

Midocean University
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Master of Digital Marketing



Survey for the study of
Brand Modernization Strategies
for Traditional Gold Retailers in Saudi Arabia

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Year

2025

Survey: Brand Modernization Strategies for Traditional Gold Retailers in Saudi Arabia

Description:

This survey is for academic research on how Saudi gold retailers can modernize while preserving cultural authenticity. Your responses are anonymous.

SECTION A — Screening Questions (MCQ)

Q1. Have you purchased or considered purchasing gold jewelry in the last 24 months?

- Yes
- No → Go to “End of Survey”

Q2. What was the reason for your intention to purchase?

- Gifting
- Engagement & Marriage
- Collection
- Investment

Q3. Where do you usually shop or browse for gold? (Select all that apply)

- Traditional gold souqs
- Modern jewelry stores in malls
- Online pages (Instagram / Snapchat / TikTok)
- International luxury brands (e.g., Cartier, Bvlgari, Tiffany)

Q4. Age

- 20-29
- 30-39
- 40-49
- 50+

Q5. Gender

- Male
- Female

SECTION B — Modernization Strategies (Independent Variables)

Scale for all statements:

1 = Strongly disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly agree

B1. Modern Visual Identity & Store Experience

- The store's visual identity looks modern and up-to-date.
- The interior design and displays give the store a contemporary feel.
- The product presentation appears professional and appealing.
- The store ambiance makes me feel confident in the quality.
- Sales staff provide professional experience.

B2. Digital Presence & Professional Communication

- The retailer actively shares high-quality content on social media.
- The brand communicates professionally online.
- WhatsApp or digital communication is fast and responsive.
- The brand's online presence increases my trust.
- I can easily browse products online before visiting.

B3. Transparency & Quality Assurance

- The retailer clearly communicates gold purity and certification.
- Pricing components are explained clearly.
- The store offers transparent buy-back or exchange policies.
- I feel confident that advertised purity is accurate.
- Transparency increases my trust in the retailer.

SECTION C — Mediators

C1. Perceived Modernity

- This retailer feels modern compared to traditional gold shops.
- The store blends tradition with modern retail standards.
- The brand appears innovative in how it presents products.

C2. Trust (includes authenticity perception)

- I trust the retailer to provide genuine and authentic gold.
- The retailer seems honest and reliable.
- Transparency increases my trust.

SECTION D — Reflection & Self-Image Factors

D1. Reflection

- The brand appeals to both traditional and younger customers.
- The retailer understands modern Saudi style preferences.
- The brand's marketing content reflects customers like me.

D2. Self-Image Alignment

- Wearing this brand's gold reflects my personal style and confidence.
- The products combine heritage with modern style.
- The jewelry matches how I want to present myself.

SECTION E — Signature Product Collections

- The retailer offers unique signature collections.
- These signature pieces help the brand stand out.
- Signature products enhance authenticity.

SECTION F — Customer Outcomes

F1. Purchase Decision

- I am likely to purchase gold from this retailer in the future.
- Modern features increase my willingness to buy.
- I prefer retailers that combine trust and modernity.

F2. Loyalty

- I would recommend this retailer to others.
- I plan to revisit for future purchases.
- I feel loyal to retailers that blend heritage and modernity.