

# The Influence of National Tide Cultural Marketing Strategy on Young Consumers: A Case Study of Chow Tai Fook Jewellery

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**Keywords:** Brand Marketing, Chow Tai Fook Jewellery, Cultural Marketing Strategy, Young Consumers, Cultural Heritage.

**Abstract:** China has established an open economic system, and the new youth have become the main consumer and promote the wave of cultural marketing strategies. Taking Chow Tai Fook Jewellery as an example, this study will analyse the impact of the national trend culture marketing strategy on young consumers through official data reports and other related content data. The study finds that the rise of the national tide culture not only comes from young consumers' love for the national tide and its related co-branded products, but also due to the combination of traditional Chinese culture and modern civilisation that promotes the cultural confidence of young consumers, and at the same time, the young consumers are the important conditions for the rise of the national tide culture, which leads to the rise of traditional Chinese cultural elements, and is also an important part of the integration of the national tide culture into the business chain. The national tide culture is still hot, so that the consumption level of the new era reaches a new height.

## 1 INTRODUCTION

The world-wide gold standard, the collapse of the Bretton Woods system, giving rise to the trend of economic globalisation is increasing, but also to promote the flow of goods, services and factors of production in the global arena, promoting the rapid development of international trade and the international division of labour level continues to increase, so that the world's scientific and technological advances, industrial transfer and structural upgrading of the world's economic development to provide a strong impetus. And once as a monetary unit of gold is gradually withdrawn from the ranks of the international currency. In the twentieth and twenty-first centuries, two aesthetic changes in the span of time, the value of gold as a jewellery ornament is increasingly visible, the major brands to stand out in this road to carry out extensive exploration. According to Zhang Yongtao, party secretary, vice president and secretary of China Gold Association, the development of China's gold market is facing opportunities and challenges (Wang, 2023). In the new consumption era, China's gold industry is also facing a huge challenge of industrial transformation, because in the economic

globalisation, the world economy is already facing imbalance problems, uncertainty and risk aggravation, the global industrial restructuring in this period has brought impacts to different industries and groups, and the effect of the 'smile curve' is still negatively affecting developing countries, but at the same time, it also has negative impacts on developing countries, and the 'smile curve' effect is still negatively affecting developing countries. The 'smile curve' effect still has a negative impact on developing countries, but at the same time it also shows strong resilience and potential for economic development (Jin, 2025). China has established an open economic system with Chinese characteristics, and then adhere to the process of opening up to the outside world, upholding the principle of independence and self-reliance, and strive for the development opportunities of the new era to promote the development of the country's economy. In response to the policy call, better create and develop new opportunities for the development of the gold industry, another China Gold News party secretary pointed out that cultural creativity is the core wealth of innovative enterprises (Sun, 2020). The history of the Chinese nation's civilisation of more than 5,000 years contains rich cultural resources, and today China dominates the world's largest manufacturing country, giving its

products new cultural significance through the continuous exploration and innovation of its outstanding history (Dong, 2023). In nearly the same period, China has achieved a comprehensive well-off society, based on the steady increase in economic strength, people in the material life to get satisfied, began to turn to the pursuit of spiritual culture, thus contributing to the aesthetic taste of the whole population turned to traditional culture, coupled with patriotism and nationalism of the contemporary young people from the small to the big nourishment, 'national' tide In addition, patriotism and nationalism have nourished contemporary young people from small to large, 'national wave', a unique representative image of traditional Chinese culture, has appeared in the public's field of vision, and the 'national wave art' industry is a masterpiece of the development of the national art (Gong, 2024). New Youth New Consumption Observation Research Report points out that new youth has become the main force of consumption in the new era, and the search index of related terms such as 'national tide' has shown a steady upward trend. The consumption of online national products market has shown a steady growth trend for three years (Li, 2021). At present, young people have become the main force in the consumption of national tide products, and they show a high degree of interest in products that integrate traditional elements with modern aesthetics, pay more attention to the cultural connotation and brand value of products, and push the market consumption upgrading. Sensing the eager market demand of young consumers for commodities rich in national tide, and in order to further cultivate new economic growth points for the prosperity of cultural development, the General Office of the Civil Service of China has issued a policy containing the development of fashionable national tide and the launch of various types of products highlighting Chinese aesthetics and Chinese styles, and supports the co-operation between cultural and heritage units and social organisations in the development of high-quality cultural products, which provides good policy support for brands that are interested in carrying out products related to the culture of the national tide. This provides good policy support and builds a favourable platform for brands interested in developing products related to the national tide culture.

Among the many brands that have launched marketing strategies for cultural products related to the national tide, Chow Tai Fook Gold Heritage Series has entered the vision of young consumers by conveying the elements of classical Chinese culture

and co-branding with several museums and cultural heritages. The release of China Gold Jewellery Market Report 2024 shows that 'post-90s' and 'post-00s' have become the mainstream consumer group of gold jewellery in China (Liu, 2024). According to the 2023 Jewellery Consumption Trend Survey Report released by Chow Tai Fook Group, compared with other age groups, China's Generation Z consumers aged 18-24 prefer solid gold jewellery because of its positive symbolic significance, stable value preservation, and traditional Chinese connotations (Chou Tai Fook, 2023). In this paper, the present study this paper will focus on Chow Tai Fook's gold heritage series to develop a study on the impact of the national trend marketing strategy on young consumers, and discover deeper conclusions through data analysis and relevant content dissection.

## 2 BACKGROUND RESEARCH

### 2.1 Development of the Global Jewellery Industry - Extension to China's Jewellery Industry

Jewellery itself has a strong inheritance, such as emeralds worn by the ancient Egyptian royal family, sapphires worn by the British royal family, coral worn by the French royal family and so on, all of which are not status symbols, passed on to the successors is a symbol of the continuation of the royal bloodline and respect. At this stage, the global jewellery industry after many years of development and change, showing the new development status and market characteristics, with strong growth potential, China as the world's largest jewellery consumer market, the jewellery industry market scale is expanding day by day, thanks to the steady development of the economy to enhance the purchasing power of consumers to enhance the concept of jewellery and jewellery consumption and jewellery products, the new concept of setting up. The new phase of China's jewellery boom, thanks to the emergence of national policy support and the launch of marketing strategies related to the culture of the national trend, with the rise of the economic benefits brought about by the enhancement of China's jewellery industry bloomed more powerful vitality. Chow Tai Fook heritage is committed to the introduction of gold jewellery and Chinese traditional elements linked to highlight the national trend of the wind.

## 2.2 Changes in the Consumer Outlook of Young People - Jewellery and the Connotation of the National Trend Linkage

In the context of the global era towards the development of multi-polar pattern, the trend of economic globalisation, some young people's consumerism has changed. The data of '2021 China Gold Jewellery Consumption Survey White Paper' released by Beijing Gold Economy Development Research Centre shows that the proportion of consumers aged 25-35 has climbed to 75.59%. The trend of youthfulness in the consumption of domestic yellow enterprises is obvious, meaning that more and more young people are becoming 'gold hoarders' (Lu, 2023). Obviously, in 2013, Chinese amazons swept the gold market on Wall Street has become a thing of the past, and the national trend of culture once again drove the consumption of young people to rise, through the jewellery brand and traditional culture, let the genetic molecules stored in the blood of Chinese people to boil up again, so that the ancestral heritage of the treasure is no longer just in the museum, but to provide the opportunity for it to be presented in the hands of everyone, so that unattainable to implement the imagination in the hand of the remote. This is the root of its rapid rise.

## 3 CURRENT SITUATION ANALYSES

### 3.1 Analysis of China's Gold Market Development Status

So far, the development route of gold jewellery enterprises in the Chinese market mainly has three modes, one is the high brand premium mode represented by Chow Tai Fook Chow Sang Sang, with leading revenue scale, high market share and extensive shop layout, the second is the wholesale volume mode represented by Lao Fengxiang, which achieves rapid performance growth by expanding the franchising channels of the third and fourth tier cities, and the third is the niche market franchise mode represented by the old shops of gold and so on. Although the number is small, it has strong competitiveness in the gold market segment (Huang & Li, 2021).

## 3.2 Analysis of Chow Tai Fook Heritage Series

### 3.2.1 Chow Tai Fook Heritage Concept

Chow Tai Fook heritage brand is a tribute to China's traditional gold craftsmanship and Chinese culture of a gold product series, its concept is mainly reflected in its adherence to the classic and quality, its heritage series of jewellery is mainly made of solid gold, and then use a variety of traditional Chinese jewellery making techniques, such as high-temperature enamel, pinching and so on, to achieve the heritage of the craft of subtle beauty and modern jewellery design integration, highlighting the wearer's taste. The concept of the Heritage Collection has been extended to the weekly collection. This concept pushes the Heritage Collection to a level that is unrivalled by other Chow Tai Fook's industries. Heritage has been a symbol of Chinese bloodline since ancient times, and has been the soul of China for thousands of years. At the same time, heritage carries forward the Chinese culture and reflects the current national trend culture. And the national tide embodies the traditional culture contains Chinese elements and ideas, but also highlights the cultural self-confidence. Gold jewellery in the concept of creating the integration of the national tide, and exquisite craftsmanship to create the material level, and with the Forbidden City cultural relics of the three kinds of Zun, turn the heart of the vase, the ear of the crown furnace, will be the people's best wishes engraved into the gold, sublimation of its cultural concepts, so that it is more rich in cultural colours, thus enhancing the spiritual value. The youth of the new era, growing up under the light of a strong motherland, have cultural confidence rooted in traditional Chinese culture within their hearts that coincides with Chow Tai Fook's heritage concept, laying the foundation for Chow Tai Fook's heritage series to win over the youth consumer group.

### 3.2.2 Chow Tai Fook Heritage Market Positioning

Chow Tai Fook Heritage is aimed at consumer groups who pursue high quality jewellery and love traditional culture, they usually have high purchasing power and taste, and have high requirements for jewellery quality and design. They pay attention to fashion taste and brand reputation, and are more willing to choose jewellery products with high quality, high price and cultural connotation. The new era of youth focus on pleasing themselves, and the consumption trend driven by them is increasing. The 2024 Interesting

Lifestyle Report released by China News shows that Chinese youth are still willing to spend more money on the pursuit of high quality in spiritual and cultural consumption, and pay more attention to enjoying their lives and improving their quality of life through reasonable consumption (www.chinanews.com, 2024). The beautiful cultural symbolism of Chow Tai Fook's heritage series is also known as the highlight of attracting young consumers.

### **3.2.3 Chow Tai Fook Inheritance Product Design (Illustrated by the Example of the Forbidden City)**

Chow Tai Fook heritage and the Palace Museum, Dunhuang, Shaanxi Provincial Museum of History and other cultural heritage rich in classical relics and traditional elements of Chinese culture have carried out co-branding cooperation, which is the most long-lasting cooperation with the Forbidden City, has released a series of gold jewellery with the Forbidden City in the cultural relics co-branded to create a series of gold jewellery and the launch of the same product for the same product in a variety of craft categories, to meet the needs of consumers at different levels. Protect, study and inherit the excellent traditional Chinese culture carried by the Forbidden City, tell the world a good Chinese story, so that the excellent traditional culture through the inheritance of life, the two sides actively promote the excellent traditional Chinese culture carried by the Forbidden City as the theme of creative gold jewellery to start the relevant cooperation and promotion. Exquisite craftsmanship and ingenious heritage design.

### **3.2.4 Chow Tai Fook's Heritage Marketing Strategy (Illustrated by the Example of the Forbidden City)**

According to Chow Tai Fook's Executive Director and Managing Director, Mr Wong Shau-kee, it is important to integrate marketing methods to reach customer groups. Define the necessity and importance of developing social media e-commerce business, segment the market based on age and develop different marketing programme strategies (Geng, 2021). Combine e-commerce platforms and social media, and invite celebrities to endorse their products, and carry out online and offline marketing activities. The young generation of consumers not only look at the value preservation ability of gold, but also have requirements for the fashionability, aesthetics and personalisation of gold jewellery. Huang Shaoji pointed out that to capture the hearts of

the youth, it is important to go out of the loop as much as possible in marketing and promotion. Chow Tai Fook heritage of the Forbidden City series through the organic combination of new media, to create an interesting interactive experience, to attract the attention of more young consumers, while at the same time launching the show limited, themed exhibitions and other modes to promote its sustainable development.

### **3.2.5 Chow Tai Fook Heritage Overall Analysis**

Heritage is a tribute to the classics, including culture and craftsmanship in general. The heritage series focuses on the combination of material and spirit to create, and the benefits it generates for Chow Tai Fook are also great. The report of the relevant report of China Gold Network shows that Chow Tai Fook's fiscal year 2024 turnover exceeded HK\$100 billion, with a 28.9 per cent year-on-year increase in operating profit, in which the iconic gold series Legacy Series continues to be welcomed by the mainland market, with a year-on-year increase in retail value of approximately 20 percent in fiscal year 2024 ([http://www.gold.org.cn/index\\_364.html](http://www.gold.org.cn/index_364.html), 2024). This reflects the favourable sales outlook for the Heritage Collection. The underlying reason for this is the embedding of the 'national trend' culture.

## **3.3 Youth Consumer Trends**

According to Chow Tai Fook's Executive Director and Managing Director, Huang Shaoji, over the past decade, gold jewellery consumption trends in the Chinese market have been characterized by large quantities and new types of features, one of which is the improvement of gold craftsmanship and the emergence of the trend of self-consumption, where young people buy gold to satisfy their own needs, making the trend of rejuvenation of gold jewellery more and more obvious, and young consumers are more willing to pay a high premium for the aesthetic of the product (sun, 2025). As the consumer group continues to change, especially the post 00s are gradually becoming the main force of consumption. 2023 Jewellery Consumption Trend Survey Report released by Chow Tai Fook in October 2023 shows two points, one is that compared to other age groups, Chinese consumers of Generation Z aged 18-24 years old preferred solid gold jewellery (Chow Tai Fook, 2023). 64% of consumers of Generation Z purchased solid gold jewellery as a self-reward or daily accessory reward or daily accessory. This is due to the



high value of solid gold and its positive symbolic meaning, such as peace and happiness. Secondly, more than 90% of young Chinese consumers prefer to buy gold jewellery with traditional Chinese cultural characteristics (Chou Tai Fook, 2023). This shows that young consumers have a strong interest and willingness to buy gold jewellery with traditional Chinese cultural elements because of its exquisite craftsmanship and beautiful symbolism, and they agree that the traditional Chinese cultural elements are of high quality and exemplary of Chinese fashion.

## 4 CONCLUSION

This study finds that worldwide industrial transfer and upgrading provide a strong driving force for the development of the world economy, and also build a good platform and new opportunities to drive the development of new industries. China is seizing global opportunities in the new era and its strength is rising. The new era of youth has become the main force of consumption, prompting major brands to push forward and create new marketing strategies to capture the hearts of young consumers. At the same time, the rise of the Chinese hip culture marketing strategy has led to the rapid spread of the national trend, promoting the rise of traditional Chinese cultural elements, and through the fusion of its associated design concepts, promoting the related brands to improve the concept and development. Young people are an important link in this business chain, and the rise of Chinese hip culture relies on young people's love of traditional cultural elements, and at a deeper level, their love of the fusion of Chinese culture and modern civilisation, which is rooted in their heart's cultural self-confidence.

Not only Chow Tai Fook Jewellery, but also more and more brands are competing to co-brand with elements related to the national trend or create brand concepts related to it, so as to draw the distance with young people and promote their consumption. At this stage, the national tide has become a hotspot, and in the next few years, the heat of the linkage with the national tide culture will continue to rise, the use of which to build the brand's industrial scope will also be more extensive, through the national tide of the economic profits driven by the value of the economy will continue to increase. Let the new era of consumption scale to reach an unprecedented new high tide.

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