

Analysis of Jewelry Brand Marketing Management Strategies Based on Consumer Psychology

Sophia Parfonova*

Fudan International School, Shanghai, China

*Corresponding author: sophia20071120@163.com

Abstract. With the continuous improvement of China's economic level, non essential goods such as jewelry have entered households, and the output value of the jewelry industry has been increasing year by year. Jewelry consumption has played a crucial role in people's livelihood consumption. At the same time, under the conditions of economic globalization, brand marketing has always played an important role as an important medium for interaction and communication between enterprises and consumers. The development of technology has gradually diversified the forms of information dissemination, and corporate marketing methods are also catering to the changes in the Internet. With the development of the times and the popularization of e-commerce, consumers' psychology and behavior have undergone significant changes, which will directly affect the development of traditional jewelry business models. Consumer psychology plays a crucial role in the development of marketing activities, and it is necessary to fully consider the actual needs of the situation, conduct research on consumer psychology in different eras, populations, and geographical environments, provide corresponding information support for marketing activities, and ensure the effectiveness of marketing work. Based on this, this article analyzes the marketing management strategies of jewelry brands under the influence of consumer psychology.

Keywords: Consumer psychology, jewelry brands, marketing management.

1. Introduction

The so-called consumer psychology refers to the psychological characteristics and activities exhibited by consumers during consumption activities, and this psychological dynamic runs through the entire process of consumption activities [1]. For example, observing products, collecting information, comparing products, making purchase decisions, and experiencing the psychological experience after purchase directly reflect consumers' inner needs. The development process of China's luxury goods industry has been relatively short since the 1990s. However, in recent years, due to the rapid development of the economy and the change in national attitudes towards life, the potential of luxury goods brands has gradually been unleashed. Its future market size will continue to rise rapidly, and its market share will also become increasingly high [2]. Enterprises should carefully analyze the changes and key points in the psychological characteristics of consumers in different eras, and effectively formulate scientific and reasonable strategies for the development of marketing work.

With the continuous enrichment of Material culture, the public gradually attaches importance to the construction of external image, and the jewelry industry ushers in a new climax of development. With the increase in jewelry consumption, the number of enterprises above designated size in the jewelry manufacturing industry has increased from 370 in 2012 to 536 in 2017, and the scale of the jewelry industry continues to expand [3]. In the new media era, jewelry brands are gradually increasing, and consumers' choices tend to be diversified. Improving the popularity and reputation of jewelry brands through Integrated marketing communications is an important means for jewelry enterprises to enhance their competitiveness. With the increase of Chinese people's purchasing power in recent years, buying gold jewelry is no longer a Consumer behaviour that only happens on major occasions. People will also bring blessings and good luck to life by buying jewelry in their daily life. The sum of psychological demand, purchase motivation, consumption intention, etc. and actual performance in consumption activities can be called Consumer behaviour [4]. It can be said that most of the Consumer behaviour in daily life is driven by consumer psychology, and different people may have different consumer psychology and Consumer behaviour. The main body and core of the jewelry

market are consumers, especially the potential middle-income group. The middle-income group can basically be said to be a well-off population with no worries about food or clothing. They have already solved the problem of food and clothing, and thus put forward higher demands for individual development, life freedom, and happiness [5]. The middle-income group has achieved Economic freedom to a certain extent, and they will use good economic conditions to achieve a better life. Only by understanding their psychological needs and purchasing behavior, and fully studying the characteristics of their jewelry Consumer behaviour, can we better tap the huge potential of jewelry consumption and open up a broader market space.

The essence of marketing work is to follow the psychological characteristics of consumers, fully win their trust, dependence, and loyalty, effectively improve sales performance, and win higher market share, profits, and development prospects for enterprises [6]. Jewelry marketing is more inclined towards brand marketing, which requires enterprises to focus on consumer needs, combine new media technology to obtain more potential customers, and expand the brand's influence in the market.

2. Analysis of the Current Situation of Jewelry Consumption Market

2.1. Traditional Marketing Model of Jewelry Brands

The traditional marketing methods of jewelry enterprises mainly promote jewelry brands through offline store celebrations, distribution of promotional advertisements, television advertisements, etc., which not only increase labor costs but also increase promotional costs [7]. The shopping mall counter model was once the main marketing model for jewelry marketing before the internet was fully established, as shown in Figure 1. Due to the high customer flow in the mall, it attracts customers to the jewelry counter, forming a marketing achievement for the jewelry brand; Fourthly, the uncertain business risks are relatively low, especially for jewelry brands from the initial stage to the development stage. Jewellers can use the mall counter model to directly let frontline customers feel the charm of jewelry products, allowing consumers to have a zero distance experience of jewelry craftsmanship and product specific parameters.



Figure 1 Jewelry counters in the mall

The traditional jewelry marketing model mainly involves celebrity endorsement, TV drama implantation, jewelry exhibitions, and offline store promotion. The fame and influence of celebrities can bring fan attention to jewelry brands [8]. However, due to the need to consider the integration of the celebrity's character image and product culture, as well as the varying levels of public image and recognition, the promotion channels are limited. Opening a jewelry specialty store can utilize the

store to better promote the brand, conduct brand marketing, and provide better services. Traditional offline stores mostly use two methods of opening and attracting customers, as well as price reduction promotions. Flyers and posters can only display jewelry in a flat format, reducing the interest of potential consumers. Moreover, the jewelry information conveyed by flyers is limited, and some jewelry stores are far from consumers, making it difficult to fully cover all target customers, which to some extent will affect jewelry sales.

2.2. Current Status of Jewelry Brand Marketing

The competition pattern in the domestic jewelry market has also become increasingly diversified, and the reform and innovation of the jewelry industry are constantly upgrading [9]. China has become the most important emerging jewelry consumption market in the world. With the development of China's economy and society, the per capita disposable income of residents in the country continues to grow, and the group that used to belong to low-income groups will gradually enter the stage of middle-income groups. The growth of middle-income groups has also supported the upgrading of luxury consumption. The middle-income group has relatively strong consumption ability and high willingness to consume, creating huge market purchasing power. Among them, young women, as the main consumers in the jewelry market, have strong willingness and purchasing power. According to a survey, among jewelry consumers, the age group of 18-25 accounts for the highest proportion, reaching 65.3%; The female population accounts for 81.7% of the total population, as shown in Table 1.

Table 1 Jewelry consumer survey form

Age	Male(proportion/%)	Female(proportion/%)
18-25 years old	7.5	57.8
26-35 years old	4.8	12.3
36-50 years old	4.4	7.5
51-65 years old	1.6	4.1

These female consumers are adept at understanding fashion information, keeping up with trends, pursuing high-quality and high-level marketing experiences, but traditional media communication methods may limit the audience's channels of information reception. Jewelry, as a precious commodity, has a profound emotional and cultural value that brings unparalleled appeal to other commodities. Therefore, the essence of jewelry marketing is the integration and dissemination of value, culture, and art. For a long time, jewelry brands have preferred to shape their brand image through celebrity endorsements, magazine advertisements, and other methods. However, the effectiveness of these marketing methods is not significant, making it difficult to accurately target customers and engage in deep interaction with them, making them relevant to the brand, thereby affecting consumers' purchasing decisions and data collection work [10].

3. Marketing Strategies Based on Consumer Psychology

3.1. Emphasize Brand Building

Currently, consumers largely rely on brand recognition, so they should pay attention to expanding the influence of product brands, enhancing people's awareness of the brand, establishing a good brand image, increasing the frequency of brand appearance in people's lives, and enhancing people's awareness of the brand. The brand enhancement of jewelry enterprises requires environmental interaction under the conditions of new media relying on consumers, and the utilization of related benefits through the dissemination of product benefits. Like people, a brand is nothing more than a certain level of trust, happiness, and satisfaction, but what truly gives people this feeling is not what is advertised, but the pursuit and emotions that the brand invests in the product. Integrated marketing communications communication emphasizes that unified marketing, that is, communication activities

need to coordinate and integrate various communication methods, spread a unified brand image, deliver consistent product information, achieve two-way communication between enterprises and customers, and quickly establish a brand image.

At the same time, consumers nowadays are easily attracted by the beauty of their products, and therefore choose to purchase based on their cost-effectiveness. Enterprises should do a good job in product and packaging design issues, firmly grasping customers' psychological pursuit of beauty. Contemporary consumers have poor psychological stability and a fast pace of transformation. If they feel a little dissatisfied during the consumption process, they are easily willing to give up purchasing. Therefore, enterprises should also focus on marketing services and provide good after-sales service for their products. Personalization is an important driving force for stimulating the consumption of young consumer groups, who are more pursuing the product design and artistic connotation of gold, silver, jewelry, and jewelry. Jewelry enterprises can satisfy consumers' desire for diversity through customized services. This requires enterprises to first understand the needs of target customers, accurately collect and integrate information, and then during the production process, when customer information is integrated, production can produce products based on these personalized requirements, thereby providing them to customers.

3.2. New Media Integrated Marketing c\Communications Mode

Embedding jewelry products in TV can achieve a win-win situation for both the enterprise and the TV. Enterprises can implant the product into TV dramas through four aspects: props, lines, plot, and image. They can use the corporate image to shape the protagonist's temperament, use props to promote plot development, use lines to promote corporate culture, and use story plot to launch jewelry design concepts. New media marketing can use big data technology to gain insight into consumers' purchase behavior and preferences, and form an enterprise's marketing database. Enterprises should analyze relevant data as the basis for jewelry brand positioning, and develop targeted brand promotion strategies based on brand positioning. Utilize the core jewelry culture of the enterprise, expand the industry chain of jewelry brands, launch jewelry peripheral products such as pendants and buttons, cooperate with TV clothing suppliers, increase brand exposure, and expand brand influence. When enterprises use the personal media platform to provide marketing information, they need to pay attention to the quality of information, make it conform to consumers' psychology, ensure the authenticity of jewelry related information, and establish a good reputation. The interactive connectivity of new media can enhance the marketing experience of brand communication, enhance the interaction between users and brands, and increase consumer engagement. Jewelry brands use new media channels such as corporate Weibo, WeChat, and corporate apps to enable consumers to interact with the brand in both directions and obtain beneficial product and service information.

4. Conclusions

The Internet has revolutionized the way consumers shop, and has also changed the traditional single way of selling and promoting. Jewelry enterprises need to narrow the distance between brands and customers through Integrated marketing communications, improve the depth of jewelry brands, make consumers loyal customers, and pay for the brand. Consumer psychology has a great impact on their Consumer behaviour. The focus of marketing work should be to master consumer psychology and make flexible adjustments according to the actual situation. In the face of the diversification of consumer demand and Consumer behaviour, supermarkets need to be fully aware of this change if they want to achieve normal operation and development, and try to guide and develop the potential needs of consumers while meeting their actual needs. Starting from the path of brand marketing through new media, building a broad platform for the dissemination of enterprise brand value, establishing the enterprise's brand, gaining widespread attention from old users, and attracting more new customers. The new media marketing communication of jewelry brands should be based on the needs of consumers, closely follow the development trend of new media, establish an image through

accurate market positioning, Integrated marketing communications communication, enhance loyalty, build a platform, strengthen interaction, improve consumer participation, and promote the dynamic development of jewelry brand marketing communication. The jewelry industry must link online and offline resources, use big data under the contemporary Internet, new platforms, new technologies, new products and other ways to carry out new media marketing, promote and develop the jewelry industry.

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