

The Research of Alashan Agate

– Taking Crystal as a Case

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Abstract: To enhance Alashan Agate's market recognition and trust, it has adopted various marketing strategies. First, it cooperates with vegetarian bloggers to break the distance between the brand and consumers through real recommendations and enhance its credibility. Secondly, it cooperates with divination insiders to combine agate with cultural beliefs of feng shui and luck enhancement to enhance the brand's cultural identity. In addition, collaborate with the fashion industry to enhance the brand's sense of trendiness and market coverage through fashion bloggers showcasing fashionable pairings of onyx jewelry. Meanwhile, drawing on the marketing model of successful doll brands, it cooperated with face bloggers to showcase the unique design of Onyx and attract appearance-conscious consumers. The combined use of these strategies has successfully expanded Alaska Agate's market reach and enhanced consumer recognition and loyalty to the brand.

Keywords: Alaska agate, jewelry, marketing.

1. Introduction

The Alashan studied in this paper is mainly Alashan agate, which is named because it is produced in the Alashan League of the Inner Mongolia Autonomous Region, with rich and diverse colors and varied textures. They are mainly produced in Alashan Left Banner and Alashan Right Banner, etc. The geological conditions in these areas make the Alashan agate rich and diverse colors, including red, yellow, white, etc., and the merchants have also taken a variety of names according to different colors, such as the beads with burnt umber and brown haloed with each other's color blocks will be named "caramel", the yellowish beads with a dark yellow circle in the middle will be named "caramel", and the light yellow beads will be named "caramel". For example, beads with a dark yellow circle in the center are called "Loose Eggs". The texture is striped, wavy, and speckled, making some beads look like planets in the universe. This kind of agate is hard and wear-resistant, so even if the genuine Alaska agate is broken, it will not appear powdery, and hardness is also a criterion for recognizing the authenticity of the agate. Alashan itself is polished to a very bright glossy surface and does not need to be rubbed by hand like Bodhi to show its moistness. The limited sales information of products can more effectively stimulate consumers' competitive purchasing psychology of scarce products and their perception of product value than the limited sales information. The ever-changing Alashan also makes each one unique, so the value will also become higher under the impetus of the huge market[1].

Alashan agate is widely used in jewelry, handicrafts, and traditional feng shui decoration, because of its beautiful luster and unique texture in the domestic and foreign markets are highly favored.

2. The market analysis of Alaska

According to PEST analysis, also known as macro-environmental analysis, which is used to assess the current status and trends of the macro-environment in terms of Politics, Economy, Society, and Technology, a comprehensive analysis of the future of the Alashan industry is conducted.

In recent years, the Chinese government has introduced a series of policies to support the development of the jewelry industry and promote the standardization and digital upgrade of the industry. The "14th Five-Year Plan" for the development of the jewelry industry explicitly proposes to support the upgrading of the jewelry industry chain and technological innovation, promote the upgrading of the design level, and vigorously promote the digital transformation of the jewelry industry. As a region in northern China, Alxa is also enjoying the benefits of these policies. Domestic e-commerce live short video and cross-border e-commerce live short video, as a new format economy, have shown great economic vitality and Media influence has gradually become the main channel for e-commerce sales [2]. As of 2022, the scale of webcasting users has reached 716 million, and the average annual consumption of live e-commerce is growing steadily, and live e-commerce has become an important part of the market. With the continuous expansion of the e-commerce market scale, it is expected that China's e-commerce market scale will be close to 5 trillion yuan by 2023, which provides solid political support for the digital transformation of the Alaska Jewelry Market[3]. The highest growth potential lies in the inland urban centers, as Chinese citizens continue a massive migration from rural areas to the cities. Chinese consumers are becoming more knowledgeable about gemstones and jewelry and more astute in their purchases. They have a keen sense of both value and brand trust, and they have become more open to contemporary and Western designs and materials. At the same time, technological advances in manufacturing are leading to higher quality standards and lower labor costs, allowing China to meet the increasing demands of the global and domestic markets[4].

Against the backdrop of a fluctuating global economic environment, China's jewelry industry continues to show strong resilience. the total import and export value of jewelry and ornaments has maintained steady growth between 2015 and 2022, especially in 2022, when the jewelry industry's import and export value increased significantly. This demonstrates China's strong competitiveness in the international supply chain, with the jewelry industry's exports performing particularly well. Alxa's jewelry market can take advantage of this economic environment to actively integrate into the global market, taking advantage of the country's policies and tax incentives to enhance the competitiveness of production and export [5].

Emotional consumption is particularly evident among Chinese female consumers, especially in jewelry consumption. Zero survey data shows that 46.1% of women will produce shopping behavior under extreme emotions, and this kind of emotional consumption makes women more inclined to buy jewelry as a way of emotional catharsis when they are happy or unhappy. In addition, jewelry is not only a gift for women to treat themselves or celebrate special moments, but also an important way to express their emotions. For the Alaska jewelry market, this consumer psychology provides precise market positioning opportunities, especially in customized jewelry and emotional marketing, which can further stimulate the demand of female consumers[6]. The Case Study describes how a retail jewelry store adapted to a new e-commerce market place. Until the mid-1990s, their marketing strategy included (1) a large dramatic sign visible from surrounding streets, (2) local print and radio advertising, (3) a sales staff that aggressively pushed the perceived value and emotional component of jewelry, and (4) an after-sales follow-up program. Typical customers were in the lower to middle socio-economic segment[7].

With the arrival of the digital intelligence era, 3D technology and virtual try-on technology are gradually penetrating jewelry design and sales. The application of 3D printing technology allows jewelry designers to produce samples more quickly and optimize the design before production, which greatly improves design efficiency and product quality. At the same time, virtual try-on technology has also become an important tool for consumers to enhance the shopping experience, consumers can try on the products through cell phones or computers, to feel the effect of the products more intuitively. This not only helps enterprises to reduce marketing costs but also reduces the consumption of resources in the jewelry display and improves marketing efficiency. Alashan jewelry market can take advantage of these advanced technologies to enhance consumer satisfaction and brand loyalty, thus occupying a place in the competitive market[5]. In an increasingly competitive and flexible market, the continuous improvement of processes is essential to the enhancement of effectiveness and efficiency [8].

Therefore, according to the STP marketing theory, combined with the current situation of the Alashan market, the market segmentation of the jewelry market will be carried out, so as to clarify the target market of Alashan, and ultimately the market positioning of Alashan. The jewelry market is mainly divided into high consumer groups, mostly the target group of gold, jade, colored jewels, and other jewelry; followed by medium consumer groups, mostly the target group of pearls, agate, and other jewelry; and finally low consumer groups, mostly as the target consumer group of crystals, Arachis and other jewelry. The price of Arachis ranges from less than one dollar to more than twenty dollars per gram, so the target market of Arachis is the middle and low-end consumer group.

3. Alaska marketing strategy

Crystal sales breakthrough in the past two years is mainly reflected in the combination of metaphysics, such as pink crystal on behalf of people, marriage, with peach blossom attraction effect; white crystal on behalf of purifying the magnetic field, memory enhancement, with the effect of improving the effectiveness of the work; citrine on behalf of the wealth, with the effect of attracting wealth; amethyst has the effect of strengthening the luck of all aspects. With the current downward spiral of the work environment and the overall anxiety of society, there is a greater demand for entertainment-related industries. Initially, when tarot cards and other divination business practices appeared on the market, crystals became the props of soothsayers to adjust their fortune, so nowadays the combination of crystals and metaphysics to expand the crystal market also has a long time to pave the way for the concept of the public's eyes in the eyes of the large exposure, and the sense of trust is also relatively strong. Further exploration of the combination of crystals and metaphysics law, found that a certain crystal on behalf of what is almost always derived from the people for the color of the crystal awareness. For example, pink and marriage related is due to the "peach blossom" symbol in the peach blossom for pink; similarly, citrine on behalf of wealth but also because the color of gold is yellow, the emperor's robe is yellow and yellow for the emperor's exclusive color, and so on, historical and cultural indications are shown in the "yellow for the noble!" signs. Therefore, "take the bead by appearance" this way can also still work on the Alashan. Alashan's burst series can mean to break the current deadlock and find a new way out; beads with "eyes" (eyes in Alashan's appearance in the description of the term means that the surface of the bead has a different color from the bead's large area of the circle, which looks like an eye) can be a symbol of success, which is just a combination of Alashan a bead on the different colors will appear on the characteristics of the yellow and purple combined with the color of the bead, and the color of the bead will appear in a different color. The combination of yellow and purple with an eye on the surface of the bead suggests that the bead can be used to enhance wealth (purple is often used to enhance certain fortunes). In addition, the sale of crystals for individual groups shows a trend of strong growth, part of the group will be based on consumer luck for personal customization services, but the customization content will only represent

the different symbols of different colors of beads plus accessories inheritance strings, the difficulty is low and universally strong. But Alashan difference in the crystal is Alashan each bead is not the same, everchanging, and crystal of each category of beads between the similarity is extremely high. For example, in the strawberry crystal crystal, each bead is the body of the strawberry color, the only difference is whether there are impurities, completely pure belongs to high quality, but where there is a little impurity will be ordinary quality, so as a personal customization of the material in sufficient quantities. On the contrary, even if the same as Alisha's Celadon series, the halo of each bead is different, which can also make consumers more interesting and mysterious compared to the crystal.

In order to enhance the market recognition and consumer trust of Alaska agate, a series of integrated marketing strategies can be used to enhance brand influence and expand market coverage. First, drawing on the successful experience of the crystal market, partnering with vegetarian bloggers is an effective strategy. Vegetarian bloggers usually have a real fan base and personal stories, and their recommendations often seem more authentic and credible. By inviting these bloggers to share their experiences with Alaska Agate, the distance between the brand and the average consumer can be effectively broken. Recommendations from vegetarian bloggers can resonate with the target group and stimulate their interest in purchasing, thus promoting the brand's market recognition. The results showed that the presence of sustainability information in marketing messages significantly but indirectly impacts consumers' behaviors. Sustainability marketing messages appealed to consumers' underlying sustainability-oriented awareness, responsibility, and obligations to predict their behavioral responses. This study is the first to respond to the scholarly need of jewelry brands effectively market their sustainability initiatives to improve their consumers' reactions [9].

Secondly, cooperation with divination insiders can give more cultural and emotional value to Alaska Agate. Divination and Feng Shui have a profound influence in many cultures, and many consumers believe that these traditional beliefs have a practical effect on improving personal fortune. By partnering with a renowned soothsayer or feng shui master to publicly explain the use of Alaska Agate in feng shui and divination, the brand's mystique and cultural identity can be enhanced. Such cooperation not only attracts consumers interested in fortune and feng shui but also enhances the brand's influence in the field of traditional culture.

Cooperation with the fashion industry is also an effective marketing strategy. With its unique color and texture, Alashan agate is perfect for collaborating with fashion brands, designers, or fashion bloggers to showcase its use in fashion wear. For example, fashion bloggers can use social media to showcase how agate jewelry can be worn, offer advice on what to wear, and recommend how to incorporate these jewels into everyday outfits. This type of collaboration not only enhances the fashion sense of onyx jewelry but also expands the brand's market reach through the influence of the fashion world.

In addition, learning from the marketing models of successful doll brands such as Jellycat and Sembel can provide useful lessons for the promotion of Alaska agate. These brands have marketed the appearance and design features of their products to a wide range of consumer groups through cooperation with face bloggers. A similar strategy can be applied to the promotion of Alashan Agate by collaborating with beauty bloggers or fashion bloggers to showcase the unique appearance and design aesthetics of agate jewelry. Such collaborations can attract face-oriented consumers and enhance brand visibility and market acceptance.

Bao Deqing proposed that after the expansion of China market, jewelry enterprises should pay attention to the core value of the brand, and maintain the brand from many aspects to enhance the core competitiveness of the brand[10]. To enhance the market visibility of Alashan agate, raw stone manufacturers can consider collaborating with luxury brands such as Cartier and Van Cleef & Arpels. By cooperating with these luxury brands with international reputations, Alaska Agate can not only gain recognition in the high-end market but also leverage the influence and resources of these brands

to enhance their own brand positioning and market influence. This kind of cooperation can help to promote Alaska Agate to a wider group of consumers, and at the same time enhance its reputation and competitiveness in the international jewelry market.

4. Conclusion

In summary, by combining the authentic recommendations of vegetarian bloggers, the cultural empowerment of the divination industry, the trend display of the fashion industry, and the aesthetic promotion of face bloggers, Alaska Agate can effectively enhance its brand influence in the market and satisfy consumers' demand for emotional value, fashion sense, and personalization. These strategies will help Alaska Agate gain a foothold in the highly competitive jewelry market and develop a larger consumer market.

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