Marketing Strategies Comparison for Cartier and Pandora in the Chinese Market

-----Based on the 4P Model

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Abstract: China has a large population. As the most populous country in the world, it is a market favored by various jewelry brands. At the same time, jewelry brands have always been a hot field. There are many well-known jewelry brands worldwide, such as Cartier, Pandora, Swarovski, Bulgari...Cartier and Pandora have different positioning of their jewelry brands, but they also gain the favor of many consumers. This article will use different data to explain why Pandora and Cartier occupy the jewelry market share in China and use 4P marketing methods to compare their marketing methods and their advantages and disadvantages.

Keywords: 4p, Cartier, Pandora, Marketing strategy

1. Introduction

Throughout the Chinese market, the jewelry industry is booming. In recent years China's domestic and global markets have achieved rapid development, the scale of the industry continues to expand, and market demand is also increasing. According to market research, the market size of China's jewelry market has grown at an average annual rate of 20% in the past five years, from 1.2 trillion yuan in 2016 to 1.8 trillion yuan in 2020, an increase of about 12% year-on-year. By 2025, the Chinese jewelry market will reach 2.5 trillion yuan, a year-on-year growth of about 14 percent. With the continuous improvement of modern living standards, people's pursuit of jewelry is also getting higher and higher, and more and more jewelry brands continue to develop under the background of improving public aesthetics. Now, the jewelry brand is divided into two categories: Light and Luxury. Light luxury meets people's realistic and rational thinking of life. It is the pursuit of original design and high-quality fabric technology... High luxury, usually with high prices and exquisite craftsmanship, as well as a unique brand culture and history, their products are often known for exquisite craftsmanship, rare raw materials, and unique design and have dedicated stores and loyal customer groups. Pandora, a Danish jewellery brand, has won the hearts of women worldwide thanks to its Star Moments bracelet and string.Cartier is a French luxury brand mainly engaged in the manufacture of watches and jewelry. Operating products include jewelry, watches, leather goods, and

fragrances. This article will take Pandora as the representative of light luxury and Cartier as the representative of high luxury to study the current market trend through the qualitative method 4p.

2. Review

Our research is directly related to the literature on the jewelry market. Barbosa examines the question of how to develop Cartier's sales potential. Firstly, he argued that Cartier's position at the top of the jewelry world should be maintained by adhering to its four creative principles: purity of line, innovation in design, precision in proportions, and preciousness of detail. Secondly, he suggested that paid advertising could be used to build bridges with the target audience. The advertisements could feature brand ambassadors, who all have different personalities and looks, to give customers a better idea of which jewelry style they might be more suited to.In addition, the ambassadors come from different fields, such as film, television, music and sports, which can have a wide reach [1]. Pereira spoke to a luxury jewelry CEO and learned that the key factors for success in the luxury jewelry industry are its business model, the quality, craftsmanship and rarity of its products and strong branding in terms of human interaction and trust. That's why managers need to ensure that no harmful and expensive ingredients are used in the production of high-quality jewelry. They also need to keep their brand identity and innovation so that they can be trusted and loyal to their products [2]. Kumara and Kumar conducted a study on whether factors such as age, literacy, and annual income affect the decision-making process of consumers. It was found that the above factors do not change the consumer behavior to a great extent, rather, it is the variety of products, ease of purchase and socioeconomic factors that affect their behavior. Of these, socioeconomic factors, are the most important reason. Economic change reflects the amenities of the city and the quality of life of the people at that time. Therefore, jewelry retailers need to know the different levels of demand in each market and to narrow the gap between supply and demand [3]. Dauriz and Remy explore the outlook for the jewelry industry. The research suggests that jewelry manufacturers can use digital media as a platform to build connections with their customers. That's because they've surveyed some luxury jewellery brands like Cartier, and two-thirds of them say they'll do an online survey or use social media to get information and suggestions [4].

We also investigated Pandora, a jewelry brand. Patricia Diaz and Rita Caballero studied consumers' love of storytelling and brands. They learned that storytelling can be a tool for marketers to positively influence consumers' love of a particular brand. In this case, taking the jewelry brand PANDORA as an example, they understand the role of stories in creating brand love when used as a brand communication technology. The results showed that storytelling had a positive impact on consumers' love for the PANDORA brand. Furthermore, they conclude that if consumers learn about stories related to their jewelry, they will prefer the jewelry and the brand itself, suggesting that brand value can be added through product narrative[5]. Han Jiaxuan and Ma Minyuan believe that jewelry is practical and an important decorative object and expression of self-movement at the same time, also plays an important practical function. Women are its personification. As the carrier of emotion, the research on the perceptual image of jewelry becomes increasingly important. However, based on the existing jewelry literature, there is research on the perceptual image of jewelry. Based on the above analysis, this study aims to construct the perceptual image of female jewelry, develop jewelry image tables corresponding to different female ethnic groups, and establish a systematic impression between designers and users[6]. Jiaxin Wu shows Pandora has transformed from a little-known cutting-edge jewelry workshop to a world-renowned brand in less than 40 years. Its unique design concept has a high reference significance for the design of commercial jewelry. This paper will refer to previous materials on Pandora's homepage and related articles, log in to related websites to understand the historical and cultural details of Pandora, analyze related products, explore the mystery of Pandora's "simple" and "complex," and analyze its inspiration to entry-level jewelry design,this

proves the importance of unique design concepts[7]. Rinruedee Pattaradej and Orawan Sirisawat Apichayakul take a look at Pandora jewelry from Thai female consumers. It analyzed data from three main sources and made two main findings. First, wearing Pandora jewelry makes the wearer an "icon" among their peers. It can also make them obsessed with their accessories. The concept is presented through text and visual messages on Facebook and Instagram. They have contributed to a change in consumers' taste for luxury jewelry. Most of them manipulate viewers' tastes for luxury jewelry and unique identities through affordable prices. Secondly, wearing Pandora makes Thai female consumers feel confident and stylish when traveling abroad compared to female consumers internationally. Many female teen consumers also reflected that warning Pandora was a way to appear rich. Further, according to the four-level logic of Baudrillard's consumption concept, the research finds that Thai female consumers consume Pandora brand in the four levels of consumption logic[8].

3. Analysis

3.1. Product

Firstly, for product, Cartier jewelry has six series, which are the Love series, Juste un Clou series, AMULETTE DE CARTIER series, Trinity series, Clash de Cartier series and Cheetah series. The Love collection is a legendary bracelet, a symbol of hot emotions, designers by adding screws to combine the two parts of the bracelet with standing for couples love and loyalty to each other, as couples prefer this series. Juste un Clou series is one of the most classic series of Cartier jewelry. the nail design is used to express the rejection of mediocrity and personality, and it is suitable for business people. AMULETTE DE CARTIER series has the meaning of lessing and protection, so it can also be called a talisman. Trinity series has 3 very unique gold rings in three colors included 18k rose gold, gold and white gold, respectively, representing three different meanings, white gold represents friendship, gold represents loyalty, 18k rose gold represents love, it often as a gift to friends for teenagers. Clash de Cartier series has a very bold design. And Cheetah series designed from cheetahs, it beyond all design. The last two series were designed for contemporary fashion young people.Next, let's talk about Pandora. It also has six series, which are Disney x Pandora, Pandora ME, Pandora Moments, Pandora Signature, Pandora Timeless, Star Wars x Pandora. Disney x Pandora is a combination of Disney's well-known cartoon IP images to create a sweet sense of ritual. Pandora ME uses a simple design to emphasize self and pay attention to their value, designed for young people who are struggling. Pandora Moments series of accessories and bracelets put you at the center, full of personality, wear a series of products, such as loved ones are always by your side, to remind you to pursue your hobbies and dreams. The Pandora Signature is a new classic collection that can be stacked according to the mood and style of the wearer. From the relaxed and practical basics to the maverick personality pieces, it is suitable for young people with varied styles. The Pandora Timeless collection is a classic, elegant and versatile collection with sparkling artificial gems in the middle, designed to love you and those you love, so many couples use it to show the depth of their relationship. Star Wars x Pandora uses Pandora's well-known snake bone chain design, expressing a strong sense of technology.

Overall, Cartier's products are more minimalist than Pandora's, but they are more appealing to high-end consumers and have a fixed customer base

3.2. Place

The place can be divided into 3 parts: market scale, store distribution, and store environment.

Market scale: According to Cartier China's official website, Cartier has opened 124 stores in 33 cities in China. In contrast, Pandora has 231 stores in China and opened large shopping malls in different cities.

Cartier's store types are divided into watch-authorized stores and directly-operated boutiques. Shanghai has the most stores. There are 43 directly-operated boutiques and 81 authorized watch stores. Directly-operated boutiques have many limited styles and varieties, dealers offer more discounts, provide more discounts, and update product production dates. Pandora is an official authorized direct store.

Store distribution: The two brands have different positioning, different prices, and different target groups. Cartier has only 124 offline stores in mainland China, mainly in large shopping malls in first- and second-tier cities. Online sales channels include Cartier's offline boutique retail stores, Cartier's WeChat Mini Program boutiques, Cartier's official website, and Cartier's official flagship store on Tmall. Online stores are equipped with gold medal customer service teams to help consumers answer questions. In addition to Cartier, Pandora's officially authorized online sales platforms also include JD.com's official flagship store, JD.com's self-operated official flagship store, and Douyin's official flagship store.

Pandora's offline stores are also open in first- and second-tier cities, but Pandora can be seen in various shopping malls in the city. And it is usually opened next to high-end jewelry brands, so that consumers can also think that Pandora is a high-end jewelry brand, so they can buy Pandora with the mentality of buying high-end jewelry at a low price. Pandora's stores are generally relatively small, but they are scattered in a wider area. Consumers can more easily buy the products they need offline and online.

Store environment: As a luxury brand, Cartier is famous for its high-end and luxurious brand image. Stores are generally relatively large and only open in high-end shopping malls. The store environment usually exudes elegance and refinement, and the store has a private salon, which provides customers with a private space and provides each customer with a high degree of personalization. Attention, providing a private and unique shopping experience. In contrast, Pandora's stores are smaller and tend to have a bright and open layout, allowing customers to easily browse products.

3.3. Price

Primarily, price is a combination of tangible and intangible factors, which include four main aspects: money (split into marked price and maintenance), time, cognitive activity and behavioral effort. Taking necklaces and rings as an example in China market. For Cartier, there are a total of 243 necklaces normally sold on the market today, with price tags ranging from 10,000 to 100,000 RMB. The most expensive ones are from the Panthère de cartier series, which about 5.1 million and the cheapest are the chain style that are around 5000RMB. The average price of a ring is around 50,000RMB and the most valuable are also from the Panthère de cartier series(1.7 million)while the cheapest one is only 6,000RMB. So it is obvious that the repair fee for Cartier jewelry will also be very high. I have surveyed a few people who have Cartier jewelry and they said that if it is only slightly deformed, the repair fee is almost 1,300RMB, but once they had to have their diamonds repaired and a diamond was as high as 6,000 to 8,000 RMB! Secondly, I think customers have been buying Cartier jewelry for a long time. Take me as an example, although because it is a top luxury jewelry brand product, it has reduced my price sensitivity, but the price is too high, I still have to consider it carefully, so my cognitive activities will be hesitant because of this. However, Cartier jewelry is more revealing of status, so in the end, I'm willing to go for it. In addition, Cartier's work is also high because of the precious and rare raw materials, which require a great deal of time and money to find and design.As a famous brand, they need to put in more effort to stabilize and attract customers than other brands.

For Pandora, the price situation is very different from Cartier. As the raw material for jewelry is mostly silver, necklaces and rings are usually priced below 1,000RMB. Also, in my opinion, customers have a short consideration time since Pandora is both a well-known brand and more

affordable. As far as behavioral effort is concerned, Pandora is relatively low because of its simple manufacturing process, and the price factor itself attracts a lot of customers.

Ultimately, when comparing the prices of the two brands, I think the value for money of Cartier jewelry is much higher than that of Pandora, so assuming a sufficient budget, I consider more than 90% of people would choose to buy Cartier.

3.4. Promotion

Cartier has a product planning for its own brand, its products themselves have superb technology and full of artistic beauty, and the brand itself has a long history and high-end service. Pandora, another jewelry brand, is popular for its unique design concept, excellent production process and diversified product lines

Among the two global popular brands, promotion also has many identical and different aspects.

The same place. First, keep up with The Times and use social media content to market the brand: Both brands have their own online accounts and cooperate with different KOL (Key Opinion Leader) to attract potential consumers who love jewelry. And second, gain recognition from the public and consumers by fulfilling their social responsibilities: for example, Pandora has made significant contributions to the support during the epidemic; Cartier has made many efforts for the public good. Third, constantly expand sales channels: vigorously open brand flagship stores, are intended to further enhance the brand's market share. Fourth, through convenient sales methods: online sales, aiming to create a multi-dimensional consumption environment and form a comprehensive consumption experience. Finally, the advertising strategy: Each brand has its own spokesperson, and the fame of the spokesperson drives the brand's exposure and communication, so that the brand is better known. And then the different place. First, the different product positioning that Pandora is positioned as a "light luxury" between luxury and cheap products. And Cartier's position is: top luxury. Therefore, the audience of the product is also different. Then is that the different publicity methods:

Cartier has excellent SEO (search engine optimization) and its effectiveness: the number of keywords on the page is not good performance at about 500, 1000+ is a good performance, 10000+ is a very amazing performance. And Cartier has 262604 keywords. This is a surprisingly good performance.

And Cartier website monthly visits also reached 6,332,254 times! (More than 20,000 visitors per month is considered very good performance). And often hold events, such as: Cartier and China's Palace Museum cooperation; The Women's Leadership Initiative event Pandora: Launched a unique personalized customization service, so that everyone can choose and customize their own jewelry.

The conclusion is that brands can customize unique marketing strategies according to their own strengths and weaknesses, choose the most suitable way in the existing marketing methods, and learn from competitors, keep pace with The Times, take its essence to its dross, and help products lay a better foundation.

4.   Conclusion

As world-renowned jewelry brands, Pandora and Cartier follow the trend of the times, seize the opportunity of the Internet to develop online jewelry brand stores, co-brand with various IPs, and invite Internet celebrities and celebrities to endorse their jewelry brands to attract consumers. Cartier pays attention to the quality of each store, which is divided into direct stores and authorized watch stores. In most cities, Pandora has its stores in both large and small shopping malls, demonstrating its attention to store density. Due to Cartier's exorbitant prices, its brand must invest more time in marketing methods to keep current customers loyal and draw in new ones. Relatively speaking, the price of Pandora is low, and it takes less time for customers to purchase. Pandora is positioned as a

girl's dream, and it is subtly rooted in customers' hearts. But this is also a shortcoming of the Pandora jewelry brand, which loses the male consumer group. The main consumer groups of the two brands are different. Cartier's main consumer groups are business people, while Pandora's main consumer groups are young people.

This article makes a detailed analysis of the 4P marketing strategy, namely product, place, price, and promotion. This article makes a detailed analysis of each P and compares the two jewelry brands Cartier and Pandora, to draw sufficient conclusions. This article specifically analyzes the differences in the marketing methods of the two companies. The suggestion in this article is that to position different brands, you need to develop your unique brand concept, follow the pace of the times, and use the Internet reasonably to develop brand sales channels.

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