

# Innovation Research on the Marketing Model of Light Luxury Jewelry

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## Abstract

The core value of jewelry lies in meeting people's spiritual and cultural demands, and the innovation of its marketing model is the key to connecting supply and demand. This paper takes the light luxury line of jewelry as the research target and conducts an in-depth study on the innovation of the marketing model of light luxury jewelry. Based on existing literature, this paper analyzes the current status and development potential of the light luxury jewelry market, summarizing the innovative strategies of the current light luxury jewelry market, including product differentiation, experiential marketing, cross-border cooperation, cultural marketing, and Internet+. The paper analyzes the problems existing in the light luxury jewelry marketing model and proposes countermeasures and suggestions such as clarifying market positioning, innovating marketing models, and enhancing brand image.

## Keywords

Product Differentiation, Brand Collaboration, Market Positioning, Personalized Marketing

## 1. Introduction

With the constant changes in era, mainstream aesthetic concepts, and fashion trends, as well as the increasing income of people, people's demand for jewelry is constantly evolving. Light luxury jewelry, positioned between luxury jewelry and ordinary jewelry, has gradually become a significant subdivision in the jewelry market due to its moderate price and stylish design, earning the favor of consumers.

Jewelry consumers are no longer satisfied with traditional and mass-produced jewelry styles, and they attach more importance to the uniqueness and design sense of jewelry. Light luxury jewelry has demonstrated its development poten-

tial. However, issues such as severe product homogeneity, unclear target market positioning, and consumer misperceptions in the current marketing model of light luxury jewelry have imposed constraints on the development of light luxury jewelry brands. Therefore, studying innovative strategies for the marketing model of light luxury jewelry is of great significance to promoting its innovative development.

The current marketing model for jewelry primarily revolves around comprehensive strategies encompassing cultural (national trend) marketing, IP collaborative marketing, and a combination of online and offline channels, including technological platforms. However, existing light luxury jewelry brands still face issues such as brand market positioning, product innovation, and brand communication strategies, necessitating research based on this reality.

For example, Mirna El Shayeb and Sara El Deeb (Shayeb & Deeb, 2023) studied the relationship between social media marketing and the purchase intention of luxury jewelry brands; Hanbing Yang (Yang, 2023) focused on analyzing the advantages of customized jewelry marketing in the context of the Internet, and affirmed the significance of online marketing as a modern marketing method. Domestic scholars such as Li Jing (Li, 2020a) analyzed the marketing model of online and offline integration in jewelry enterprises; Chen Jie (Chen, 2019) analyzes the current situation and existing problems of China's light luxury jewelry market; Tao Hui (Tao, 2023) stressed the importance of fully integrating new media and jewelry brand marketing with the help of the Internet platform in the new media era, borrowing brand consumption big data, and accurately achieving market positioning.

Foreign studies have analyzed the relevance of media to luxury purchase in the Internet era and started to explore new jewelry marketing models. Domestic scholars have provided a large number of practical case studies for research on marketing issues in the current market, and have also realized the important role of the Internet in the jewelry industry.

Numerous literature has laid the foundation for the research on jewelry marketing model innovation in this article, and provided a solid theoretical framework and practical cases. On this basis, this article uses research methods such as literature review, case analysis, and questionnaire survey, taking light luxury jewelry as the starting point, to continue exploring the innovation of marketing models for jewelry innovation, analyzing the current situation and problems of marketing models for light luxury jewelry, and proposing innovative strategies for marketing models for light luxury jewelry, in order to moderately expand and supplement the research on marketing model innovation in the current jewelry field.

## 2. Innovation Research on the Marketing Model of Light Luxury Jewelry Line

In 2023, China's jewelry industry has seen a rise in the retail market against all

odds, with the market size reaching a new high. According to data from the China Jewelry and Jade Ornament Association, the market size of China's jewelry industry in 2022 was about 719 billion yuan, and it is expected to grow to 909.4 billion yuan by 2027, showing a steady growth trend (China Jewelry and Jade Ornament Association, 2023).

In terms of jewelry categories, major categories such as gold, diamonds, jade, colored gemstones, pearls, platinum, and silver have all developed. In particular, the consumption share of gold products, especially pure gold products, continues to increase. In addition, the growth of jade and colored gemstones is also relatively rapid (China Jewelry and Jade Ornament Association, 2023).

The jewelry industry has also experienced significant innovation in craftsmanship. For example, 3D gold and 5G craftsmanship are popular in the market due to their higher hardness and three-dimensionality. The popularity of ancient gold craftsmanship reflects the increasing demand of consumers for jewelry diversity and personalization (Future Think Tank, 2024).

Jewelry e-commerce has grown at a high speed of over 40% and has become a new growth pole for the jewelry industry. With digital transformation gradually becoming the mainstream trend in the jewelry industry, especially since the outbreak of the pandemic, new technologies such as online sales and virtual try-on have been widely applied, providing strong support for jewelry businesses in adversity (China Jewelry and Jade Ornament Association, 2023).

According to the "2023 Jewelry Consumption Trend Report" released by Chow Tai Fook, about 60% of consumers consider the value preservation of gold jewelry when purchasing, and as the younger generation becomes the new consumer main force, the demand for jewelry consumption diversity and personalization is increasingly rising (Chow Tai Fook, 2023).

## 2.1. Product Differentiation Strategy

Product differentiation strategy refers to the strategy of jewelry companies to distinguish their products from those of competitors through unique design, materials, craftsmanship, and other means, thereby attracting consumers. According to the "Global Luxury Industry Report" released by Deloitte, about 40% of consumers said they are willing to pay a higher price for customized jewelry (Deloitte, 2020).

Jewelry companies cooperate with well-known designers to launch limited series of products, or use special carving techniques and raw materials to increase the unique characteristics and value of the products. Companies conduct market analysis to explore customer desires and preferences, and then carry out product innovation and manufacturing based on the information obtained. Brands integrate traditional elements into jewelry design to create distinctive jewelry products that meet consumers' demand for product connotation. Brands can use online sales platforms, social media, and other means to present unique products to customers, thereby stimulating their interest and promoting their purchase behavior (see Figure 1).

Differentiation Dimension	Description	Involved Brands/Regions	Specific Regions	Specific Data	Key Source	Features
Brand Positioning	International brands are positioned in the high-end market, while domestic brands are mostly in the mid-to-high-end market	Cartier, Tiffany & Co., Chow Tai Fook, Lao Feng Xiang	Global/China		<a href="https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html">https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html</a>	International brands have a deep historical heritage, while domestic brands focus on the integration of local cultural elements
Product Material & Design	Domestic brands use gold, jade, etc., while international brands focus on diamonds and other gemstones	Chow Tai Fook, Lao Feng Xiang, Cartier, Tiffany & Co.	China/International		<a href="https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html">https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html</a>	Domestic brands emphasize traditional cultural elements, while international brands focus on modern design
Market Layout	Domestic brands have a large number of stores in first-tier and new first-tier cities and are actively expanding to tier-two cities	Chow Tai Fook, Lao Feng Xiang	China		<a href="https://www.qq.com/zt/zt/20230206/487600">https://www.qq.com/zt/zt/20230206/487600</a>	First-tier and new first-tier cities are key markets, gradually expanding to second and tier-two cities
Sales Model	Mainly adopt three types of chain models: self-operation, distribution, and franchising	Domestic Jewelry Retailers	China		<a href="https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html">https://hg.qianzhan.com/trends/detail/506/180925-eb3da6fd.html</a>	The franchising model helps the brand to expand rapidly, while the self-operation model helps maintain the brand
Customer Groups	Meet the needs of different consumer levels through a multi-brand strategy	Chow Tai Fook	China		<a href="https://example.com/5068834377/210506206">https://example.com/5068834377/210506206</a>	Multi-brand strategy covers a wide range of age groups and consumer levels
Market Share	Chow Tai Fook's market share is 9.45%, and Lao Feng Xiang's market share is 6.24%	Chow Tai Fook, Lao Feng Xiang	China	Chow Tai Fook: 9.44%, Lao Feng Xiang: 6.24%	<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	Hong Kong-funded brands are highly competitive in the mainland market
Market Concentration	CR10 increased from less than 20% in 2016 to nearly 30%		China	CR10: Nearly 30%	<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	Market concentration is gradually increasing, and the market share of enterprises with greater brand name is gradually increasing
Regional Competitive Pattern	Pearl River Delta, Yangtze River Delta, and Bohai Rim areas form industrial clusters	Guangdong Province, Beijing, Shanghai	China		<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	Forming a certain industrial agglomeration effect, with their own competitive advantages
Product Category Competition	The market share of gold jewelry is close to 60%, and jade and diamond jewelry each account for about 18%	Gold Jewelry	China	Gold Jewelry: About 60%, Jade Jewelry: About 18%, Diamond Jewelry: About 18%	<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	Gold jewelry occupies a dominant position, and other categories have a smaller market share
Enterprise Competitiveness Evaluation	Foreign-funded enterprises perform outstandingly in brand building and product positioning, while domestic brands have an advantage in the number of stores	Foreign-funded enterprises Domestic brands	China/International		<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	Foreign-funded enterprises have an outstanding competitive advantage and domestic brands have an advantage in the number of stores and market penetration
Potential Competitive Threat	The industry is highly attractive, the entry barrier is medium and low, the degree of product homogenization is high, and the threat of potential new entrants is high		China/International		<a href="https://hg.qianzhan.com/trends/detail/506/221125-93070807.html">https://hg.qianzhan.com/trends/detail/506/221125-93070807.html</a>	The degree of product homogenization among existing enterprises is high, and the threat of potential new entrants is high
Consumer Portrait	The consumer group is becoming younger, with the 18-35 age group's share of jewelry consumption exceeding half		China	18-35 age group's share of consumption exceeds half	<a href="https://www.qq.com/zt/zt/20221118/046000">https://www.qq.com/zt/zt/20221118/046000</a>	The consumer group of jewelry is becoming younger
Market Size	In 2023, the retail market size of gold and silver jewelry reached a new high and is expected to exceed 400 billion yuan by 2027		China	In 2023, the market size reached a new high and by 2027, the market size is expected to exceed 400 billion yuan	<a href="http://jwzllzqyghzhd.com/zt/zt/20230205/11770_971.pdf">http://jwzllzqyghzhd.com/zt/zt/20230205/11770_971.pdf</a>	The market size continues to grow, showing great development potential for the industry
Industry Development Trend	The market size continues to grow, the consumer group is changing, and the development of lab-grown diamonds		China/International		<a href="https://www.qq.com/zt/zt/20221118/046000">https://www.qq.com/zt/zt/20221118/046000</a>	The industry has great development potential, and changes in consumer preferences and the development of lab-grown diamonds have an impact on the industry

Figure 1. Jewelry brand product differentiation strategy current status analysis.

2.2. Experiential Marketing

Experiential marketing is a strategy used by jewelry companies to attract consumers and enhance brand image by providing a unique shopping experience. A report by Morgan Stanley pointed out that in 2023, 12% of the global jewelry market came from online sales (Stanley, 2020).

Jewelry merchants establish physical experience stores, implement personalized professional sales assistance, hold jewelry appreciation events, and create interactive experience areas, enabling customers to deeply understand product details and strengthen their purchase decision. Companies use online platforms to create an extraordinary online shopping experience for customers through virtual try-on and augmented reality technology, thereby attracting a young customer group. Companies integrate artistic elements into the store decoration and interactive links, creating a shopping place full of artistic atmosphere and enhancing the customer's shopping experience. Jewelry companies can rely on a variety of channels such as physical experience stores, online sales platforms, and social media to create a unique consumer experience, thereby attracting consumer attention and promoting their purchase behavior (see Figure 2).

2.3. Cross-Border Cooperation and Brand Cooperation

Cross-border cooperation and brand alliance refer to a jewelry brand collaborating with a well-known non-jewelry enterprise to jointly develop unique co-branded products to attract customers and stimulate their desire to purchase. According to a survey by Nielsen, about 66% of consumers said they are more inclined to buy brands that have a positive impact on society and the environment (Nielsen, 2020).

Jewelry brands collaborate with famous figures or well-known individuals in the fashion, entertainment, and art fields to jointly launch co-branded product series, achieving the purpose of resource sharing and mutual benefit through this method. Jewelry companies integrate the characteristics of their partners

into their product design and market promotion activities to create personalized joint brand products. Companies can use social networks, e-commerce websites, social media, physical stores, and other channels to advertise and promote co-branded products, promote and sell their co-branded series, attract customers, and stimulate their desire to purchase (see **Figure 3**).

Strategy Dimension	Description	Involved Brands	Specific Regions	Specific Data	Data Source	Features
Product Innovation	Integration of the latest technology and traditional cultural elements, such as 5G, VR, and ancient gold techniques, to develop culturally distinctive products	Domestic Brands	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Meets the needs of young consumers for personalization and cultural identity
Online-Offline Integration	Establishment of an integrated online and offline sales network, utilizing new media and social platforms for a comprehensive display of products	Domestic Brands	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Provides convenient, personalized services to enhance consumer purchasing experience
Brand Storytelling	Strengthening emotional connections with consumers through brand storytelling	Cai Bai Shaoze	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Builds a "memory-store combination" new model to enhance the brand's cultural education value
Customized Services	Offering personalized customization services to meet consumers' needs for unique products	Cai Bai Shaoze	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Strengthens personalized connections with consumers
Digital Marketing	Strengthening online marketing through live streaming, short videos, and other digital platforms for product promotion and user interaction	Domestic Brands	China		<a href="https://shumian.shimn.com/p/980371741">https://shumian.shimn.com/p/980371741</a>	Achieves precise outreach and enhances the brand's market coverage
Social Responsibility	Strengthening industry self-discipline and social responsibility to improve product quality and reputation	Domestic Brands	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Establishes a unified quality and service management system to enhance consumer trust in the brand
Experiential Shopping	Adding cultural display areas inside stores to provide a visual feast and new shopping experiences	Cai Bai Shaoze	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Combines cultural display to enhance the shopping experience
Co-Branded Products	Cooperating with famous cultural landmarks to launch co-branded products, combining Chinese traditional culture	Cai Bai Shaoze	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Enhances the cultural value and market appeal of the products
Consumer Education	Conducting educational and cultural interactive activities, such as "campus entry" to set up jewelry specialty courses	Cai Bai Shaoze	China		<a href="http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html">http://www.xinhuanet.com/fashion/20230720/c4a6b13c4d2484f139050485c975110550/c.html</a>	Spreads the blueprint of science popularization and enhances the brand's cultural educational influence
Market Segmentation	Conducting market segmentation and formulating personalized marketing strategies for different consumer groups	Domestic Brands	China		<a href="https://shumian.shimn.com/p/434874248">https://shumian.shimn.com/p/434874248</a>	Uses emotional marketing to drive purchasing behavior and increase market penetration
Social Media Marketing	Sharing customer photos on social media to increase interaction and enhance the brand's credibility	Domestic Brands	China		<a href="https://shumian.shimn.com/p/434874248">https://shumian.shimn.com/p/434874248</a>	Uses branded frames to share customer photos, enhancing consumer participation
Product Photography	Emphasizing product photography to showcase the product from multiple angles, highlighting texture and design	Domestic Brands	China		<a href="https://shumian.shimn.com/p/434874248">https://shumian.shimn.com/p/434874248</a>	Improves conversion rates and enhances product attractiveness
Content Marketing Planning	Formulating systematic marketing strategies and content planning to adapt to market changes and consumer demands	Jewelry Brands	China		<a href="https://shumian.shimn.com/p/980371741">https://shumian.shimn.com/p/980371741</a>	Improves the brand's market response speed and consumer satisfaction
Brand Cultural Marketing	Emphasizing brand cultural marketing to enhance core values, evolving from selling products to selling culture	HR Jewelry	China		<a href="https://xinhuanet.com/center/paper/shen/paperId=1734b1c4a6b13c4d2484f139050485c975110550/c.html">https://xinhuanet.com/center/paper/shen/paperId=1734b1c4a6b13c4d2484f139050485c975110550/c.html</a>	Enhances the brand's cultural connotation and emotional identification with consumers
Experiential Marketing & Corporate Image	Establishing correct experiential marketing management to enhance the jewelry enterprise's image strategy	Huangshan Jewelry	China		<a href="https://weibo.com/view/1698c3f24895d4e7e73457.html">https://weibo.com/view/1698c3f24895d4e7e73457.html</a>	Enhances the brand's social recognition and market competitiveness through experiential marketing

**Figure 2.** Analysis on the current status of experiential marketing strategies for jewelry brands.

No	Strategy Dimension	Description	Involved Brands	Partner Brands	Specific Regions	Specific Data	Data Source	Features
1	Niche Market Positioning	Chow Tai Fook collaborates with BHTS to attract young consumers by launching a co-branded beverage	Chow Tai Fook Jewelry	BHTS	Nationwide		<a href="https://www.qq.com/taishu/c/20230713/00067500">https://www.qq.com/taishu/c/20230713/00067500</a>	Looking out to the youth through popular beverage marketing tactics, establishing brand image
2	Market Expansion Strategy	Chow Tai Fook implements the "New Town Project" to open stores in third-tier and below cities	Chow Tai Fook Jewelry		Third-tier and below	Exceeded 7000 stores by 2023	<a href="https://www.qq.com/taishu/c/20230713/00067500">https://www.qq.com/taishu/c/20230713/00067500</a>	Aggressive expansion into lower-tier cities, seizing opportunities in the sinking market
3	Product Innovation	Chow Tai Fook launches the "Heritage Series" with ancient gold craftsmanship to meet new consumer demands	Chow Tai Fook Jewelry		Nationwide	Accounts for 80% of gold sales	<a href="https://www.qq.com/taishu/c/20230713/00067500">https://www.qq.com/taishu/c/20230713/00067500</a>	Catering to new consumers' demands for value retention and personalization
4	Cross-border Cooperation	Chow Tai Fook collaborates with PHOTOCU's trendy brand under Jay Chou to launch new accessories	Chow Tai Fook Jewelry	PHOTOCU	Nationwide		<a href="https://socialbeta.com/c/10088">https://socialbeta.com/c/10088</a>	Attracting young consumers by collaborating with Jay Chou's trendy brand
5	Cultural IP Cooperation	Chow Sang Sang collaborates with the "National Treasure" to launch a gold cultural IP co-branded series	Chow Sang Sang Jewelry	National Treasure	Nationwide		<a href="http://science.china.com.cn/2023-07/21/content_42455376.htm">http://science.china.com.cn/2023-07/21/content_42455376.htm</a>	Strengthening the trend of national tide consumption and establishing cultural connections
6	Digital Marketing	Chow Sang Sang advances digital strategy to enhance brand cognition and loyalty	Chow Sang Sang Jewelry		Nationwide	Over 2000 stores covered by online sales programs	<a href="http://science.china.com.cn/2023-07/21/content_42455376.htm">http://science.china.com.cn/2023-07/21/content_42455376.htm</a>	Achieving sales growth through digital transformation and offline operations
7	Sustainable Development Cooperation	Chow Sang Sang collaborates with the National Diamond Council to promote natural diamonds	Chow Sang Sang Jewelry	National Diamond Council	Nationwide		<a href="https://ndpcnter4diamonds.com.cn/ndc/industry-news/20240419-1/">https://ndpcnter4diamonds.com.cn/ndc/industry-news/20240419-1/</a>	Promoting the healthy development of the diamond industry and providing high-quality jewelry
8	International Brand Cooperation	Tiffany & Co. partners with MET-A-PORTER to expand its online distribution network	Tiffany & Co.	MET-A-PORTER	International Market		<a href="https://www.vogue.com.cn/fashion/jewelry_watch/news_115646b7246f7034.html">https://www.vogue.com.cn/fashion/jewelry_watch/news_115646b7246f7034.html</a>	Reaching new consumer groups and expanding online shopping channels
9	Co-Branded Product Launch	Tiffany & Co. collaborates with Nike to launch co-branded sneakers	Tiffany & Co.	Nike	International Market		<a href="https://www.vogue.com.cn/lifestyle/brand-news/news_1955864250454c3.html">https://www.vogue.com.cn/lifestyle/brand-news/news_1955864250454c3.html</a>	Combining sports and luxury to attract different consumer groups

**Figure 3.** Analysis on the current status of cross-border cooperation and brand collaboration strategies for jewelry brands.

2.4. Cultural Marketing Strategy

When the marketing strategy involves cultural activities, the focus is on jewelry companies exploring the cultural value of jewelry products and integrating traditional elements with modern aesthetics to enhance brand reputation and deepen customer resonance.

Brands for the jewelry industry organize exhibitions related to jewelry culture, promote public education on gemstone knowledge, and launch jewelry product series with rich cultural heritage. Jewelry companies integrate traditional culture into the design concept to create accessories with rich cultural heritage, in order to meet customers' pursuit of deep cultural value. Companies use online platforms, such as social websites, corporate sites, social media websites, physical retail stores, and other paths, to publish and promote jewelry knowledge, and promote jewelry accessories with rich cultural heritage to attract customers' attention and promote purchase behavior (see **Figure 4**).

No.	Strategic Dimension	Description	Involved Brands	Specific Regions	Specific Data	Data Source	Features
1	National Trend Marketing	Launching co-branded products with the Yan Gogh Museum, incorporating Chinese traditional cultural elements	Chow Sang Sang Jewelry	China		<a href="http://science.china.com.cn/2023-07/21/content_42455578.htm">http://science.china.com.cn/2023-07/21/content_42455578.htm</a>	Attracting consumers and strengthening the trend of national tide consumption.
2	Cultural IP Co-branding	Collaborating with the "National Treasury" to launch a gold cultural IP co-branded series	Chow Sang Sang Jewelry	China		<a href="http://science.china.com.cn/2023-07/21/content_42455578.htm">http://science.china.com.cn/2023-07/21/content_42455578.htm</a>	Establishing connections between national treasures and people, and bridging the distance between consumers and historical artifacts.
3	Traditional Culture Integration	launching the "Heritage Series" of gold jewelry with ancient gold craftsmanship	Chow Tai Fook Jewelry	China	Accounts for 40% of gold sales	<a href="https://www.qq.com/rain/a/20230713/00062700">https://www.qq.com/rain/a/20230713/00062700</a>	Meeting the demands of new consumers for fashion, aesthetics, and personalization of gold jewelry
4	Cultural Storytelling	Strengthening emotional connections with consumers through brand storytelling	Chow Tai Fook Jewelry	China		<a href="https://www.qq.com/rain/a/20230713/00062700">https://www.qq.com/rain/a/20230713/00062700</a>	Enhancing the brand's cultural educational value
5	Cultural Exhibition and Interaction	Exploring cooperation with Shanghai History Museum, experiencing the brand's cultural stories	Chow Tai Fook Jewelry	China		<a href="https://www.thepaper.cn/newsDetail_forward_26279496">https://www.thepaper.cn/newsDetail_forward_26279496</a>	Allowing consumers to experience the brand's cultural stories through cultural exhibitions and interactive activities.
6	Digital Culture Marketing	Advancing digital strategy by providing digital solutions through digital R&D and marketing	Chow Sang Sang Jewelry	China	Over 3000 stores covered by online marketing programs	<a href="http://science.china.com.cn/2023-07/21/content_42455578.htm">http://science.china.com.cn/2023-07/21/content_42455578.htm</a>	Empowering terminal sales and driving brand growth.
7	Cultural Product Innovation	Building a complete matrix of gold products and creating six major lines of gold products	Chow Sang Sang Jewelry	China		<a href="http://science.china.com.cn/2023-07/21/content_42455578.htm">http://science.china.com.cn/2023-07/21/content_42455578.htm</a>	Precisely matching the differentiated consumer market and meeting the diverse needs of consumers
8	International Culture Cooperation	Collaborating with the Natural Diamond Council to promote natural diamonds and disseminate industry values	Chow Sang Sang Jewelry, Loran	International Market		<a href="https://onlynaturaldiamonds.com.cn/industry-news/20230419-1/">https://onlynaturaldiamonds.com.cn/industry-news/20230419-1/</a>	Promoting the healthy development of the diamond industry and providing high-quality jewelry to consumers
9	Cultural Brands Recognition	Awarded "China's Top 10 Influential Brands in Jewelry" and "Cultural Brand Award"	Chow Sang Sang Jewelry	China		<a href="https://www.jmchina.com/article/10550206.htm">https://www.jmchina.com/article/10550206.htm</a>	Indicating that the cultural marketing strategy is recognized by the industry
10	Social Responsibility and Culture	Adhering to the philosophy of "Dedicate beauty, spread love", conveying the brand's sense of social responsibility through cultural marketing	Chow Sang Sang Jewelry	China		<a href="https://onlynaturaldiamonds.com.cn/industry-news/20230419-1/">https://onlynaturaldiamonds.com.cn/industry-news/20230419-1/</a>	Covering the brand's sense of social responsibility

Figure 4. Analysis on the current status of cultural marketing strategies for jewelry brands.

2.5. Internet+ Marketing Strategy

The Internet integrated marketing strategy refers to the jewelry industry's strategy of maximizing the use of online platforms to promote the coordinated development of online and offline business. For the jewelry industry, strategies such as online limited-time promotions, live streaming sales, and promotions through community platforms are implemented. Jewelry companies can use big data and artificial intelligence technology to accurately identify potential customers, thereby optimizing their marketing strategies. Jewelry companies can create promotional content with a brand mark by integrating the brand's heritage into their online marketing strategies, thereby attracting customers' attention. Jewelry enterprises use various channels such as online e-commerce platforms, social media platforms, and offline physical stores to display and sell jewelry products, achieving the integrated development of jewelry products online and offline (see Figure 5).

No.	Strategic Dimension	Description	Involved Brands	Specific Regions	Specific Data	Data Source	Features
1	Digital Marketing Trend	The trend of digitalization in the jewelry industry is evident with changes in consumer habits and market environment	Jewelry Industry	China		<a href="https://www.treasurehub.cn/ya/2022/03/424005.shtml">https://www.treasurehub.cn/ya/2022/03/424005.shtml</a>	Strengthening online marketing to adapt to changes in consumer habits
2	Each and Personalization Demand	Designing fashion-oriented jewelry styles to target the young consumer group	Jewelry Brands	China		<a href="https://www.treasurehub.cn/ya/2022/03/424005.shtml">https://www.treasurehub.cn/ya/2022/03/424005.shtml</a>	Meeting the personalized needs of young consumers
3	Live Streaming and Social Marketing	Attracting targeted customers and increasing sales and brand exposure through live streaming and social marketing	Jewelry Brands	China		<a href="https://www.treasurehub.cn/ya/2022/03/424005.shtml">https://www.treasurehub.cn/ya/2022/03/424005.shtml</a>	"Influencer Distribution + Brand Self-Broadcasting Model" to attract sales and exposure
4	Online Revenue Growth	Significant growth in the e-commerce market size of jewelry and ornaments	Jewelry Brands	China		<a href="https://www.qianchina.com/analysis/detail/2205220106-fa00147.html">https://www.qianchina.com/analysis/detail/2205220106-fa00147.html</a>	Live streaming e-commerce becoming an important sales channel
5	Cultural IP Co-branded Products	Launching co-branded products with popular animations and games to meet the needs of young consumers	Fashion Jewelry Brands	China		<a href="https://k.sina.com.cn/article_18008007401-fa00147010110q1.html">https://k.sina.com.cn/article_18008007401-fa00147010110q1.html</a>	Combining cultural IPs to launch personalized products
6	Expansion of Online Marketing Channels	Further expansion of online marketing channels for jewelry and ornament companies	Jewelry Brands	China		<a href="https://www.qianchina.com/analysis/detail/2205220106-fa00147.html">https://www.qianchina.com/analysis/detail/2205220106-fa00147.html</a>	Almost all major brands have online stores on e-commerce platforms
7	E-commerce Reduce Construction	Jewelry brands focus on e-commerce while construction to provide personalized services	Jewelry Brands	China		<a href="https://www.shibao.com/question/26530208">https://www.shibao.com/question/26530208</a>	Combining online and offline interactive marketing to provide personalized services
8	Internet Marketing Strategies	Jewelry online marketing has its advantages but also faces challenges	Jewelry Brands	China		<a href="https://www.shibao.com/market/paid_magazine/20201027090521341/section/165410270293105105">https://www.shibao.com/market/paid_magazine/20201027090521341/section/165410270293105105</a>	Proposing solutions to promote the healthy development of jewelry online marketing
9	Hit Senior Market	The senior jewelry market exceeds 200 billion yuan in sales with brands upgrading offline stores to attract senior consumers	Chow Tai Fook, Lao Feng Xiang etc.	China	Senior market annual sales exceed 200 billion yuan	<a href="https://www.thepaper.cn/newsDetail_forward_27207733">https://www.thepaper.cn/newsDetail_forward_27207733</a>	Upgrading offline stores and focusing on social marketing
10	Online Traffic Capture	Online retail jewelry merchants and platform influencers seize the initiative to attract middle-aged and elderly users via live broadcast sales	Jewelry Brands	China		<a href="https://www.thepaper.cn/newsDetail_forward_27207733">https://www.thepaper.cn/newsDetail_forward_27207733</a>	Promoting continuous growth in online transaction volume
11	E-commerce Channel Growth	Significant increase in the proportion of e-commerce channels in the jewelry market, with a substantial increase in e-commerce sales	Jewelry Brands	China	E-commerce channel share increased from 1.2% in 2012 to 10.2% in 2022. In 2022, the e-commerce sales of jewelry reached 39.4 billion yuan, a year-on-year increase of 40.3%	<a href="https://www.thepaper.cn/newsDetail_forward_27207733">https://www.thepaper.cn/newsDetail_forward_27207733</a>	E-commerce channels have become the channel with the largest increase
	Short Video Platform Layout	Short video platforms have become a focus for jewelry brands' online layout, attracting middle-aged and elderly users	Jewelry Brands	China		<a href="https://www.thepaper.cn/newsDetail_forward_27207733">https://www.thepaper.cn/newsDetail_forward_27207733</a>	Platforms like Douyin and RedXue Channels have become new focuses

Figure 5. Analysis on the current status of internet plus marketing strategies for jewelry brands.

3. Existing Problems

3.1. Market Positioning Is Not Clear Enough, and the Target Group Is Not Sufficiently Defined

In the light luxury jewelry market, the ambiguity of market positioning prevents brands from accurately grasping the needs of the target group. Many brands try

to cover too many market segments, aiming to attract high-end consumers while also attempting to enter the mid-to-low-end market. This leads to an unclear brand image and confusion among consumers, which prevents the brand from standing out in fierce market competition, affecting its market share and profitability. For example, a survey of the Chinese jewelry market showed that over 60% of consumers believe that the positioning of jewelry brands on the market is similar and difficult to distinguish (Li, 2020b).

### **3.2. Marketing Model Is Rather Traditional, and Marketing Methods Need Innovation**

Currently, the marketing models of many light luxury jewelry brands are still quite traditional, mainly relying on offline physical stores and traditional advertising. However, with the advent of the digital age, the channels through which consumers access information and the ways they shop have changed dramatically. Traditional marketing models can no longer meet the diverse needs of consumers. A study shows that young consumers are more inclined to obtain jewelry information through social media and online platforms rather than traditional advertising (Zhang, 2019). Therefore, light luxury jewelry brands urgently need to innovate their marketing methods to adapt to market changes.

### **3.3. Brand Recognition Is Insufficient, and Homogenization Is Severe**

In the light luxury jewelry market, low brand recognition and severe homogenization are common problems. Many brands lack uniqueness in design, materials, and styles, making it difficult for consumers to differentiate between them. A survey of the jewelry market found that about 75% of consumers believe that there is a serious lack of innovation and homogenization in the products on the market when purchasing jewelry (Wang, 2020). This situation puts the brand at a disadvantage in fierce market competition, making it difficult to attract consumer attention and purchases.

### **3.4. Lack of Personalized Marketing, and Insufficient Customer Loyalty**

In the current light luxury jewelry market, the lack of personalized marketing leads to insufficient customer loyalty. Many brands fail to fully understand consumer needs and provide personalized products and services during the marketing process. A survey on consumer loyalty to jewelry brands showed that only less than 30% of consumers express strong loyalty to a particular jewelry brand (Liu, 2020). This situation results in low brand loyalty among consumers, making it difficult to form a long-term stable customer base.

## **4. Countermeasures and Suggestions**

### **4.1. Clear Market Positioning, Lock Target Groups**

At present, in the jewelry market, low-priced goods and high-priced luxury goods



will be favored by consumers, while mid-range goods are left out in the cold, so the development of luxury line is particularly important.

First of all, we should make clear the market positioning of light luxury products. Enterprises can define the market positioning and lock the target group by understanding the characteristics of the target customer group, analyzing competitors, adhering to the brand image, optimizing marketing channels and continuously optimizing and adjusting. At the same time, enterprises should distinguish it from high-end lines and ordinary lines. When consumers buy luxury products, they should not only enjoy high-quality and well-designed products, but also enjoy relatively acceptable prices.

After entering the new media era, jewelry enterprises should make full use of existing media resources, establish their own brands and flows, effectively understand and meet the needs of target customers through various channels, so as to enhance the brand value and comprehensive competitiveness of enterprises, which is a requirement with the increasingly obvious trend of diversified consumption. The organic combination of enterprise market positioning and new media marketing mode is an important way to improve enterprise brand value and competitiveness. Then enterprises should produce products of various grades and make corresponding emotional demands according to the needs of target customers, so as to effectively meet different levels of consumer demand.

#### **4.2. Innovative Marketing Model, to Carry out Integrated Marketing**

##### **1) Development and integration of diversified marketing channels**

Broaden the commercial territory and enhance the brand influence, the jewelry industry can explore and integrate with diversified sales paths. Use Amazon, JD.COM, Tmall and other well-known e-commerce platforms to build online sales channels. These platforms, which can help jewelry brands rapidly expand their sales scope, have a huge user base and a strong logistics network; Social media marketing such as Instagram, Facebook and WeChat, display jewelry products, share brand stories and interact with fans to strive for more attention to the brand through frequent updating of information, communication with consumers, online activities and other means; in terms of information promotion, in order to attract predetermined customer groups and provide useful information, excellent contents such as writing comments, video teaching and matching manuals have been produced. This is of great help not only to the promotion of brand awareness, but also to the promotion of the brand's professional industry image. Cross-border cooperation, with the goal of enhancing brand awareness and attracting more potential consumers, work together in the fields of clothing, beauty, wedding photos and other related fields to jointly plan activities and launch joint brands; set up physical stores in core business districts or large shopping centers to provide offline customers with shopping experience and provide follow-up support. Physical stores can increase customers' willingness to visit and buy, and attract customers by holding jewelry exhibitions and



various themed activities.

## 2) Application and optimization of digital marketing means

Jewelry industry can effectively enhance brand influence, attract customers and promote sales growth through diversified digital marketing strategies. E-commerce platform optimization: display jewelry products on the e-commerce platform, and optimize product pages, including clear product pictures, detailed product descriptions, customer evaluations, etc., to enhance the shopping experience and conversion rate; mobile application development: develop exclusive mobile applications to provide more convenient shopping experience and personalized recommendation service; social media advertising: using the advertising function of social media platform to directionally push the advertising content of jewelry products to the target customer group search engine marketing: through the advertising of search engine, the advertisements of jewelry products are displayed in the search engine result page to attract users to click and visit the website; content marketing optimization: create high-quality and attractive content, including blog articles, video tutorials, jewelry information, etc., to attract users' attention and increase brand exposure; application of virtual reality (VR) and augmented reality (AR) technology: using VR and AR technology, we can provide users with an immersive shopping experience, so that they can try on jewelry and experience the effect of products in a virtual environment, and enhance the fun and sense of participation in shopping.

Jewelry companies should take the initiative to implement integrated marketing strategies and use new media to promote activities. In order to effectively improve the publicity effect of the brand, the methods of network public relations, video integrated marketing, online advertising database and promotion search engine construction, search engine promotion and e-commerce promotion are used in a diversified way to comprehensively carry out integrated marketing of jewelry products.

### 4.3. Enhance the Brand Image, Improve the Brand Concept

Innovation is the vitality of the brand. One of the fundamental reasons why most world-renowned jewelry brands are enduring in the fierce market competition and constantly creating marketing miracles is to constantly cultivate the brand's innovation ability, adapt to different market demands and the needs of fashion development, and maintain the brand's market leading position and brand characteristics in constant innovation. Jewelry brand innovation includes product innovation, marketing concept innovation, marketing channel innovation, management innovation and business model innovation. In order to establish brand uniqueness, jewelry enterprises must explore ways of brand innovation (Bao & Dong, 2011).

### 4.4. Develop Personalized Marketing, Increase Customer Stickiness

Through customized sales methods, the jewelry trading market can meet the

specific requirements of various consumers, thus enhancing customer satisfaction and loyalty. First of all, carry out in-depth research on the target market and gain insight into customer preferences, needs and behavior patterns. After deep data mining and market research, we can identify a variety of consumer categories and carry out detailed division and evaluation; building consumer image and positioning: based on the data of market survey, we have created detailed consumer images, which cover the information of consumers' age, gender, place of residence, economic situation, shopping preferences and many other aspects. Then, make clear the market segments of potential consumers and work out special sales plans for these market segments; customized product design: combine the specific needs and preferences of various consumer groups to create unique jewelry. Provide customers with exclusive customized services, so that they can integrate into the design process and create unique jewelry that only belongs to them. Personalized content planning: design matching marketing information according to consumers' unique preferences and interests. Covering customized advertisements, marketing activities and social platform information, etc., with the aim of attracting potential customers; at the same time, conduct customized communication and interaction to establish close contact with consumers and collect their feedback. Maintain contact with consumers through email promotion, SMS promotion, social media interaction and other means, and quickly meet their needs and answer questions; customer maintenance and feedback: the implementation of personalized customer service and care, so that consumers can experience the attention and respect of the brand. Such as birthday gifts, exclusive offers and so on.

## 5. Conclusion

This study has conducted an in-depth exploration and analysis of innovative strategies for the marketing model of light luxury jewelry. The key findings reveal significant growth points for the jewelry industry's development, including the promising light luxury jewelry market with immense potential. Traditional marketing models in the jewelry market have become increasingly difficult to meet market demands, necessitating innovation and transformation. The formulation and execution of innovative marketing strategies play a crucial role in jewelry companies gaining a competitive edge in the light luxury market.

This research systematically examines the innovative strategies for the marketing model of light luxury jewelry, providing theoretical support and practical guidance for jewelry companies to better seize market opportunities and achieve sustainable development, aiming to gain a competitive advantage in the light luxury market. It also promotes the dissemination and development of jewelry culture, contributing to the transformation and upgrading of the jewelry industry.

Although this study has achieved certain results, we are cognizant of its limitations. Firstly, the analysis is primarily based on existing literature and case studies, lacking support from large-scale empirical research. Secondly, this study

focuses primarily on the innovation of marketing strategies in the light luxury jewelry market, without exploring other related areas, such as supply chain management and product design.

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## Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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