

Original Paper

Pay Attention to the Brand Building of Jewelry Industry to Promote the Healthy Development of the Industry

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Received: December 29, 2022 Accepted: January 9, 2023 Online Published: January 20, 2023

doi:10.22158/sss.v4n1p30

URL: <http://dx.doi.org/10.22158/sss.v4n1p30>

Abstract

In recent years, the speed of domestic economic development has gradually accelerated, leading the people to pay more attention to the material and spiritual enjoyment. As a part of residents' life, jewelry itself plays a very significant role in the development of human history, making the domestic jewelry industry relatively broad. However, on the other hand, the domestic jewelry industry presents an extensive growth trend in the development, and the management effect is weak, and there is no enough quality brand established. Practitioners in the jewelry industry gradually realize the influence of brand on the jewelry industry, and try to use brand building to drive the healthy development of the industry.

Keywords

Jewelry, Brand building, Industry development, Mode analysis

1. Introduction

The jewelry industry has a relatively long development history in the record of social historical development has its own unique advantages. With the upsurge of reform and opening up, more and more businessmen seize the opportunity to enter the jewelry industry, driving the jewelry industry into a new stage of historical development. Although this trend has injected more impetus into the jewelry industry, it has also led to a mixed jewelry market. Domestic jewelry industry brand construction has a relatively significant backwardness, compared with jewelry brands in other countries more disadvantages. Therefore, relevant workers need to pay attention to the construction of jewelry brand, on this basis to promote the healthy development of jewelry industry.

2. Analysis of the Current Situation of Domestic Jewelry Brand Market Development

In terms of the development results of the domestic jewelry industry at the present stage, there are more than 5,000 enterprises specializing in the production and processing of jewelry, and shops serving the

sales of jewelry are blooming everywhere, so that more and more merchants see the business opportunities and devote themselves to the production and sales of jewelry. Many domestic jewelers have turned their business eyes to overseas markets, hoping to develop foreign markets while continuously expanding the domestic market, so as to achieve the development effect of internationalization. From this respect, we can see that the development speed of Chinese jewelry industry is gradually increasing, and the production aspect has occupied the big head of international market.

But on the other hand, although China has made remarkable achievements in the production and sales of jewelry, the overall production of jewelry does not have a very good influence and appeal in the international aspect. The reason for such problems is that many jewelry entrepreneurs ignore the construction of jewelry brands, resulting in relatively low international visibility. By analyzing the relatively well-known domestic jewelry brands at present, it can be found that many well-known Chinese jewelry brands are mostly from Hong Kong, which leads to the imbalance in the brand construction of Chinese jewelry industry (Xia, 2022). However, in the public impression, when it comes to fine jewelry, most of the jewelry brands that people think of are foreign brands, and few people pay attention to domestic jewelry brands. Many practitioners in jewelry production believe that as long as the output advantage of jewelry production is maintained, our jewelry industry can always lead the world, but from the perspective of actual development, there are many mistakes and misunderstandings in this kind of thinking.

Undeniably, if domestic practitioners want to establish a new jewelry brand, not only need to face the increasingly fierce market competition, but also encounter the restrictions brought by other big brands, the night is relatively large. In this context of market development, domestic jewelry manufacturers do not pay attention to brand building and brand innovation, but blindly copy successful cases at home and abroad to imitate, and the overall brand building effect is relatively poor. From this perspective, it can be found that most of the existing domestic jewelry brands follow the same mode of production and operation, and have similar and minor differences in product design. Consumers have a small range of choices. The existence of this kind of situation limits the brand construction of the jewelry industry in our country, and it needs to be adjusted and optimized.

3. Analysis of the Current Situation and Problems of the Development of Jewelry Industry at the Present Stage

3.1 Domestic and Foreign Product Demand is Relatively Strong, Internal Production Line Supply Surplus

With the gradual progress of reform and opening up, the overall income of social residents has been significantly increased, which has led to the gradual change of consumption concept, and consumers' demand for all kinds of high-quality jewelry is also growing slowly. However, under the influence of other industries and various emerging technologies, consumers, especially young people, have

relatively varied demands for jewelry. Most styles of traditional jewelry cannot meet the aesthetic needs of young people, and all kinds of flat products emerge in an endless stream. Consumers do not have to limit their purchase of jewelry. Therefore, the jewelry industry has the problem of internal oversupply (Ma, 2001).

3.2 Brand Awareness is Relatively Weak, there is a Deviation in the Perception of Value

On the whole, Chinese jewelry industry has formed many time-honored brands in the long-term development process, so there is no lack of high-quality jewelry brands. What we really need to pay attention to is advanced brand awareness and maintenance. Many jewelry manufacturers do not combine brand benefit with product design when promoting the production of various products. As a result, most enterprises only focus on short-term profits and do not consider the development from a national perspective. In order to save costs, some enterprises choose to reduce brand design and promotion, and want to use the way of small profits and quick sales to improve the final profit, and equate the income with the value of the brand. Some manufacturers spend a lot of money on brand publicity without strict control over the quality of jewelry products, which leads to relatively poor product quality and consumers cannot get effective after-sales service after purchasing jewelry (Li, 2015). In the long run, it is easy to make consumers lose confidence in the jewelry industry and reduce the actual construction and development of the jewelry industry.

3.3 The Problem of Product Homogeneity is Relatively Serious, and the Core Competitiveness is Weak

Although our jewelry industry has a very long history, there are still many problems in the establishment of brand effect. In order to occupy a higher market share, some jewelry manufacturers choose to seize the market at low prices to improve their profits, leading to many malformed problems in the jewelry industry. On the other hand, many jewelry manufacturers are not proficient in the style design of jewelry itself, but design jewelry styles according to the popular design styles in the current market. The problem of product homogeneity in the jewelry market is serious, and they cannot adapt to the increasingly personalized aesthetic needs of consumers.

4. Analysis of the Difficulties Encountered in the Construction of Domestic Jewelry Brands

4.1 The Brand Expansion of Jewelry Relies Heavily on Joining this Kind of Way

In the research and analysis of the jewelry industry, it can be found that the domestic jewelry producers and sellers do not focus on increasing the social influence of the brand when promoting and building the brand content. Instead, they expand the brand content by joining or acquiring various ways, so as to achieve the expansion of the scope. This situation leads to a small number of direct jewelry stores focusing on a certain brand, poor social influence, and can not leave enough impression of nephrology for consumers. On the other hand, when different jewelry manufacturers promote brand construction, there are also management defects in the mode of franchise stores used, which makes it difficult to effectively promote the overall operation and management and reduces the actual benefits of sales.

Thus, if we simply rely on the brand franchise system and use this way to achieve brand expansion, the

jewelry industry will directly lead to difficulties in brand building and optimization. If the practitioners in the jewelry industry cannot clearly realize the importance of brand building for the jewelry industry, ignore the adjustment of the franchise system, and lack the standardization of the management system, it is easy to make the management direction confused in the actual development process of jewelry products, resulting in relatively serious economic losses. From this point of view, the relevant workers need to be clear, if only the use of joining the way to expand the coverage of the brand, it will not be able to essentially improve their own market competitiveness, will be eliminated by the increasingly fierce market competition.

4.2 The Direction of Jewelry Production Enterprises and Brand Franchisees is not Unified

At the present stage, many emerging jewelry production enterprises in China choose to cooperate with other brand franchisees in order to improve their external influence when building their own jewelry brands. They want to use this way to improve their market competitiveness and create higher economic profits. However, from the analysis of the actual development results, the cooperation between brand party and brand franchise is not the traditional way of mutual cooperation and mutual assistance, but a short-term and temporary strong mutual use relationship. The existence of this situation is affected by the late development of the brand in the jewelry industry. In the process of cooperation, the brand and the franchisee do not regard them as partners, but as a temporary helper who can bring benefits for themselves.

From the perspective of the brand side, cooperating with the franchisee in the development process can better avoid the pitfalls in the production and operation process, reduce the capital consumption in the early production and publicity, and put more capital into the brand construction and publicity. From the perspective of franchisees, cooperation with brand parties can use the existing production chain and sales chain of brand parties to obtain more economic benefits and increase production profits.

When analyzing the chaos between the brand and franchisee, several common points can be found. First of all, many brand parties want to use all kinds of franchise fees to exploit franchisees after getting the assistance of franchisees, or brand parties break the agreement with franchisees after achieving certain market performance, in order to reduce the additional expenditure of other costs. Although the existence of such a situation can make the brand party gain more profits in a short time, it will also make the franchisees gradually lose their enthusiasm and initiative to support the brand party, which is not conducive to the healthy development of the market (Jiang, 2013).

On the other hand, after receiving the support of franchisees, some brand owners only put their work content on increasing the business share, without formulating corresponding production and sales strategies and personnel management strategies according to the actual situation of franchisees, which brings more hidden dangers for the sustainable development in the future.

4.3 Brand Building is Superficial and does not Deepen to all Aspects

If the relevant workers want to improve the market competitiveness of the jewelry brand itself, enhance the reasonable force, the most need to do is to establish a relatively perfect enterprise brand culture, so

that the staff involved in the production and sales process can take the initiative to promote the corresponding brand, to achieve the deepening of the brand building work. This part requires manufacturers to strengthen their comprehensive management ability and improve product quality, so that the jewelry produced can be widely welcomed by consumers and enhance the core competitiveness of the brand. The whole process of brand building is also the growth process of corporate brand culture, which requires relatively long time to optimize and adjust. However, in order to reduce profits, many jewelers do not pay enough attention to this part of the content, resulting in poor results of brand building, which can only float on the surface (Shen, 2004).

4.4 Do not Have Good Ability of Continuous Innovation, Brand Style is the Same

Due to the influence of early development defects and other aspects, many jewelry brands do not design corresponding development direction and road based on their own development needs in the process of building, resulting in weak overall business planning, and the product design concept and effect cannot meet the actual needs of consumers. From this aspect, it can be seen that in the process of brand construction in the jewelry industry at present, there are widespread problems such as vague brand concept, poor benefit of brand building, and too popular brand style, which cannot grasp the actual needs of consumers in the first time, and the market competitiveness is weak. If it stays in this state for a long time, the domestic jewelry industry cannot achieve significant achievements in brand building and can only be eliminated by other brands eventually.

5. Countermeasures for Improving Brand Construction and Promoting Healthy Development of Jewelry Industry

5.1 Design Effective Business Strategy, Optimize Management Mode, and Build High-quality Brand Image

In terms of the overall development of the current market, most international brands with a certain scale have a relatively long development history and have obtained corresponding precipitation in the market, thus being widely welcomed by the public. However, most domestic jewelry brands do not have enough time for development and growth, so it is necessary to learn from foreign successful examples, build corresponding brand awareness, and realize gradual development. After certain growth, emerging brands need to further consolidate their own brand awareness, improve product quality, optimize production lines, and provide consumers with better pre-sale and after-sales services.

After the completion of the initial brand expansion work, enterprise managers can integrate all kinds of problems in the development process, adjust the details of the design, production and sales processes, and achieve fine management. When promoting the brand, it is also necessary to fully consider all the details and see all the problems from the perspective of development. Short-term economic benefits should not be the main pursuit goal. This part requires relevant practitioners and enterprise leaders to fully clarify the brand positioning of jewelry promoted by the enterprise at present, create a good brand image, and attract more consumers with high-quality products and services.

For example, when promoting its own brand building, the enterprise can start from the overall production and sales process, assist the franchisee to adjust the actual sales and business model, and realize the mutual benefit and win-win between the brand and the franchisee. After the completion of this work, enterprise workers need to fully control each process when participating in the production of jewelry, to ensure that the early procurement, material selection, design and other aspects can be effectively promoted. Another important factor for the success of high-quality jewelry brands is design. If it can stand out in the current trend of social development and lead the direction of the next wave of trends, it can better inject more powerful power for the long-term development of the brand and promote the expansion of the brand.

The design work not only needs to serve the current market trend, but also needs to clarify the actual needs of consumer groups, integrate certain personalized content into the design, so that consumers have a wider choice space. At this time, some emotional factors can also be added into the design to increase consumers' preferred psychology for choosing this part of content and increase the core market competitiveness of the brand itself.

5.2 Make Comprehensive Plans for the Long-term Development of the Brand

In the current stage of social construction in economic development, most jewelry manufacturers and jewelry enterprises in China are just brand builders, and have not invested enough funds in brand connotation, and their social and international influence is relatively weak. Therefore, in the development process of jewelry production enterprises, it is necessary to fully clarify the influence of brand construction and brand development on enterprises, adjust the enterprise structure, establish a relatively perfect brand development planning process, step by step, so as to realize the gradual expansion of brand influence.

From the essence of the analysis, if we want to improve the influence of the jewelry brand itself, let more people know about the brand and buy the related products under the brand, the three most important elements are the product quality, positioning and after-sales. Therefore, when promoting the development planning of the brand, the enterprise should focus on preventing these parts. Nor should we make the mistake of thinking that the key to brand success lies in advertising.

In the development and promotion of daily work, brand workers need to take the initiative to study and work on successful cases at home and abroad, take the initiative to analyze the defects in brand development, find corresponding solutions, improve the quality of products and after-sales service experience, and provide consumers with better shopping experience. A high-quality jewelry brand will inevitably encounter more crisis problems in the process of building. The brand and production workers need to take the initiative to refine their own development advantages, increase internal cohesion, convey their own brand design concepts and concepts from the inside to the outside world, improve the external image of the brand, arouse the resonance of potential users, so as to expand the user group. At this time, enterprise workers also need to establish a sound brand crisis awareness and early warning mechanism, and use market research and consumption research to timely discover the defects in the

process of brand development and safety risks, so as to avoid a fatal blow to brand development (Zhang, 2013).

5.3 Optimize the Emotional Appeal of the Brand Itself and Enhance the Conceptual Value of the Brand

With the development of the current market, various business competitions are becoming more and more fierce. Simply improving the brand awareness cannot fully meet the economic development needs of the enterprise itself. It is necessary to promote and optimize the enterprise from multiple angles and directions to realize the expansion of the user group in this way. From another perspective, the use of market coverage and product price competition can also play a promotional effect on the brand. However, if we want to optimize the social influence of the brand itself and increase the stickiness between the consumer group and the brand, we should start from the emotional appeal of the brand and increase the conceptual value of the brand itself.

Many jewelry manufacturers that have established a complete brand effect have launched a lot of high-quality advertisements for their own characteristic products, among which DR Diamond ring is the most representative. This brand not only deepens the connection between rings and love, but also emphasizes the need to keep the love between the two sides firmly, so that many young people in the process of buying rings, Would prefer a ring under the DR Brand. This kind of brand concept belongs to a very successful case of brand marketing, which can be used as an object to learn.

5.4 Strengthen the Innovation of Brand Design Itself and Establish Unique Brand Characteristics

If a jewelry brand wants to get long-term and effective development power, it highly relies on the innovative work in design. Various successful cases at home and abroad fully show that in the increasingly fierce market competition, only by maintaining a steady stream of innovation, can we lead the trend of fashion and market and achieve more significant economic benefits. At the same time, good innovation can also help jewelry brands better adapt to the needs of society and consumers in the process of development, and achieve more diversified and diversified business development. The innovation of modern jewelry brands should not only be limited to design innovation, but also need to carry out marketing methods, marketing channels, sales channels, customer development channels and other aspects, so as to better improve the operating efficiency of the brand (Guo, 2022).

In the process of development, some brands, affected by costs and other aspects, do not set up corresponding design teams, and even simply imitate other popular styles in the design process. The ultimate result of this situation is the collapse and withdrawal of the brand. From this, we can also see the effect of team cooperation and design innovation on the overall brand. Improving design innovation and establishing unique brand characteristics is also the only way for jewelry industry brands to go international at this stage.

6. Conclusion

In the process of promoting the brand construction of jewelry industry and promoting the healthy development of the industry, relevant workers can strengthen the innovation of brand design itself and

establish unique brand characteristics; Optimize the emotional appeal of the brand itself, enhance the concept value of the brand; Overall planning for the long-term development of the brand; Design effective business strategy, optimize management mode, build high-quality brand image, and continue to inject impetus into the healthy development of the jewelry industry.

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