistic expression but also as a custodian of cultural identity. By preserving and celebrating these traditions, Southeast Asia reaffirms its position as a global leader in culturally significant and high-quality jewelry, enriching the global marketplace with its enduring legacy of creativity, craftsmanship, and cultural pride.

### 4.3 Questionnaire Data Analysis

This section presents the findings from the survey conducted with 400 participants across Southeast Asia. The insights are categorized into three key areas: investment preferences, motivations for investment, and challenges faced by investors.

The jewelry sector plays a significant role in the economic landscape of Southeast Asia, contributing notably to GDP in countries such as Cambodia (5.2%), Vietnam (4.1%), and Thailand (3.8%). This highlights the sector's economic importance as a driver of regional development.

Country	Jewelry Sector Contribution to GDP (%)
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Cambodia	5.2
Thailand	3.8
Myanmar	2.5
Laos	1.9
Vietnam	4.1
Regional Total	17.5

**Table 3: Economic Contribution of Jewelry Sector to GDP**

### 1. Jewelry Investment Preferences

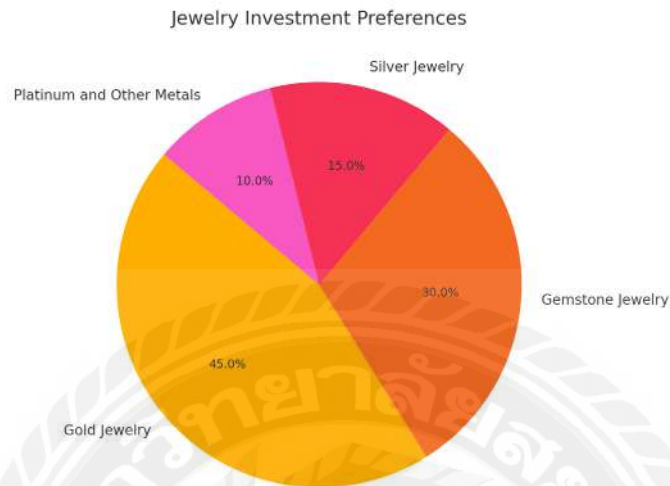
The survey results indicate that gold jewelry is the most preferred investment choice, with 45% of respondents identifying it as their primary investment type. This is followed by gemstone jewelry (30%), silver jewelry (15%), and platinum and other metals (10%).

Jewelry Type	Percentage (%)	Estimated Respondents
Gold Jewelry	45	90
Gemstone Jewelry	30	60
Silver Jewelry	15	30
Platinum and Other Metals	10	20

**Table 4: Jewelry Investment Preferences Estimated Counts**

The preference for gold reflects its stability and historical value as an investment vehicle, particularly during economic uncertainties. Gemstone jewelry's high preference indicates its appeal as a luxury investment asset with potential long-term

appreciation. Conversely, silver and platinum investments appear less favorable, possibly due to their lower perceived value or limited market demand.



**Figure 3: Jewelry Investment Preferences**

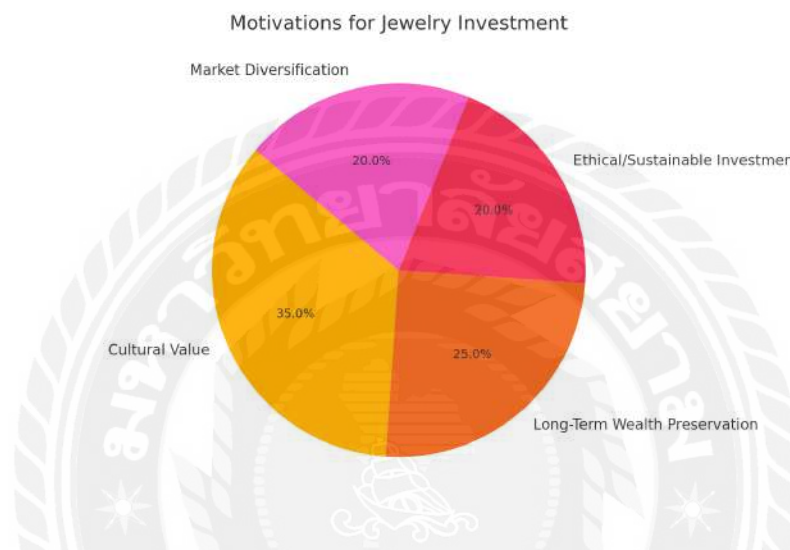
## 2. Motivation for Jewelry Investment

The top motivation for jewelry investment among participants is cultural value (35%), followed by long-term wealth preservation (25%). Both ethical and sustainable investment practices and market diversification account for 20% each.

Motivation	Percentage (%)	Estimated Respondents
Cultural Value	35	70
Long-Term Wealth Preservation	25	50
Ethical/ Sustainable Investment	20	40
Market Diversification	20	40

**Table 5: Motivation for Jewelry Investment Estimated Counts**

Cultural value resonates deeply in Southeast Asia, where jewelry is not just an asset but a symbol of tradition, identity, and heritage. The focus on long-term wealth preservation highlights jewelry's perceived role as a stable store of value, particularly in volatile markets. The increasing emphasis on ethical investment underscores rising awareness of sustainability issues in the jewelry industry.



**Figure 4: Motivation for Jewelry Investment**

### **3. Challenges in Jewelry Investment**

The survey reveals significant challenges faced by investors:

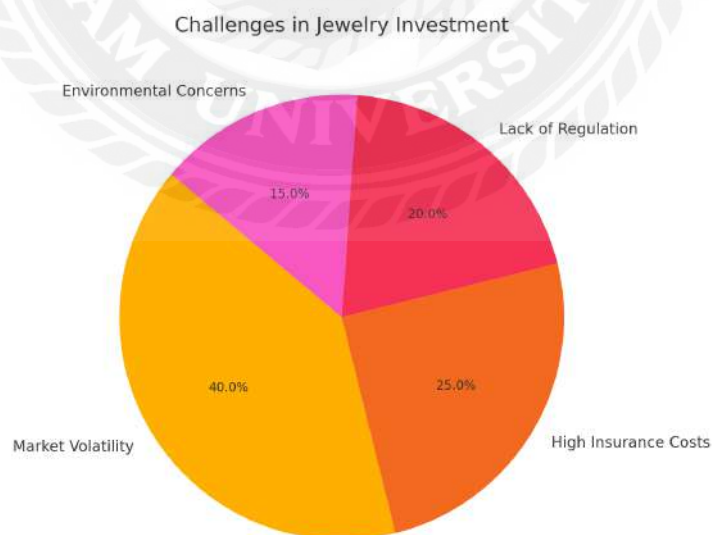
- Market volatility was identified as the primary challenge by 40% of respondents.
- High insurance costs (25%) and lack of regulation (20%) were also prominent issues.
- Environmental concerns (15%) reflected a growing awareness of sustainability.



Challenge	Percentage (%)	Estimated Respondents
Market Volatility	40	80
High Insurance Costs	25	50
Lack of Regulation	20	40
Environmental Concerns	15	30

**Table 6: Challenges in Jewelry Investment Estimated Counts**

Market volatility highlights the fluctuating value of jewelry investments, driven by global economic conditions and demand. High insurance costs and regulatory gaps pose practical barriers for investors, especially those in markets with limited protections or transparency. Environmental concerns align with the rising call for responsible mining and production practices in the jewelry industry.



**Figure 5: Challenges in Jewelry Investment**

## CHAPTER 5

### Conclusion and Recommendation

#### 5.1 Conclusion

This research design represents a significant step toward understanding and promoting sustainable and ethical jewelry investments in Southeast Asia. By combining robust methodologies, interdisciplinary perspectives, and a commitment to ethical principles, the study endeavors to empower stakeholders with actionable insights that support informed decision-making and contribute to the advancement of responsible business practices in the regional jewelry market.

The findings derived from this comprehensive study provide a nuanced understanding of the intricate dynamics that shape jewelry investments throughout Southeast Asia. Central to these insights is the recognition of how diverse factors—ranging from economic imperatives to ethical considerations, consumer behaviors, and cultural influences—intersect to delineate the contours of the region's jewelry industry. This intersectionality underscores the complexity inherent in the market, where economic viability must harmonize with ethical integrity and cultural significance to sustain long-term growth and relevance.

Economically, the jewelry sector emerges as a significant contributor to the region's economic landscape, bolstered primarily by investments in assets like gold and high-quality gemstones. These investments are not merely financial endeavors but are deeply embedded in historical perceptions of stability and value preservation, particularly during times of economic uncertainty. Such economic resilience is further underscored by data from reputable sources such as Trading Economics, affirming the sector's role in fostering employment and economic vitality, especially within artisanal communities engaged in jewelry production.

Ethically, the jewelry industry faces pronounced challenges, particularly concerning environmental sustainability and responsible mining practices. Issues highlighted in regions like Myanmar underscore the urgent need for transparent supply chains and fair labor practices driven by heightened consumer expectations for ethically sourced materials. This ethical imperative is reshaping industry norms and influencing

investor decisions, compelling stakeholders to adopt sustainable practices that align economic gains with environmental stewardship and social responsibility.

Consumer behaviors within the Southeast Asian jewelry market reflect a deep-seated appreciation for cultural heritage and craftsmanship. Jewelry pieces serve not only as adornments but as symbolic representations of cultural identity, reflecting traditional beliefs and customs that resonate across generations. The region's rich legacy of artisanal craftsmanship and unique design aesthetics further amplifies consumer affinity, positioning Southeast Asian jewelry as a global beacon of cultural heritage and artistic excellence.

Looking ahead, industry stakeholders are tasked with navigating these complex dynamics to foster sustainable growth and preserve cultural integrity within the evolving marketplace. The challenge lies in striking a delicate balance between economic imperatives, ethical responsibilities, and the preservation of cultural authenticity. Future research initiatives and industry endeavors will continue to explore these themes, seeking innovative solutions that uphold ethical standards, support economic prosperity, and safeguard Southeast Asia's rich cultural heritage for generations to come.

In conclusion, the findings underscore the imperative for industry stakeholders to embrace holistic approaches that integrate economic viability with ethical considerations and cultural preservation. By doing so, Southeast Asia's jewelry market can not only sustain its economic vibrancy but also serve as a model of responsible business practices and cultural stewardship on the global stage. The ongoing pursuit of this balanced approach will be pivotal in shaping the future trajectory of the region's dynamic and evolving jewelry industry.

## **5.2 Recommendation**

This research provides a comprehensive set of recommendations stemming from a meticulous analysis of the challenges prevailing in the Southeast Asian jewelry investment market. To navigate this dynamic landscape, investors are advised to adopt a multi-faceted approach that holistically addresses potential risks and maximizes opportunities.

- **Risk Management through Diversification:** Investors in the Southeast Asian jewelry market should remain vigilant regarding price volatility. Employing statistical measures such as standard deviation, often analyzed using Bollinger Bands, and maximum drawdown, utilized by speculators, asset allocators, and growth investors, can assist in curbing potential losses (Boyte-White, 2022).
- **Advocacy for Ethical and Sustainable Practices:** A crucial recommendation pertains to promoting ethical and sustainable mining practices within Southeast Asia's jewelry industry. Stakeholders are encouraged to advocate for stricter regulations and heightened transparency. This endeavor encompasses comprehensive plans for community development, prioritizing the welfare of mine workers, continuous community consultation throughout mining activities, and acknowledging the broader social impacts of mining (Malan & International Institute for Sustainable Development, 2021).
- **Asset Protection Optimization:** Optimizing the storage and safeguarding of jewelry investments is paramount. It is prudent for investors to embark on thorough research and comparisons of insurance and storage alternatives. This diligence is essential in identifying cost-effective and secure strategies tailored to the unique challenges of the region.
- **Understanding Cultural and Economic Factors:** Investors are urged to delve into the cultural and economic determinants that shape consumer behavior and jewelry preferences in Southeast Asia. To resonate with local markets effectively, comprehending local preferences and demands is imperative.

### 5.3 Further Research Guideline

#### Exploration of Emerging Market Trends

Future research could delve deeper into emerging market trends within the Southeast Asian jewelry sector. This includes investigating the adoption of digital technologies and e-commerce platforms post-COVID-19 and their impact on consumer behavior and market dynamics. Additionally, studying the evolving preferences towards sustainable and ethical jewelry sourcing practices and their integration into mainstream market strategies would provide valuable insights. Exploring how these

trends vary across different countries and socio-economic segments within Southeast Asia could further enrich our understanding of regional market nuances.

#### Assessment of Environmental and Social Sustainability

There is a critical need for further research focusing on the environmental and social sustainability aspects of the jewelry industry in Southeast Asia. This entails conducting comprehensive assessments of the environmental impacts of gemstone mining practices and the effectiveness of regulatory frameworks aimed at mitigating these impacts. Moreover, investigating the social dimensions such as labor conditions, artisanal rights, and community benefits associated with jewelry production would provide a holistic view of sustainability issues. Comparative studies across countries could highlight best practices and areas needing improvement, informing policy recommendations and industry initiatives for sustainable development.

#### Consumer Behavior and Market Segmentation

Future research should continue to explore consumer behavior and market segmentation within the Southeast Asian jewelry market. This includes studying demographic trends, cultural influences, and psychological factors that drive consumer preferences and purchasing decisions. Understanding variations in consumer behavior across different geographical regions and income brackets would facilitate targeted marketing strategies and product offerings. Furthermore, exploring the impact of cultural heritage and traditional beliefs on jewelry consumption patterns could provide insights into niche market opportunities and foster cultural preservation efforts.

#### Impact of Economic Factors on Investment Decisions

Research could further investigate the impact of economic factors on jewelry investment decisions in Southeast Asia. This includes analyzing macroeconomic indicators, currency fluctuations, and geopolitical developments that influence investor confidence and market volatility. Comparative studies across different investment instruments, such as gold, gemstones, and luxury jewelry, could elucidate risk-return profiles and attractiveness for investors. Moreover, examining the role of regulatory

environments and policy interventions in shaping investment climates would provide actionable insights for policymakers and industry stakeholders.

### Technological Innovations and Industry Disruptions

Exploring technological innovations and disruptions within the jewelry sector in Southeast Asia presents a promising avenue for future research. This includes studying advancements in manufacturing technologies, such as 3D printing and artificial intelligence, and their implications for product design, customization, and cost efficiency. Additionally, investigating blockchain technology applications for enhancing transparency in supply chains and combating counterfeit products could mitigate ethical concerns and enhance consumer trust. Case studies and industry collaborations could provide practical insights into implementing these innovations across different market segments and geographical regions.

In conclusion, further research on jewelry investment in Southeast Asia should focus on exploring emerging market trends, assessing environmental and social sustainability, understanding consumer behavior and market segmentation, analyzing economic factors influencing investment decisions, and investigating technological innovations and industry disruptions. By addressing these research areas, stakeholders can effectively navigate challenges and capitalize on opportunities in the dynamic and culturally rich jewelry market of Southeast Asia.

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## APPENDIX

### Demographics

1. What is your age?
  - 18–24
  - 25–34
  - 35–44
  - 45–54
  - 55+
2. What is your monthly income level?
  - <\$1,000
  - \$1,000–\$3,000
  - \$3,000–\$5,000
  - \$5,000–\$10,000
  - \$10,000
3. In which country/region are you located?
  - The dropdown of countries in Southeast Asia
4. What is your primary profession?
  - Investor
  - Artisan
  - Retailer
  - Government/Regulatory Body
  - Consumer

### Investment Preferences

5. Which type of jewelry do you primarily invest in?
  - Gold Jewelry

- Gemstone Jewelry
  - Silver Jewelry
  - Platinum and Other Metals
6. What percentage of your total investments is allocated to jewelry?
- <10%
  - 10–25%
  - 26–50%
  - 50%
7. How frequently do you purchase jewelry as an investment?
- Weekly
  - Monthly
  - Quarterly
  - Annually
  - Less Frequently
8. Which factors most influence your choice of jewelry for investment?
- Market Value
  - Craftsmanship
  - Cultural Significance
  - Ethical Sourcing
  - Durability

### **Motivations for Jewelry Investment**

9. What is your primary motivation for investing in jewelry?
- Wealth Preservation
  - Market Diversification
  - Aesthetic Appeal

- Cultural Value
  - Ethical Practices
10. How important is jewelry investment compared to other asset classes (e.g., stocks, real estate)?
- Not Important (1)
  - Slightly Important (2)
  - Moderately Important (3)
  - Very Important (4)
  - Extremely Important (5)

### **Challenges in Jewelry Investment**

11. What challenges do you face when investing in jewelry?
- Market Volatility
  - Lack of Regulation
  - High Insurance Costs
  - Storage Issues
  - Ethical Concerns
  - Limited Market Information
12. How significant are the costs of storage and insurance in your investment decisions?
- Not Significant (1)
  - Slightly Significant (2)
  - Moderately Significant (3)
  - Very Significant (4)
  - Extremely Significant (5)

13. How concerned are you about the lack of transparency in the jewelry supply chain?

- Not Concerned (1)
- Slightly Concerned (2)
- Moderately Concerned (3)
- Very Concerned (4)
- Extremely Concerned (5)

#### **Market Behavior and Trends**

14. What market trends do you perceive as most influential in jewelry investment?

- Rising Gold Prices
- Ethical and Sustainable Practices
- Digital Transformation (E-commerce)
- Global Economic Trends
- Cultural Renaissance

15. How likely are you to shift to digital platforms (e-commerce) for jewelry investment in the next 12 months?

- Very Unlikely (1)
- Unlikely (2)
- Neutral (3)
- Likely (4)
- Very Likely (5)

#### **Additional Questions**

16. How do you typically assess the value of a jewelry piece before investing?

- Professional Appraisals
- Market Research

- Brand Reputation
- Personal Knowledge

17. Would you be willing to pay a premium for ethically sourced or sustainably produced jewelry?

- Yes
- No
- Unsure

18. Do you consider jewelry investment a short-term or long-term strategy?

- Short-Term (<5 years)
- Medium-Term (5–10 years)
- Long-Term (>10 years)

19. What factors would make you more likely to invest in jewelry?

- Lower Insurance Costs
- Better Regulation
- Ethical Certification
- Improved Resale Market

20. What role do cultural or traditional values play in your decision to purchase jewelry?

- Not Important (1)
- Slightly Important (2)
- Moderately Important (3)
- Very Important (4)
- Extremely Important (5)

21. How has your jewelry investment behavior changed in the past five years?
- Increased
  - Decreased
  - Remained the Same
22. Which digital features would increase your comfort in investing in jewelry online?
- Virtual Try-On Tools
  - Blockchain Verification
  - Augmented Reality Previews
  - Customer Reviews
23. What is the most significant deterrent to investing in jewelry?
- High Costs
  - Limited Knowledge
  - Market Volatility
  - Ethical Concerns
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