

Analysis on the Marketing Advantages of Customized Jewelry under the Background of Internet +

Hanbing Yang

Jinan Thomas School, Jinan 250000, China

Abstract. The market competition of commodities is becoming more and more fierce, and the growth of network provides consumers with more choices, which brings great convenience to people's life and work. In the big environment, the marketing of enterprises is inseparable from the Internet. The rapid popularization of the Internet has greatly changed people's consumption concepts and habits. The result of this rapid development is that e-commerce enterprises have no output matching the scale, and their ability to fight against changes in economic forms is weak, as well as in the jewelry field. As a brand-new modern marketing method, online marketing is a supplement to the traditional jewelry marketing model. It is undoubtedly the best way to deal with the impact by combining online marketing with jewelry industry. This paper analyzes the necessity of changing the marketing strategy of customized jewelry under the background of "Internet +", expounds the advantages and challenges of customized jewelry marketing activities under the background of "Internet +", and finally puts forward the main measures for jewelry enterprises to carry out marketing activities under the background of "Internet +".

Keywords: Internet; Customized Jewelry; Marketing Management.

1. Introduction

With the improvement of material living standards, people's demand for jewelry is gradually increasing, and the jewelry market is showing a booming trend of buying and selling. At the same time, the deep popularity of the Internet affects the growth of all walks of life, and the jewelry industry is no exception [1]. In recent years, information technology has developed rapidly with each passing day, and the coverage area of the Internet is increasing. In this case, human civilization entered the Internet + era. In order to gain an advantage in the fierce market competition, enterprises should pay attention to the research on marketing strategies, especially the popularity of the internet has greatly changed the operation mode of the whole society [2]. With the growth of Internet technology and the advancement of national interest rate marketization, the new economic innovation model of "Internet +" is rising day by day, and it can flourish. "Internet +" has spawned countless new things and destroyed many traditional business models [3]. The booming Internet has made digital information technology take a big step forward. Under this influence, new media marketing came into being with broad development prospects. New media marketing means that enterprises or individuals use new media tools to expand communication channels and carry out corresponding marketing activities in order to achieve better marketing effects [4]. The result of this rapid development is that e-commerce enterprises have no output matching the scale, and their ability to fight against economic changes is weak, as well as in the jewelry field [5].

In order to better conform to the growth of the times, it is necessary to accurately position the market, use the open and transparent characteristics of online marketing to provide services to consumers and meet their requirements in time, so as to improve the competitiveness of the market [6]. In the future, all enterprises will be internet enterprises, and the future jewelry marketing does not need too many channels. Letting products enter consumers' mobile phones is the best marketing method. As an e-commerce jewelry enterprise, we must pay attention to the importance of WeChat marketing to the enterprise [7]. As a brand-new modern marketing method, online marketing is a supplement to the traditional jewelry marketing model. Combining online marketing with jewelry industry is undoubtedly the best way to deal with the impact [8]. In the actual process of formulating jewelry marketing countermeasures, we should increase the application of Internet +, strive to give full play to the advantages of this era, enhance the scientific nature of jewelry marketing, and finally

comprehensively promote the growth of online jewelry marketing in China [9]. With the increasingly fierce competition in the jewelry industry, it is a realistic problem for enterprises to explore how to carry out effective brand marketing communication with the help of new media forms. This paper analyzes the necessity of changing the marketing strategy of customized jewelry under the background of "Internet +", expounds the advantages and challenges of customized jewelry marketing activities under the background of "Internet +", and finally puts forward the main measures for jewelry enterprises to carry out marketing activities under the background of "Internet +".

2. The Necessity of Changing the Marketing Strategy of Customized Jewelry under the Background of "Internet +"

2.1 Enhance the Market Competitiveness of Enterprises

Traditional physical store sales can allow customers and businesses to face-to-face transactions and see the real thing with their own eyes. This kind of feeling and experience brings a sense of reality that cannot be replaced by other methods. However, compared with traditional marketing methods, online jewelry marketing has obvious advantages. Traditional face-to-face sales methods. Customers can see the real thing, and in this process, they will get personal experience and real feelings. However, the online jewelry marketing implemented under the background of Internet scientist era also has its own unique advantages. Network marketing can enable enterprises to reduce costs and gain price competitive advantage. In the traditional marketing method, jewelry shops are mostly located in the center of commercial streets, and the decoration cost is extremely high. Coupled with a large number of intermediate links, the price of jewelry is undoubtedly getting higher and higher. Judging from the process of the times, jewelry has gone through the process from the imperial palace to the local common people [10]. The decorative form and wearing way of jewelry reflect that people wear jewelry every day as a kind of conceptual behavior, but also reflect social fashion and jewelry craftsman's own aesthetic interest. Traditional marketing methods need to spend more on decoration, shops and other costs, while network marketing avoids this defect, and various intermediate trading links are reduced, so the cost is lower. Enterprises can use the Internet to publish and obtain information equally, which creates an opportunity for the growth of small and medium-sized enterprises.

In the 21st century, the emerging Internet technology is changing our life, concept and aesthetic orientation in a brand-new way. Because the times have given us new ideas and aesthetic orientations, in this pluralistic era, people's needs have become more diversified, and the jewelry they wear has become more personalized, and the creative methods of craftsmen or designers have also changed. Network marketing avoids renting physical stores, and greatly reduces the value-added expenses caused by a large number of intermediate links, which makes jewelry network marketing have an advantage in price and enhances its competitiveness. Under the background of "Internet +", it is an inevitable requirement for enterprises to actively change their own marketing strategies to effectively maintain and enhance their own market competitiveness [11]. Under the online jewelry marketing mode, consumers can compare products more according to their own needs, which is helpful to save cost and time. The essence of implementing new media marketing for jewelry brands is to pursue higher profits.

2.2 Ensure the Long-term Operation and Growth of Enterprises

In the process of network popularization, consumers' consumption patterns and habits have undergone earth-shaking changes, while traditional marketing activities are aimed at offline consumers. Therefore, enterprises should actively adjust their marketing strategies and give full play to the advantages of the network to keep the marketing work at a high level. Using the Internet, small and medium-sized enterprises can quickly establish their own trade network at low cost, transfer product information to the Internet, and compete with large enterprises on an equal footing. The basis

of long-term operation and growth of enterprises is sustainable profit, and scientific and effective marketing strategy is the premise to ensure the sustainable profit of enterprises. Therefore, continuous optimization and adjustment of marketing strategy is an inevitable requirement to ensure long-term operation and growth of enterprises.

Under the background of the Internet, traditional jewelers have been impacted from many aspects, such as aesthetic interest from the West, various artistic styles, and cross-border integration from all walks of life. Customers are the foundation for the survival and growth of enterprises, and scientific and effective marketing activities are an important way to meet the actual needs of customers [12]. Nowadays, the rapid popularization of the Internet has spawned a variety of new business ecosystems, and the public's views on customized jewelry marketing activities have also changed. For consumers, in the mode of jewelry online marketing, consumers have more choices. Consumers can search and compare products online at any time and place according to their own preferences and needs, which is beneficial to consumers to save time and cost. For enterprises, only by constantly improving their market competitiveness can they have a long-term development foundation. The marketing effect directly affects the management quality of enterprises, so only by constantly improving the level of marketing work can enterprises ensure that they can occupy a place in the fierce market competition.

3. Promote the In-depth Growth of Jewelry Online Marketing

3.1 Change the Marketing Mode in Time

In the Internet age, people have more and more convenient access to product information, and can quickly obtain all kinds of product information, which makes people's consumption desire and demand more intense. For high-end luxury goods such as jewelry, the improvement of corporate image can promote the economic benefits of enterprises. Therefore, in the initial stage of developing jewelry online marketing, we should increase publicity and increase the amount of jewelry advertisements. In the publicity, we should aim at the target customer group, pay attention to catering to the psychological needs of the target customers and publicize the corporate culture according to the actual situation of the enterprise. The network precision marketing process driven by big data is shown in Figure 1.

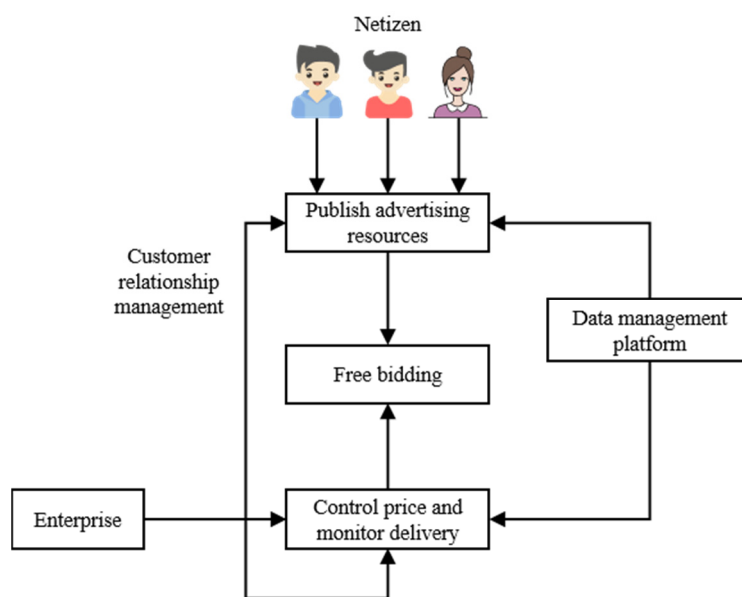


Figure 1. Big data-driven network precision marketing process

In the current Internet era, enterprises should use the Internet flexibly to improve the quality of their marketing work. This will not only cater to the development trend of the Internet era, but also help to ensure the feasibility and effectiveness of the customized jewelry marketing strategy and

realize the strategic goal of long-term operation and growth of enterprises. If an enterprise wants to develop in the current market environment, it must fully meet the diversified needs of consumers, attract their attention, and achieve the goal of increasing product sales and expanding product market share. This requires enterprises not only to accurately analyze the consumer psychology and actual consumer demand of Internet groups, but also to adjust their product types in time, so as to quickly occupy the market.

3.2 Change the Marketing Mode in Time

In the process of implementing network marketing, the brand effect can be strengthened. The traditional market environment is mainly reflected in the quality of products and services, and does not pursue too many brand effects. Therefore, enterprises should focus on creating a brand effect, increase publicity, and at the same time, the operating efficiency of enterprises will inevitably be more ideal, so as to establish a good brand image for enterprises. Products reach the final consumers through distribution channels. Smooth sales channels can ensure products to enter the market smoothly, while channel obstacles will affect the market operation of enterprises, and so will the growth of online marketing in jewelry industry. Traditional marketing strategies have been difficult to meet the actual needs of customers, so in order to further enhance customer stickiness and improve customer loyalty, it is necessary to adjust and change marketing strategies in time. Therefore, enterprises should strengthen the research on online marketing strategies, fully meet the actual needs of customers, and lay a solid foundation for their own operation and development. Figure 2 Live marketing mode of customized jewelry.



Figure 2. Live marketing mode of customized jewelry

If an enterprise wants to truly succeed in online marketing activities, it must continuously cultivate and tap outstanding online marketing talents and ensure that it has a solid intellectual foundation, which can not only ensure that enterprises can effectively deal with various emergencies, but also help enterprises quickly occupy the market and improve their market share. In the actual operation process, consumers can also put forward their own personal needs for enterprises according to their own preferences. According to their own requirements, to meet the individual needs of consumers to the greatest extent. At the same time, adding their own ideas to product design can satisfy consumers to the greatest extent, which is also one of the ways for enterprises to pursue personalization of products.

4. Conclusion

Network marketing is a development and innovation in the traditional marketing mode in order to adapt to the growth of market economy, which can better penetrate into people's lives and work. Consumers dominate the Internet marketing and can freely choose products. If we want to attract consumers, when designing and selling products, we should not only consider the diversity of consumers' needs, but also pay attention to the personalization of goods. Any successful marketing model is not a single marketing strategy implementation process, but a combination of all-round marketing strategies, which is also true for enterprise network marketing model in complex network environment. In the traditional marketing model, it is impossible for enterprises to know the bottom line of consumers' price tolerance in the ever-changing market. Nowadays, the data on the Internet can accurately reflect the market price standards and market conditions. Internet platform is to enable enterprises and consumers to communicate directly, fully understand the market demand, and reduce the production cost of enterprises. The growth of jewelry online marketing cannot be separated from the establishment and perfection of related supporting facilities such as capital flow, information flow and logistics. The growth of jewelry online marketing needs professional and technical personnel. Besides basic marketing knowledge, they should also be proficient in computer technology and jewelry knowledge. In order to further promote the healthy and orderly growth of China's jewelry online marketing, we must increase publicity, stimulate consumer demand, strengthen differentiated services, optimize online channels, improve logistics management, and strengthen the construction of supporting measures for online marketing.

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