

Current Situation and Development of Online Marketing of Hainan Pearl Jewelry

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Abstract: *As an important part of the Chinese jewelry market, Hainan pearl jewelry has attracted much attention due to its unique regional culture and high-quality pearl resources. Against the background of the rapid development of the Internet, the online marketing of Hainan pearl jewelry has gradually become an important means to promote the development of the industry. This paper aims to analyze the current situation and development trend of Hainan pearl jewelry online marketing. Through research, it is found that the current online marketing is mainly concentrated on e-commerce platforms (such as Taobao, JD.com, etc.), social media (such as WeChat, TikTok, Xiaohongshu, etc.) and live streaming. These channels have greatly broadened the market coverage of Hainan pearl jewelry. However, online marketing also faces some problems, such as fierce market competition, insufficient brand influence, and serious product homogeneity. In order to promote the sustainable development of Hainan pearl jewelry online marketing, this paper proposes the following countermeasures: brand building is strengthened, and unique cultural connotations are created; big data and artificial intelligence are used to optimize marketing strategies; short videos and live streaming are used to further enhance user experience; a diversified online and offline integrated sales model is built. In short, in an environment where opportunities and challenges coexist, Hainan pearl jewelry online marketing needs to further enhance market competitiveness and brand value through innovation and technology empowerment.*

Keywords: Hainan Pearl Jewelry, Current Situation of Online Marketing, Marketing Channels, Brand Loyalty.

1. Introduction

Hainan pearl jewelry has become an important part of China's jewelry market with its unique regional culture and high-quality pearl resources. In recent years, with the continuous development of Internet technology, online marketing has gradually become an important means to promote the development of Hainan pearl jewelry industry. Through emerging channels such as e-commerce platforms, social media and live streaming, the market influence of Hainan pearl jewelry continues to expand. This online marketing model not only breaks through the geographical limitations of traditional sales, but also provides consumers with a more convenient and diversified shopping experience. However, the rapid development of online marketing has also brought about problems such as intensified market competition, insufficient brand awareness and product homogeneity, and it is urgent to find solutions from strategies and innovations.

This paper analyzes the current situation of Hainan pearl jewelry online marketing, combines research and case studies, and explores the problems and coping strategies in its development. The significance of the study is to provide targeted optimization suggestions for the industry and help enterprises improve their market competitiveness and brand value. At the same time, the experience summarized in this paper can also provide a reference for the online marketing of other regional specialty products, and promote the sustainable development and innovation and upgrading of related industries.

2. Related Work

As an important traditional industry, the pearl industry has made significant progress in e-commerce transformation and online marketing in recent years. Researchers have explored the key issues and practical paths of the pearl industry in

market construction, marketing model optimization and international communication from different perspectives. Chen [1] took the East China International Jewelry City in Zhuji City, Zhejiang Province as an example, and used the actor-network theory as a research perspective to analyze the network relationship between various actors involved in the process of building an e-commerce market, explore the translation links of various actors such as government, sellers, buyers, networks, and commodities in the process of e-commerce market construction, and construct a process model for the e-commerce marketing transformation of East China Jewelry City. Chen and Zhao [2] proposed to attach importance to the synergy effect of the pearl live broadcast marketing industry, attach importance to the standardized development of pearl live broadcast marketing online, attach importance to the intellectual property protection of pearl design products, etc., and continuously optimize the online live broadcast marketing model of pearl products. Li et al. [3] believed that the pearl industry should make full use of China's pearl culture resources, adopt a diversified "culture +" brand international communication strategy, convey the oriental story of Chinese pearls to the world in a multi-dimensional way, continuously enhance the influence of Zhuji pearl brand, gain a foothold in the international market, and truly become a beautiful industry with high industrial competitiveness, high product added value, and high market share. Qiao [4] aimed to investigate the current online marketing strategies used by Sanya pearl farming industry, including analysis of success and limitations. Justiana and Yuliana [5] aimed to analyze the impact of viral marketing on the purchase interest of mother-of-pearl products on the TikTok application. Wjaya and Yulita [6] aimed to explain and analyze the extent to which marketing content affects the purchase interest of mother-of-pearl cosmetics, the extent to which electronic word-of-mouth affects the purchase interest of mother-of-pearl cosmetics, and the extent to which brand image on TikTok social media affects the purchase interest of mother-of-pearl cosmetics.

Militz et al. [7] created a task environment to generate data on tourists’ purchase of semi-pearl and mother-of-pearl souvenirs in a popular seaside destination in Papua New Guinea. The research by Militz et al. [8] helped to maximize the local economic benefits of the pearl industry and cruise tourism in Papua New Guinea and the entire Pacific region. These studies not only enrich the theoretical basis for the development of the pearl industry, but also provide valuable references for practical operations, promoting the competitiveness and sustainable development of the pearl industry in the global market.

3. Methods

3.1 Design

3.1.1 Data Collection

When studying the current status of Hainan pearl jewelry online marketing, data collection is mainly carried out from three channels: e-commerce platforms, social media and live broadcast platforms. First, in the process of e-commerce platform data collection, mainstream platforms such as Taobao, JD.com and Tmall are used as the objects, and the relevant stores and products are locked through the keyword “Hainan pearl jewelry”. The core indicators such as product sales data, user evaluation information and monthly sales are captured using crawler technology, and the sales rankings and industry analysis reports provided by some platforms are combined to further extract the marketing strategies and operation methods of high-sales stores. Secondly, in terms of social media, platforms with a large number of active users such as WeChat, TikTok and Xiaohongshu are selected. Through the platform search function and related hot topic tags, content related to Hainan pearl jewelry is screened out, including brand promotion papers, short video content and user interactive comments. At the same time, attention is paid to the official accounts of brand merchants and the purchase experience shared by users to analyze the breadth and depth of content dissemination. Finally, in the data acquisition of live broadcast platforms, the two major platforms of TikTok Live and Taobao Live are focused on. By recording indicators such as live broadcast playback, number of viewers, real-time interactive data (such as comments, likes, and sharing), product link click-through rate, and transaction amount, the effects of different anchors in promoting Hainan pearl jewelry are analyzed. At the same time, the performance of top anchors and small and medium-sized anchors is compared to explore the specific results and problems of the live broadcast marketing model.

3.1.2 Questionnaire Survey

In the questionnaire survey part, in order to gain a deeper understanding of consumers’ brand awareness and purchasing behavior of Hainan pearl jewelry, a questionnaire focusing on brand awareness, purchasing habits, price acceptance, and purchase channel preferences is designed [9-10]. The questionnaire is distributed online (Wenjuxing, social media distribution) and offline (Hainan tourist attractions, jewelry market stores), and finally 1,023 valid questionnaires are collected. Online questionnaires account for 62%, and offline questionnaires account for 38%. The survey subjects cover

consumers aged 18 to 60, of which 72% are female and 28% are male. In the data analysis phase, SPSS is used to analyze the questionnaire results, focusing on analyzing consumers’ awareness of Hainan pearl jewelry, purchasing behavior characteristics, and acceptance of different marketing channels. Table 1 shows the statistical results of some key data:

Table 1: Statistics of some key data

Survey Content	Option A	Option B	Option C	Option D	Option E
Have you heard of Hainan pearl jewelry?	Yes (67.8%)	No (32.2%)	—	—	—
Main sources of information about Hainan pearls	Social media (34.6%)	Friend recommendations (25.4%)	E-commerce platforms (20.1%)	Tourism shopping (15.3%)	Others (4.6%)
Main motivation for purchasing pearl jewelry	Personal use (45.2%)	Gifting (38.7%)	Collecting (8.6%)	Investment (5.3%)	Others (2.2%)
Price range acceptance	<500 RMB (29.1%)	500-1000 RMB (42.4%)	1000-3000 RMB (21.7%)	>3000 RMB (6.8%)	—
Preferred purchasing channel	E-commerce platforms (51.6%)	Offline stores (28.4%)	Live-streaming (14.7%)	Purchasing agents (3.2%)	Others (2.1%)
Key advantages of Hainan pearl jewelry	High quality (37.8%)	Cultural uniqueness (28.4%)	Affordable price (23.4%)	Innovative designs (8.7%)	Others (1.7%)

The results of the questionnaire survey show that consumers have a high brand awareness of Hainan pearl jewelry, but there is a clear tendency in terms of purchase channels and price acceptance. E-commerce platforms are the main purchase channel, and consumers pay more attention to product quality and cultural characteristics, which provides a clear direction for optimizing online marketing strategies.

3.2 Framework

3.2.1 Marketing Channels

In the marketing channel analysis, data analysis is carried out from three dimensions: traffic acquisition ability, user interaction, and purchase conversion rate for the three main channels of e-commerce platforms, social media, and live streaming. By collecting 1023 questionnaire data and combining it with the actual observation of Hainan pearl jewelry sales, the statistical results in Figure 1 are obtained.

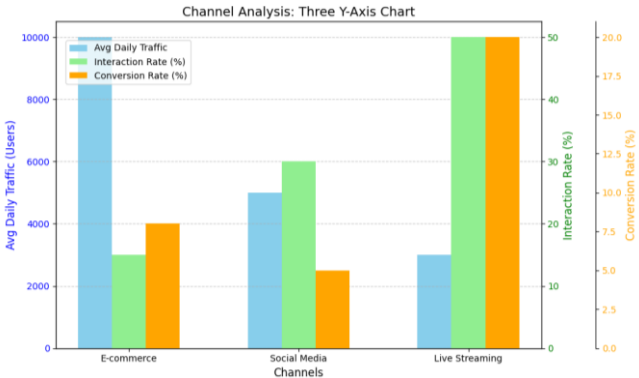


Figure 1: Statistical results

The average daily traffic of e-commerce platforms is the

highest, reaching 10,000 people, occupying the mainstream channel for Hainan pearl jewelry sales, with a user interaction rate of 15% and a purchase conversion rate of 8%, showing strong stability and coverage, suitable for long-term promotion and sales strategies. The average daily traffic of social media channels is 5,000 people. Although the traffic is only half of that of e-commerce, the user interaction rate is 30%, indicating that consumers are more involved in brand promotion and content marketing on social media. However, its purchase conversion rate is only 5%, indicating that social media is more suitable as a platform for brand promotion and user education, rather than a core channel for direct sales. The average daily traffic of live streaming is 3,000 people, which is lower than that of e-commerce and social media, but the user interaction rate is as high as 50%, and the purchase conversion rate is as high as 20%, which is much higher than the other two channels. It shows that live streaming has significant advantages in promoting sales in the short term and directly converting traffic into sales, but its effect is highly dependent on the influence of the anchor and the strength of the event discount. Overall, e-commerce platforms are suitable for long-term stable sales; social media is suitable as a brand building tool; live streaming is more suitable for short-term rapid traffic diversion and sprint sales. Marketing strategies need to be combined and optimized according to the characteristics of different channels to maximize traffic and conversion.

3.2.2 Impact of Brand Building and Cultural Empowerment on Consumer Loyalty

In brand building and cultural empowerment, by deeply integrating the pearl brand value with local cultural elements, consumers' brand loyalty can be effectively enhanced [11-12]. Taking Hainan pearl jewelry as an example, integrating local cultural characteristics into product design and brand story can not only enhance the brand's cultural recognition, but also give the product a higher emotional value, so that consumers have a stronger emotional connection with the brand. Through questionnaire surveys and data analysis, the study shows that cultural empowerment can significantly improve consumers' brand loyalty, which is specifically manifested in increased purchase frequency, increased willingness to recommend, and enhanced brand preference. Figure 2 shows the specific impact of cultural empowerment on consumer loyalty:

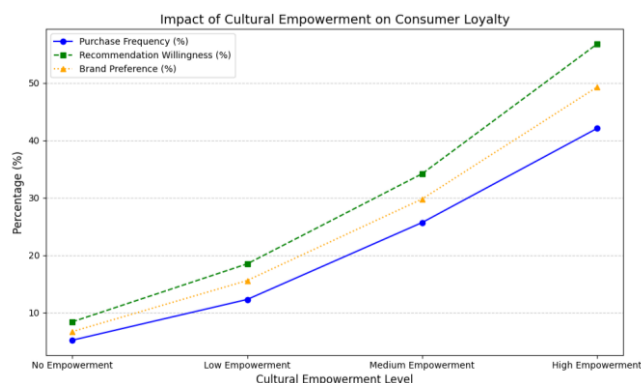


Figure 2: The specific impact of cultural empowerment on consumer loyalty

The degree of cultural empowerment is positively correlated with consumer loyalty. Without cultural empowerment,

consumers' purchase frequency only increases by 5.2%; recommendation intention is 8.4%; brand preference is 6.7%, with limited effects. When the cultural empowerment level reaches a medium level, the purchase frequency increases to 25.7%; the recommendation intention increases to 34.2%; the brand preference increases to 29.8%, showing significant growth. Under high cultural empowerment conditions, these three indicators reach 42.1%, 56.8%, and 49.3%, respectively, showing that cultural empowerment plays a key role in enhancing consumer loyalty. Therefore, in the process of promotion, brands should focus on exploring and utilizing local cultural resources, adding emotions and value to products through cultural empowerment, and thus achieve long-term consumer loyalty.

3.2.3 Evaluation of Marketing Optimization Effects of Technology Empowerment

Technology empowerment plays a key role in marketing optimization. By introducing big data analysis, artificial intelligence recommendation algorithms and automated marketing tools, marketing efficiency and effectiveness can be significantly improved. Data-driven decision-making enables companies to more accurately target user groups, reduce resource waste, and improve user conversion rates and satisfaction. For example, big data analysis can deeply explore user behavior habits and help companies customize personalized marketing plans; artificial intelligence recommendation algorithms can push related products or services based on user interests and historical behaviors, thereby increasing purchase intentions; automated marketing tools can track user feedback in real time, dynamically adjust marketing strategies and content, and ensure continuous optimization of marketing activities. Figure 3 shows the specific effect evaluation of technology empowerment in marketing optimization:

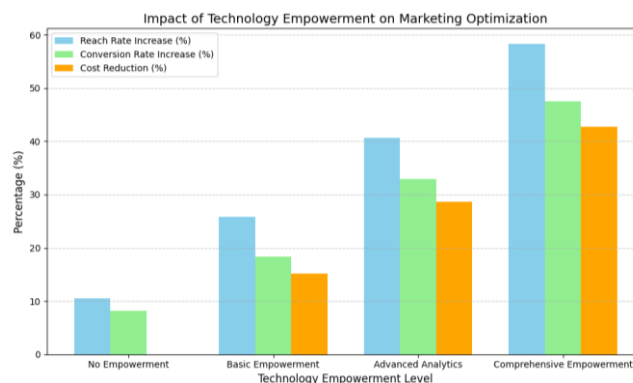


Figure 3: Specific effect evaluation of technology empowerment in marketing optimization

The higher the degree of technology empowerment, the more significant its effect on marketing optimization. Without technology empowerment, the improvement of user reach and conversion rate is relatively limited, and the marketing cost has not decreased significantly. Under the condition of comprehensive technology empowerment, the user reach rate increases to 58.3%; the user conversion rate reaches 47.5%; the marketing cost decreases by 42.8%, showing the comprehensive optimization ability of technology empowerment on marketing efficiency and effect.

4. Results and Discussion

4.1 Current Status of Online Marketing

The current status of online marketing shows a trend of diversification, precision and technology-driven. With the acceleration of digital transformation, enterprises are increasingly relying on online channels for brand promotion and product sales. Emerging channels such as social media, e-commerce platforms and live streaming have become the core positions of marketing, and user participation and interactivity have been significantly improved. In addition, the widespread application of big data and artificial intelligence technologies has made online marketing more accurate, and can push personalized content according to users' interests and behaviors, thereby improving user conversion rates. At the same time, short videos and content marketing have gradually become an important means to attract consumers' attention, and realize brand value transmission through creative content and emotional resonance. However, online marketing also faces many challenges, such as intensified market competition, user aesthetic fatigue and privacy protection issues. In order to stand out in the fierce market environment, companies need to continuously innovate marketing methods, optimize user experience, enhance brand loyalty, and use technical means to improve efficiency and effectiveness, reduce marketing costs, and achieve sustainable development.

4.2 Existing Problems and Reasons

Current online marketing has the following main problems: first, market competition has intensified, resulting in rising customer acquisition costs. As more and more companies flock to online channels, competition for advertising has become increasingly fierce, and click costs and conversion costs have increased significantly. Second, users are aesthetically fatigued and trust has declined. Marketing content with high repetitiveness and serious homogeneity has gradually lost users' interest, while false propaganda and excessive marketing behaviors have weakened users' trust in brands. Third, data privacy protection issues are becoming increasingly prominent. With the deepening of data collection and personalized marketing, users' concerns about privacy leakage have increased, and the constraints of relevant regulations have also put forward higher requirements for corporate marketing. Fourth, the level of technology application is insufficient. Some companies are still in the primary stage of applying technologies such as big data and artificial intelligence, resulting in low marketing accuracy and efficiency. The main reasons for these problems include changes in the market environment, insufficient marketing content innovation capabilities, limited corporate technology investment, and the complexity of consumer behavior patterns. Table 2 shows the main problems and their causes:

Table 2: Main problems and their causes

Problem	Specific Performance	Cause
High Customer Acquisition Cost	Significant increase in click costs and conversion costs	Intensified market competition
Decline in User Trust	Decreased interest in advertising content, weakened trust	Homogeneous content, false advertising by some companies
Data Privacy Protection Issues	Increased concerns about privacy breaches, stricter regulations	Broad data collection, inadequate privacy protection mechanisms
Insufficient Technology Application	Low marketing precision and efficiency	Insufficient investment in technology, lack of core technical capabilities

4.3 Countermeasures Discussion

To deal with problems in online marketing, companies can take the following countermeasures:

1) Innovative marketing content

Companies should focus on the differentiation and innovation of content to avoid homogeneous and inefficient marketing. By combining hot events, user interests and brand stories, create attractive content to enhance user participation and interest. At the same time, with short videos and interactive forms as the core, the dissemination rate of content and user loyalty are improved.

2) Improving the level of technical empowerment

Investments in big data, artificial intelligence and automated marketing tools are increased to optimize marketing strategies. For example, user groups are accurately divided through data analysis and push personalized content; artificial intelligence algorithms are used to adjust advertising strategies in real time to improve conversion rates; marketing activities are dynamically optimized through automated tools to reduce

marketing costs.

3) Strengthening user privacy protection

Companies need to improve data management and privacy protection mechanisms, comply with relevant laws and regulations, and enhance user trust. In the process of data collection and use, encryption and anonymization should be used to ensure that user privacy is not leaked. At the same time, the company's data usage policy public and transparent are made to establish a trusting relationship with users.

4) Building long-term brand value

By deeply exploring brand value and cultural characteristics, a unique brand image is built, winning user loyalty with long-term brand influence. Enterprises can combine social responsibility and sustainable development concepts to enhance the emotional resonance and social recognition of the brand and further improve user stickiness.

Through the above strategies, enterprises can effectively cope with the challenges in online marketing and improve the overall marketing effect and user experience.

5. Conclusions

The online marketing of Hainan pearl jewelry has made significant progress driven by the development of the Internet and has become an important driving force for industrial growth. Through e-commerce platforms, social media and live streaming, the market coverage of Hainan pearl jewelry has continued to expand, attracting more consumers' attention. However, in the face of fierce market competition and insufficient brand influence, the industry needs to make further efforts in innovation and strategy optimization. Strengthening the shaping of brand culture can help Hainan pearl jewelry establish a unique market positioning and enhance consumer recognition and loyalty. At the same time, the application of technology provides more possibilities for the optimization of marketing strategies. It helps to improve the overall marketing effect by accurately reaching target users and optimizing user experience through intelligent means. In addition, short videos and live broadcasts bring consumers a more intuitive and interactive shopping experience, further enhancing the appeal of the brand. Through the integration of online and offline sales channels, Hainan pearl jewelry can more comprehensively meet the diverse needs of consumers and achieve further market development.

Funding

The Training Program for Middle-aged and Young Teachers (Research-oriented), University of Sanya, USYQNZX21-11.

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