

How does seasonality affect the purchasing behavior of consumers of semi-jewelry?

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Introduction

This study seeks to explore the variation in the consumer buying behavior for a semi-jewelry business throughout the year. First, it is important to highlight some key market insights, such as the significant growth in the jewelry market, projected to reach US\$105.60 billion in 2024, being US\$380 million just in Brazil (Statista Market Forecast, 2024). Additionally, according *Statista Market Forecast* (2024), only 12% of the sales in the jewelry industry are online, therefore it is important to take that in consideration when analyzing the clients purchasing behavior in the business.

Regardless of the rapid growth of the market, the demand is significantly influenced by seasonality, with key periods such as holidays, special events, and seasonal trends, which all have great impact in the sales patterns. Given the effect of seasonality in the semi jewelry sales, it is essential to optimize marketing strategies and inventory management. Taking that in consideration, this research aims to further understand the seasonal trends in the consumer buying behavior and identify key metrics to overcome the issue.

Research Problem

This article will discuss the topic "How does seasonality affect the purchasing behavior of consumers of semi-jewelry?". The research question arose after identifying a difficulty in selling semi-jewelry at certain times of the year. According to the demand for a better understanding of this market and its seasonality, deep research into the theme needs to be done, to increase the number of sales and consequently revenue and profitability of the business.

The assessment of the real problem faced by companies is covered by Santos (2020). Being approached as seasonality in semi-jewelry sales should be evaluated to identify specific periods when sales may vary. With this Information, the company can implement targeted marketing strategies during these periods, aiming to increase revenue and improve financial performance. The author suggests that the lack of study and evaluation of seasonality in sales can lead to inappropriate decisions and the loss of opportunities to maximize revenue. Seasonality analysis is crucial for the company to plan and adjust its actions in order to take advantage of periods of high demand and mitigate the impacts of low periods

Objectives

1. Analyze the Impact of Seasonality on Consumer Behavior: Understand how different times of the year affect the purchasing patterns of semi-jewelry consumers in a family-run business.
2. Develop Sales Forecasting Models: Use sales forecasting techniques to predict periods of high and low demand for semi-jewelry, based on historical sales data and seasonal trends.
3. Optimize Business Strategies Based on Seasonal Trends: Identify and recommend marketing and inventory management strategies to leverage high-demand periods and mitigate the impact of low sales periods.
4. Provide Data-Driven Insights for Revenue Growth: Utilize seasonality analysis to develop targeted actions aimed at increasing revenue and improving the financial health of the business throughout the year.

Methodological Procedures

Chevalier et al. (2019), describes the method of literature review as essential for textual construction, the definition of a theme and research terms, and/or for delving into topics that are still vague. The academic research to be addressed includes exactly the topics discussed. That is, the process of investigating, verifying, and reviewing already published articles helps build a linear development of knowledge, especially when dealing with a “knowledge gap,” which requires depth and originality (to be explored in terms of information security and processing studies). Having that in mind, the method of literature review was used to best write this paper, taking in account the importance of structuring the text concerning the references collected, considering the author’s reputation, relevance.

Regarding the research question, it was identified and defined based on a real problem currently faced by the company. Given the central focus of the topic, a variety of questions were initially generated using AI tools such as ChatPDF and ChatGPT. These questions were subsequently refined with the assistance of the company's co-owner to better align with the specific business context. Another tool used in the development of the study was Zotero. The software was utilized to manage bibliographic references and add citations efficiently, contributing to the accuracy of the process and maintaining consistency.

Expected Results

The result of an academic research, as previously conducted, primarily involves the real-world application of the work carried out. Reeve et al., (2020) introduce the concept of “perceived autonomy-supportive” as a research study, report, and/or theoretical foundation responsible for creating a basis strong enough to develop autonomy in decision-making and the continuation of the case in question. Through the elaboration of this work, the company Julia Torquetti Semijoias foresees the growth of the business in relation to the market, aiming to improve inventory management during the period being analyzed, present tactical strategies for sales planning, and address adversities throughout the year, consequently promoting increased revenue. The research serves as a source of information to be consulted in case of uncertainties timeless.

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