

# The Combination of Traditional Jewellery Technology and Modern Cultural and Creative Brand Marketing—Take the “Chow Tai Fook Inheritance” Series as an Example

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## Abstract:

This article studies the combination of traditional jewellery technology and modern cultural and creative brand marketing, aiming to explore how to improve the market competitiveness of traditional handicrafts through innovative marketing means. The background of the research is that with the development of globalisation and modernisation, traditional culture is facing the impact, and the market demand for traditional handicrafts is gradually shrinking. While maintaining the essence of traditional crafts, improving its modern market attractiveness has become an important topic. This article takes the “Chow Tai Fook Inheritance” series as a case, deeply analyse the advantages of combining modern design and traditional skills, and examine the role of digital marketing and social media in brand promotion. Through research methods such as literature review, questionnaire survey and expert interview, this article finds that the historical and cultural value of traditional crafts is still attractive in the modern market, and through the integration of modern design elements and the widespread dissemination of digital platforms, consumers’ sense of identity and desire to buy traditional handicrafts can be effectively enhanced. The research concludes that successful cultural and creative brands should pay attention to the innovative combination of traditional technology and modern design, while making full use of digital marketing channels to enhance the market competitiveness and cultural influence of the brand.

**Keywords:** Traditional jewellery craft; modern cultural creation; Chow Tai Fook Inheritance; questionnaire survey.

## 1. Introduction

With the rapid development of the global economy and the integration of culture, traditional jewellery processes are gradually at risk of being forgotten and marginalised. However, these handicrafts with a long history and rich cultural connotations still have far-reaching cultural value and market potential. In recent years, how to use modern marketing strategies to promote traditional crafts to a wider range of consumer groups has become an important challenge for many brands to solve. Especially with the diversification and personalisation trend of consumer demand, the innovation and development of traditional jewellery technology are becoming more and more urgent.

The significance of this research is to explore how to enhance the market competitiveness and cultural influence of traditional jewellery technology through the innovative marketing methods of modern cultural and creative brands. Traditional craft is not only a symbol of cultural heritage but also an important resource for brand differentiation and competition. Through the case analysis of the “Chow Tai Fook Inheritance” series, this article aims to reveal how traditional crafts achieve the innovative development of the brand through modern design and digital marketing means and summarise the successful experience from it to provide references for the revival of other traditional brands.

The theme of this research focusses on the “Chow Tai Fook Inheritance” series, which cleverly combines traditional gold jewellery technology with modern design to form a product system with both cultural heritage and fashion sense. Through literature review, questionnaire survey, consumer interview and other research methods, this article systematically analyses how Chow Tai Fook Inheritance uses his historical heritage to promote the development of the brand in combination with the needs of contemporary consumers. In addition, this article will also discuss the role of digital platforms and social media in brand promotion and analyse their importance in improving brand identity and expanding market share.

The goal of this research is to put forward strategic suggestions to combine traditional crafts with modern marketing methods by analysing the successful experience of the “Chow Tai Fook Inheritance” series. This article not only focusses on the revival and promotion of traditional crafts in the contemporary market, but also explores the broad impact of this combination on cultural heritage protection and the development of modern cultural and creative brands. An innovative path for other brands in the integration of tradition and modernity is hoped to be found through this research.

## 2. Literature Review

Traditional jewellery processes include hand-carving, inlaying and smoking processes. These crafts not only reflect the superb skills of ancient craftsmen, but also carry rich cultural values. For example, the relief technology and hollowing technology in traditional Chinese gold jewellery technology show the craftsmanship’s pursuit of beauty and the inheritance of culture [1]. The core of these skills lies in their delicate craftsmanship and cultural background. They provide a differentiated market positioning and unique brand story for modern brands. The core of traditional jewellery technology lies in their delicate craftsmanship and cultural background, which provides a unique market positioning for modern brands.

Modern cultural and creative brand marketing uses digital platforms and social media to enhance brand influence through innovative means. Marketing strategies include digital advertising, social media promotion and brand storytelling, which help brands establish emotional connections with consumers. Successful cultural and creative brands can combine traditional technology with modern design to create products with market competitiveness [2]. Successful cultural and creative brands can combine traditional crafts with modern design to develop products that meet the aesthetics and needs of modern consumers. This combination not only retains the cultural essence of traditional crafts, but also gives products new market vitality. The story and cultural value of the brand are effectively conveyed, which enhances consumers’ sense of brand identity.

The “Chow Tai Fook Inheritance” series combines traditional gold jewellery technology and modern design elements in product design. For example, traditional relief technology is adopted, and modern aesthetics is integrated into the design to meet the needs of different consumers. This design strategy not only retains the essence of traditional craftsmanship, but also caters to the aesthetic preferences of modern consumers. The brand has successfully attracted a lot of attention through the publicity of digital platforms, such as Bilibili and TikTok, releasing product videos and user reviews. Through the interaction of social media platforms, brands can get feedback from consumers in real time and adjust products and marketing strategies according to the feedback. This marketing method effectively improves the brand’s market awareness and consumer loyalty. The “Chow Tai Fook Inheritance” series combines traditional craft with modern design and has successfully attracted the majority of consumers through high-end brand image and innovative marketing strategies. Research shows that the success of this series lies in its effective combination of the cultural value of tradition-

al crafts with modern consumption trends [3].

In the process of combining traditional crafts with modern cultural and creative brand marketing, brands face many challenges, such as how to innovate while maintaining the authenticity of traditional crafts, and how to accurately convey the value of traditional culture in modern marketing. However, this combination also brings great opportunities, such as attracting young consumers through innovative design and expanding the market through digital platforms [4]. However, these challenges also bring new opportunities to the brand. For example, attract young consumers with innovative design, expand the market through digital platforms, etc.

In the digital era, the new model of brand marketing has improved user participation and enhanced the interaction between brands and consumers [5]. This is fully reflected in the “Chow Tai Fook Inheritance” series, which communicates with consumers through online platforms to convey the uniqueness of traditional jewellery crafts. In addition, modern cultural and creative brands find a balance between inheritance and innovation, which is the key to the transformation of traditional crafts. In the process of transformation of traditional Chinese craft modernisation, it must combine contemporary aesthetics and technical means to retain the key to its traditional craft transformation. Cultural value and market competitiveness [6]. Chow Tai Fook successfully achieved this transformation by combining traditional crafts with modern cultural and creative design.

### 3. Research Method

#### 3.1 Questionnaire Survey

In this study, an online survey was conducted on the questionnaire star platform. As of August 8, 2024, a total of 523 participants have completed the questionnaire. According to the questionnaire data, a total of 221 men were surveyed in terms of gender distribution, accounting for 42.26%, and 302 women, accounting for 57.74%. It can be seen that there are more female participants than men, indicating that the „Chow Tai Fook Inheritance „ series of gold jewellery is more attractive among women. This may be related to the fact that the main target consumers of gold jewellery are women. In terms of age distribution, 98 people under the age of 18, accounting for 18.74%, 53 people aged 18 to 25, accounting for 10.13%, 115 people aged 26 to 35, accounting for 21.99%, 60 people aged 36 to 40, accounting for 11.47%, and 85 people aged 41 to 50, accounting for 16.25%, 112 people over 50 years old, accounting for 21.41%. This shows that the survey participants are mainly focussed on middle-aged and elderly

groups between the ages of 26 and 50, indicating that the target consumers of the „Chow Tai Fook Inheritance „ series are biased towards the mature age group. This may reflect the high popularity of gold jewellery in these age groups.

In terms of academic distribution, 185 people from high school and below, accounting for 35.37%, 262 undergraduates, accounting for 50.1%, 57 master’s degree students, accounting for 10.9%, and 19 doctoral students, accounting for 3.63%. The data shows that most of the respondents have a bachelor’s degree, indicating that the overall cultural level of the survey sample is relatively high. This is consistent with the target market of gold jewellery, and the higher educational background may be related to consumers’ demand for high-end products.

In terms of occupational distribution, there are 112 retirees, accounting for 21.41%, 112 students, accounting for 19.5%, 47 educators, accounting for 8.99%, 50 freelancers, accounting for 9.56%, 42 entrepreneurs/entrepreneurs, accounting for 8.03%, and 50 medical staff. Accounting for 9.56%, 45 artists/creative workers, accounting for 8.6%, 38 civil servants, accounting for 7.27%, 36 technicians/engineers, accounting for 6.88%, and 1 other profession, accounting for 0.19%. It shows that retirees account for the highest proportion, followed by students and educators. This shows that the “Chow Tai Fook Inheritance” series is more popular among retirees and students, which may be related to the traditional craft and cultural value of the series to attract these groups.

According to the location distribution of this survey, there are 89 people in North China, 106 people in East China, 105 people in South China, 61 people in Northwest China, 97 people in Central China, and 65 people in Southwest China. There are more participants in East China and South China, while there are fewer participants in the Northwest. This shows that the “Chow Tai Fook Inheritance” series has a great market influence in the eastern and southern regions.

#### 3.2 Research Results

According to the survey data, the „Chow Tai Fook Inheritance „ series shows remarkable characteristics in terms of brand recognition, purchase intention and marketing. First of all, in terms of brand awareness, 264 respondents know about the „Chow Tai Fook Inheritance „ series, and the number of respondents who did not know is 259. This data shows that there is still room for improvement in the brand’s popularity in the market. The existing cognitive distribution shows differences between audiences. Brands need to strengthen publicity and promotion, especially in consumer education and market penetration, to improve

the overall awareness of the brand. In terms of purchase intention, 73.61% of the respondents said that they had a purchase plan or had purchased the „Chow Tai Fook Inheritance „ series of gold jewellery, of which 40.34% had actually purchased and 33.27% had a purchase plan. This data reflects that the brand has a strong attraction in the market, indicating that the positioning of the „Chow Tai Fook Inheritance „ series meets the needs of the target consumer group, and there is still great growth potential in the future. Regarding the impact of traditional craft, the data shows that 56.79% of the respondents are more willing to buy because of the brand’s unique traditional craft. This highlights the value of traditional craft as the core competitiveness of the brand, showing that consumers not only pay attention to the appearance and quality of the product, but also have a strong interest in the history and cultural story of the craft behind it. In terms of the impact of the combination of traditional crafts and modern cultural and creative marketing, 63.48% of the respondents believe that this combination has a greater impact on their purchasing decisions. This further proves the importance of combining modern marketing techniques with traditional crafts, enhances the cultural value of the brand through cultural and creative expression, and attracts more young consumers. Among the main factors affecting purchasing behaviour, 57.55% of respondents regard uniqueness and innovation as the most important influencing factors, and 54.3% value high quality and craftsmanship. Correspondingly, collection value, cultural inheritance and emotional resonance are also key considerations. It can be seen that in the process of purchasing, consumers not only pay attention to the material attributes of the product, but also attach great importance to its cultural added value.

Judging from the survey results, the “Chow Tai Fook Inheritance “ series is highly accepted by retirees and students. Retirees tend to buy these products with cultural heritage because of their recognition and nostalgia for traditional culture, while students are interested in the brand’s innovative design and the impact of social media promotion. Retirees tend to attach importance to the collection value of gold jewellery, while students are more affected by digital marketing. Therefore, brands can further segment the market in promotion and adopt targeted marketing strategies for different groups. According to the survey, the proportion of respondents who know and don’t know the “Chow Tai Fook Inheritance “ brand is close, which shows that there is still room for improvement in brand awareness. Although the brand already has a certain market influence, the recognition in some regions or groups is still low. By strengthening advertising, especially on digital platforms, brands can further expand their influence and improve their recognition and recognition in

the market.

Market surveys show that the proportion of participants in East China and South China is higher, while the proportion of participants in the northwest region is less. This shows that the “Chow Tai Fook Inheritance “ series has a great market influence in the eastern and southern regions. This may be related to the high level of economic development in these regions and the strong demand of consumers for high-end brands. While continuing to consolidate the southeastern market, the brand can gradually increase its promotion to underdeveloped areas such as the northwest to expand its market coverage. The survey data shows that the respondents have shown a high purchase intention for the “Chow Tai Fook Inheritance “ series, which shows that the brand is more attractive to consumers. The brand meets consumers’ demand for high-end products by combining traditional technology and modern design. In the future, brands can continue to deepen this strategy and further improve consumers’ willingness to buy through word-of-mouth marketing and social media promotion. Among young consumers, digital platforms are the most common channel for obtaining information. This reflects the trend of contemporary young consumers relying more on social media to understand products. Brands should focus on these platforms to enhance their influence on social media and expand their popularity through creative videos and interactive content.

The survey shows that the combination of traditional craft and modern marketing has a significant impact on consumers’ purchasing decisions. Most respondents said that this combination is attractive, traditional technology gives the brand cultural depth, and modern marketing methods improve the market competitiveness of the brand. Brands should continue to adhere to this combination in future publicity and highlight its uniqueness and innovation. When consumers buy products, they often value the uniqueness, innovation and quality of products most. Cultural inheritance and emotional resonance also have a certain impact on purchasing behaviour. The brand can further enhance the market competitiveness of products by strengthening the uniqueness and high quality of product design and showing the exquisite skills of its traditional craft. On the whole, the respondents believe that the brand marketing of the “Chow Tai Fook Inheritance “ series is relatively successful, but some audiences still think that the publicity effect of the brand can be improved. The brand has made certain achievements in conveying the concept of combining traditional culture and modern life, but the publicity in some market segments or specific groups is insufficient. Therefore, brands need to continue to optimise their marketing strategies to ensure wider market coverage and higher marketing results.

## 4. Discussion

In the consumer group analysis of the “Chow Tai Fook Inheritance” series, it was found that women and middle-aged and elderly groups occupied a dominant position. Women usually have a higher preference for jewellery, which is regarded as an important accessory to show their personal taste, identity and status. Gold jewellery not only satisfies their pursuit of beauty, but also wins the favour of female consumers for its profound cultural and emotional value. At the same time, middle-aged and elderly consumers have a deep agreement with traditional culture and family concepts. Gold jewellery symbolises wealth, longevity and family happiness in Chinese culture, especially products with traditional crafts, which are more in line with their expectations for the dual pursuit of material and cultural values. Because this group has accumulated a stable economic foundation and strong purchasing power, they tend to choose high-quality and value-prestained goods, and gold jewellery has become the ideal choice for them to meet at the material and cultural levels.

In addition, consumers with higher education generally have a high awareness and willingness to buy the brand, which shows that the brand’s market positioning and cultural value publicity have achieved remarkable results. Groups with higher education tend to have a high aesthetic level and cultural appreciation, and can identify and appreciate the technological value and unique design of gold jewellery, so they are more inclined to choose products with both cultural background and high quality. For these consumers, gold jewellery is not only an ornament, but also a symbol of identity and status. Moreover, gold has the attribute of preserving value and adding value. The mastery of financial knowledge of people with higher education makes them realise that buying gold jewellery can not only meet aesthetic needs, but also has a certain investment value, which further improves their willingness to buy.

The study also found that traditional processes have an important impact on consumers’ willingness to buy. More than half of the respondents said that the traditional craftsmanship of the product enhanced their willingness to buy. This shows that traditional craft is not only the historical inheritance of the brand, but also a competitive advantage in the market. Products with traditional craftsmanship carry rich historical and cultural connotations, which can arouse consumers’ sense of cultural identity and emotional resonance. When consumers buy such products, they feel a close connection with cultural inheritance and regard them as goods with collection and inheritance value, thus further enhancing their desire to buy.

The consumption behaviour of young people also shows

differences from traditional cognition. With the rise of the national trend and the enhancement of cultural self-confidence, the younger generation’s sense of identity with traditional culture and craft has been significantly improved. As a material with a long history and cultural symbolism, gold not only meets their needs for cultural inheritance and identity, but also is regarded as a fashion and financial tool to a certain extent. Some young consumers with financial awareness buy gold jewellery, which not only meets the needs of daily wear, but also regards it as a way to accumulate assets. In addition, the influence of the family on the consumption decision-making of young people cannot be ignored. The advice and purchasing behaviour of parents or elders further promote the consumption of gold jewellery by young people.

Although the middle-aged and elderly group is regarded as a less user of the Internet in the traditional concept, survey data shows that they have a high proportion of access to information online, especially on social media and video platforms. This is closely related to the popularity of smartphones and the Internet. Many middle-aged and elderly people obtain news, entertainment and product information through WeChat, TikTok, Bilibili and other platforms, forming a combination of online and offline consumption methods. If the brand can make full use of this trend and enhance its influence on middle-aged and elderly groups in online promotion, it will further expand its market coverage.

## 5. Conclusion

The results of this study show that the “Chow Tai Fook Inheritance” series has successfully achieved a balance between cultural value and market demand by combining traditional jewellery technology with modern cultural and creative brand marketing. The research concludes that through modern design and digital marketing means, traditional technology can not only revive its historical value, but also enhance the competitiveness of the brand in the contemporary market, especially among women, middle-aged and elderly people and highly educated consumers.

This research provides important reference value for the relevant research direction in the future. Its main impact is to reveal the balance between the inheritance and innovation of traditional crafts, as well as the potential of modern marketing strategies to spread the value of brand culture. This research provides successful cases and strategic references for other brands in the face of the challenge of combining cultural inheritance and modern markets.

Future research should pay more attention to how to carry out continuous innovation based on maintaining the

authenticity of traditional crafts, further explore how to transmit cultural values more effectively in the digital era and explore how to promote the cross-cultural communication and brand building of traditional crafts in the context of globalisation. This will help promote the dual development of cultural heritage protection and brand innovation.

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