

พฤติกรรมการณ์ซื้อเครื่องประดับอัญมณีแท้ของผู้หญิงทำงานใน

มณฑลเหอหนาน

PURCHASING BEHAVIORS OF WORKING WOMEN TO

GENUINE JEWELRY IN HENAN PROVINCE

Li Bowen

Master of Business Administration, Bangkokthonburi University

บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาปัจจัยทางประชากรศาสตร์ที่ส่งผลต่อพฤติกรรมการณ์ซื้อเครื่องประดับอัญมณีแท้ของผู้หญิงทำงานในมณฑลเหอหนาน และ (2) เพื่อศึกษาปัจจัยส่วนประสมทางการตลาด (4C) ที่ส่งผลต่อพฤติกรรมการณ์ซื้อเครื่องประดับอัญมณีแท้ของผู้หญิงทำงานในมณฑลเหอหนาน

การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ประชากรที่ใช้ในการวิจัยครั้งนี้ คือ ผู้หญิงทำงานในมณฑลเหอหนาน สาธารณรัฐประชาชนจีน ไม่ทราบจำนวนที่แน่นอน กลุ่มตัวอย่างจำนวน 400 คน ได้แก่ ผู้หญิงทำงานในมณฑลเหอหนานที่เคยซื้อเครื่องประดับอัญมณีแท้ โดยใช้วิธีการสุ่มตัวอย่างเฉพาะเจาะจง และใช้แบบสอบถามเป็นเครื่องมือในการเก็บรวบรวมข้อมูล สถิติที่ใช้ในการวิเคราะห์ ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย ค่าส่วนเบี่ยงเบนมาตรฐาน และการวิเคราะห์ความแปรปรวนทางเดียว

ผลการวิจัยพบว่า (1) ปัจจัยทางประชากรศาสตร์ที่แตกต่างกัน ได้แก่ อายุ ระดับการศึกษา อาชีพ และรายได้เฉลี่ยต่อเดือนส่งผลต่อพฤติกรรมการณ์ซื้อเครื่องประดับอัญมณีแท้ของผู้หญิงทำงานในมณฑลเหอหนาน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 และ (2) ปัจจัยส่วนประสมทางการตลาด (4C) ที่แตกต่างกัน ได้แก่ ลูกค้าน่าดึงดูด ความสะดวก และการสื่อสารส่งผลต่อพฤติกรรมการณ์ซื้อเครื่องประดับอัญมณีแท้ของผู้หญิงทำงานในมณฑลเหอหนาน อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05

คำสำคัญ: พฤติกรรมการณ์ซื้อ ผู้หญิงทำงาน เครื่องประดับอัญมณีแท้

ABSTRACT

The objectives of this research were: (1) to study demographic factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province; and (2) to study 4C marketing mix factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province.

The research was quantitative research. The population used in this research was working women in Henan province, the People's Republic of China. The exact number was unknown. The sample group of 400 people consisted of working women in Henan province who used to purchase genuine jewelry. Used a specific sampling method and used questionnaires as a tool for collecting data. The statistics used in the analysis were frequency, percentage, mean, standard deviation and One-way ANOVA.

Major Findings: (1) different demographic factors including age, education level, occupation and monthly income affected the purchasing behaviors of working women to genuine jewelry in Henan province differently with statistically significant at the 0.05 level; and (2) different 4C marketing mix factors including customer, cost, convenience and communication affected the purchasing behaviors of working women to genuine jewelry in Henan province differently with statistically significant at the 0.05 level.

Keywords: Purchasing Behaviors, Working Women, Genuine Jewelry

Research Background

With the rapid development of China's economy, the living standards of the people have also significantly improved, and with it, the jewelry market in China has undergone tremendous changes. The consumer group of jewelry is becoming more and more young, and their demands are becoming more and more personalized. In addition to purchasing on weddings or anniversaries, the need for daily wear, gift giving, self-collection, and investment is becoming increasingly important for consumers. The pursuit of high-quality life has led consumers to

frequently choose jewelry, and the frequency of purchase has provided new growth points and development opportunities for the jewelry industry. However, because of the impact of the COVID-19 on the economy in the past three years, the jewelry industry's offline sales channels have been beset with difficulties, the number of married people has decreased, and the sudden rise of new e-commerce has affected consumers' lifestyle and caused new challenges for jewelry companies. Many jewelry companies have to start optimizing and reforming their marketing to face changes in the market, especially in marketing strategies and promotion. They are also trying every means to develop better solutions and strategies. The purpose of doing so is to improve the company's marketing effectiveness through the upgrading of marketing activities. Therefore, from this perspective, Henan Jewelry Company should actively upgrade and innovate its marketing strategies, and have a clear understanding of its own marketing environment and internal situation. Only in this way can better results be achieved in formulating marketing strategies.

Due to the current economic situation and fierce competition in the global market, the demand for gemstones and jewelry is constantly increasing. It is considered a new product that does not require daily life and requires guidelines and strategic guidelines to improve market and gender conditions. The current economy is based on domestic market trends, especially women, who are considered the main target group and focus on products, prices, and distribution. In more marketing, it is necessary to design modern products with innovative styles and produce fewer mass-produced products in each design. The price difference must be an acceptable price for consumers, with comprehensive distribution and good connections with the consumer group, including easier promotional marketing, which helps motivate consumers to make purchasing decisions. The company needs to continuously improve its marketing mix to compete with its competitors. Other competitors in today's fiercely competitive market. In addition to the above data, there are other factors related to the behavior of professional women, who are considered the main target group and target group. Importantly, for genuine jewelry products, researchers are focusing on professional female consumers in Henan province.

This thesis applies the classic 4C marketing combination theory in marketing to conduct research and creative guidance for this paper. It is hoped that through theoretical learning and analysis of the actual marketing problems of professional women purchasing genuine jewelry in Henan province, constructive marketing strategies and suggestions will be proposed for regional professional women purchasing genuine jewelry, which has practical value for the development of jewelry sales in Henan province, I also hope that this thesis can provide inspiration to all small and medium-sized brand companies in the jewelry industry in Henan province.

Research Objectives

1. To study demographic factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province.
2. To study 4C marketing mix factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province.

Research Hypotheses

1. Different demographic factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province, differently.
2. Different 4C marketing mix factors affecting the purchasing behaviors of working women to genuine jewelry in Henan province, differently.

Research Scopes

In this research, the researcher has defined the scope of research as follows:

Content Scope

Focus on the study of factors including

Independent Variable:

1. Demographic; Age, Education level, Occupation, Monthly income
2. 4C marketing; Customer, Cost, Convenience, Communication

Dependent Variable:

Decision to stay hotel in Shanghai province

Area Scope

Working women in Henan Province

Population and Sample Size

The population used in this study was working women in Henan province, the People's Republic of China. The exact number was unknown.

The sample group of 400 people consisted of working women in Henan province who used to buy genuine jewelry. According to Taro Yamane's formula (1973), a total of 400 valid samples were screened with a confidence level of 95% and a tolerance level of 5%.

Research Framework

Independent

Dependent

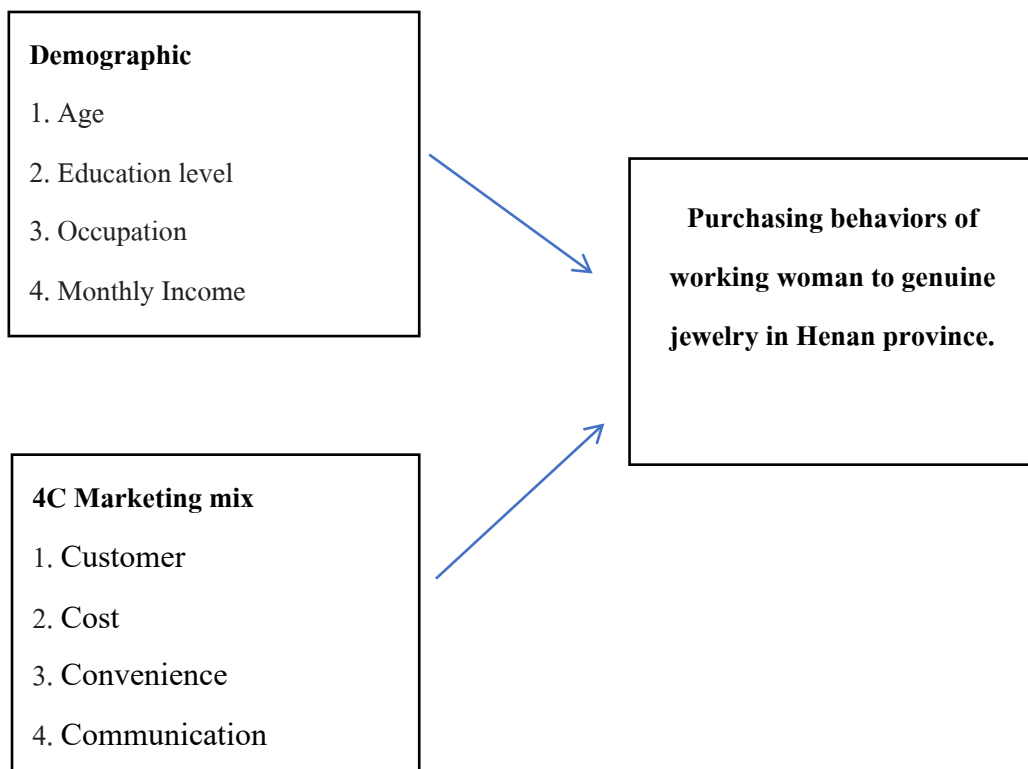


Figure 1 Conceptual framework

Expected Benefits

The research results can be used for the interest's information of companies that produce and sell the genuine jewelry. And understand behaviors, including consumer attitudes, in order to develop, improve, and present them in areas such as customer, cost, convenience and communication. Try to meet the needs and behaviors of consumers as much as possible.

Literature Review

The research topic is Purchasing Behaviors of Working Women to Genuine Jewelry in Henan province. Making the research results useful and achieving the established literature review is divided into 4 parts:

- 2.1 Theory of Purchasing Behaviors to Genuine Jewelry
- 2.2 Theory of 4C marketing mix
- 2.3 Scope Topics on Genuine Jewelry
- 2.4 Related research

Research Methodology

Research Model

The population studied in this study were purchasing Behaviors of Working Women to Genuine Jewelry in Henan Province. The researcher conducted the study according to the research process and quantitative research methodology. By using the questionnaire to collect information from a sample of the population it is descriptive research.

Population

The population used in this study was working women in Henan Province, the People's Republic of China. The exact number was unknown.

Sample Size

The sample group of 400 people consisted of working women in Henan province who used to buy genuine jewelry. According to Taro Yamane's formula

(1973), a total of 400 valid samples were screened with a confidence level of 95% and a tolerance level of 5%.

Research Tools

The study subject people living in Henan Province professional women province in 2023. By using a questionnaire to collect information from a sample as follows.

1. General information of the respondents is professional women consumers purchasing jewelry in Henan.

2. 4C Marketing mix factors respondents' opinions is interview by using the gauge of Likert's Scale It is divided into 5 levels, which are 5= Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree.

Data Collection Methods

This research, the researcher has collected the data as follows:

1. Primary Data collected questionnaires from the sample group.

The questionnaires were distributed to other, businessman people, private employee and housewife, who are the main consumers of the company's products, and the results of the survey can reflect the characteristics and patterns of consumer behavior. A total of 400 people participated in this survey.

2. Secondary Data The researcher gathered the data from the study of related documents.

The Statistics Used in Data Analysis

Descriptive statistics analysis. The questionnaire part 1 used the frequency, percentage, mean and the questionnaire part 2 used the mean, standard deviation to describe general information from the sample and analysis of opinion data, independent variables and dependent variables. The criteria for interpreting the results are as follows:

In analyzing the data, the students collected all scores to find the mean and the standard deviation of the sample based on the criteria by which the question is a rating scale, which is divided into 5 levels.

Score Level

Strongly Agree means a score of 5 points

Agree means a score of 4 points

Neutral means a score of 3 points

Disagree means a score of 2 points

Strongly Disagree means a score of 1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means Agree

Average score between 2.60 – 3.39 means Neutral

Average score between 1.80 – 2.59 means Disagree

Average score between 1.00 – 1.79 means Strongly Disagree

Conclusions

1. Demographic factors affecting the purchasing behaviors of working woman to genuine jewelry in Henan province.

Different demographic factors including age, education level, occupation and monthly income affected the purchasing behaviors of working women to genuine jewelry in Henan province differently with statistically significant at the 0.05 level.

2. 4C marketing mix affecting the purchasing behaviors of working woman to genuine jewelry in Henan province.

Different 4C marketing mix factors including customer, cost, convenience and communication affected the purchasing behaviors of working women to genuine jewelry in Henan province differently with statistically significant at the 0.05 level.

The impact of **consumer** factors on the purchase of genuine jewelry by professional female consumers in Henan Province

At present, the design category of authentic jewelry in Henan Province is a factor that professional female consumers in Henan Province, China need to pay great attention to when purchasing authentic jewelry. When there are more types of authentic jewelry designs, professional female consumers will also have more choices to purchase authentic jewelry. With the improvement of people's living

standards, professional women are more eager to purchase the best local design jewelry,

The impact of **cost** factors on the purchase of genuine jewelry by professional female consumers in Henan province.

The core factor determining the price of jewelry is consumers' perception of the value of jewelry. The cost of jewelry is relatively high, and the profit margin is not significant. The price follows the market order and cannot be set privately. Therefore, when pricing and adjusting jewelry prices, enterprises should try to approach the value perception of professional female consumers as closely as possible, with a small margin. Professional female consumers will consider the prices of similar jewelry from other brands when purchasing jewelry. Therefore, when pricing, jewelry sellers should not only consider the pricing strategies of competitors, but also consider the pricing of similar products. Although the scope of consideration is very small, cost factors will still be considered.

The impact of **convenience** factors on the purchase of genuine jewelry by professional female consumers in Henan province.

In the convenience design of the jewelry industry, the reliability of jewelry is the primary consideration. Jewelry sellers need to ensure that the jewelry purchased by professional female consumers is genuine jewelry and not counterfeit from other products. Only by establishing an honest and reliable brand reputation can we gain the trust and recognition of more consumers. Secondly, it is necessary to provide convenient purchasing methods for professional female consumers, such as working on a regular basis and only shopping during break time. With the development of internet technology, sellers should pay more attention to direct sales and online marketing methods.

Impact of **communication** factors on Consumers' Purchase of Authentic Jewelry in Henan province.

The interviewees believe that in order to understand the needs of professional women, sales personnel should first communicate with them. Professional women pay more attention to which aspects of jewelry are involved. I have learned that large-scale holiday promotions are a very important factor in

purchasing jewelry and play a crucial role in their purchasing decisions. Among them, respondents believe that jewelry sellers are the primary factor in promoting Thai jewelry during holidays, including some free, gift, and discount promotions. Therefore, retailers can use various traditional festivals or e-commerce shopping festivals to carry out various forms of promotional activities to attract professional female consumers and promote their purchasing behavior.

According to a study on the behavior of professional women in the region in purchasing genuine jewelry. Henan found that most professional women do not purchase real jewelry. In the field of products, professional women value good and reliable standards and quality, as well as meticulous work. Because it is a quite expensive product, it matches the research of Kanchanapa Dertpol (2005). Research has found that Chinese gold jewelry will also be competitive in the global market. The craftsmanship and delicacy of Chinese craftsmen have contributed to the production of Chinese jewelry. Therefore, the company's craftsmanship and precision are renowned both domestically and internationally. Exquisite and sincere jewelry products can encourage the birth of professional women.

Another type of procurement is the diversity of forms and raw materials used in production. He said that there is one factor that supports true jewelry, which is the exquisite craftsmanship of Chinese craftsmen. To produce mid to high-end products that meet the concept of consumer satisfaction, products with the best work quality and appearance need improvement. Throughout the entire process (Siriwan Sereerat et al., 1995:6), domestic exhibitions were held. Promote national industry, develop Henan into a gemstone and world-class professional women's jewelry, focusing on packaging products. The lowest priced product should be suitable for professional women who value price. If the product has unique or beautiful patterns, it can also help women age. The price that works or consumers consider suitable for each purchase may sometimes be labeled. The price of this product will make it reliable in terms of standard prices. At present, in times of economic slowdown, installment payments are also another option. One reason for making procurement decisions easier is that distributors should have a maintenance system in terms of distribution. Another triggering factor for good and standard safety is the storefront and interior

decoration. In the store, what makes it visually appealing and eye-catching, as well as helps make the product look more reliable and convenient, is the presence of multiple stores and a busy lifestyle. Direct sales, whether in sales or service, will provide consumers with more convenience. Make it suitable for the current lifestyle, as real jewelry comes with a price. Relatively expensive, online transactions are still unreliable for consumers or professional women. Many, due to insufficient details or not seeing the product or product before purchasing. Can the personality of sales personnel contribute to product promotion? Reliable products indicate that selling genuine jewelry through sales personnel may enable consumers or professional women to obtain necessary detailed information, rather than other marketing promotions, in line with sales philosophy. Encouraging individuals to purchase products aimed at promoting sales through personal sales to establish good relationships with customers (Siriwan Serirat and his team, 2000:18-19). During holidays, promotional activities are usually more popular than other promotional products. To enhance brand awareness or reputation through leading magazines and product displays, there are currently many large or leading exhibitions in Henan to enhance product awareness. The Henan Jewelry Exhibition is held every year and has a target audience both domestically and internationally. The credit card accompanying the flyer should be eye-catching. More organized, as this is the least stimulating thing for consumers or professional women.

Suggestions

Based on the analysis of the current market situation of authentic jewelry in Henan Province, China, and some factors that affect the purchase of authentic jewelry by professional female consumers in Henan Province, four types of market strategies were ultimately designed, namely: product strategy, promotion strategy, sales channel strategy, and service improvement strategy. On the basis of 4C, this article conducts a systematic research and detailed analysis on the industrial environment of Chinese jewelry and the current situation of professional women purchasing real jewelry in Henan Province. It is consumer oriented, pays attention to

the needs of consumers in terms of cost, convenience, and enhances communication with consumers. The following points have been summarized:

(1) In terms of the needs of professional female consumers, firstly, we should focus on the needs of professional female consumers and produce the products they need; Secondly, through timely communication, optimize the experience of professional female consumers; Thirdly, strengthen interaction with professional female consumers and enhance feedback speed; The fourth production profession requires high-quality products for female consumers and enhances product competitiveness; The fifth is to attach importance to the shopping environment of professional female consumers and improve their satisfaction.

(2) In terms of payment costs for professional female consumers: from the perspective of their willingness to pay for products, we should improve the cost-effectiveness of our products, abandon traditional ideas and empiricism, reasonably price according to specific circumstances, strengthen the recognition of the brand by professional female consumers, and comprehensively consider reducing various cost issues such as our company's operating costs, sales costs, and advertising costs; Reduce costs to enhance brand competitiveness in the market, and increase the purchasing desire of professional female consumers with cost-effective products.

(3) In terms of convenience for professional female consumers: How to truly achieve the convenience of purchasing for professional female consumers, in addition to adhering to traditional offline channels and expanding franchise stores, good after-sales service is still an important reason for the preferred brand for professional female consumers in the current market situation; At the same time, actively develop online sales, with third-party e-commerce platforms such as Tmall, JD.com, and Vipshop as the core, and accelerate the establishment of their own private online platforms, such as WeChat Mall, mini programs, and video accounts. It is necessary to actively expand the live broadcast e-commerce platforms such as Tiktok and Kwai, and expand the brand's sales channels by using online celebrities to bring goods and grow grass, so that professional female consumers can better understand the products and buy products at anytime, anywhere and anywhere.

(4) In terms of communication with professional female consumers: first, we should strengthen the establishment of multiple communication channels between the company and professional female consumers, such as small programs, official account, product recommendations on small red books, etc., and use the advantages of the Internet to reasonably establish diversified innovation. Sexual communication methods. Secondly, it is necessary to flexibly use the proactive follow-up mechanism. The company should maintain active communication with high-quality consumers, facilitate understanding of consumer needs, and produce products that meet the needs of professional female consumers, reducing production inventory issues caused by changes in the habits of professional female consumers.

(5) In terms of market positioning: connect with the current luxury brand positioning and product price of jewelry in Henan Province to accurately position it. Now, with Henan's second and third tier cities as its main sales channels, it is necessary to focus on some economically developed third tier cities and promote them by expanding franchise stores, self-operated stores, and other methods. With the concept of "truth transmission", jewelry in Henan Province has absolute advantages in product quality, product quality, and other aspects. However, the current sales system for professional women still needs to be further improved. Faced with more and more competition from jewelry brands, Henan jewelry still needs to find a new development path and accelerate the pace of implementation in order to remain invincible in this round of competition and ultimately achieve goals to achieve sustainable development.

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