Proceedings of the 10th International Conference on Economic Management and Green Development
DOI: 10.54254/2754-1169/2026.37198

The Aesthetic Shaping of Jewelry Brands' Affinity under Symbolic Consumption-Taking Chaohongji's Z-Era Self-Gratification Consumption as an Example

Yantong Feng

Accounting, Lingnan University, Hong Kong, China
Fengyantong13350375027@gmail.com

Abstract. With the intensification of market competition, consumer psychology and behavior have received attention and importance from enterprises. Relying solely on low prices to shape unique brand advantages, the attached value behind products has become an advantage in market competition. This article is based on a symbolic perspective, exploring how jewelry brands can use brand positioning, IP aesthetics to shape, and personally quantify jewelry. Under the consumption concept of the Z era, the significance of jewelry goes beyond its own value, becoming a carrier of consumers' self-expression of emotional value and a symbol of identity. Taking Chaohongji as an example, this study analyzes the marketing strategy of products based on Chaohongji's brand building as a case, explores the transformation of people's consumption concepts in the new era, the inheritance of intangible cultural heritage, and the practical path of IP character creation. Research has found that aesthetic shaping is not only about product design and aligning stories with consumers, but also about emotional connections between consumers and products. Creating unique product features is the current trend for jewelry brands. This study provides reference for the transformation path of traditional jewelry in the same industry and explores consumer psychology.

Keywords: Affinity Aesthetics, Symbolic Consumption, Generation Z

1. Introduction

In the era of symbolic consumption, the arrival of affinity aesthetics and self pleasing consumption has transformed jewelry brands from traditional functions to self pleasing consumption represented by emotional values and symbolic literature However, traditional jewelry brands have a common traditional meaning that is limited to the functional value of the product and has not delved deeply into the psychology of consumers, exploring the emotional value of consumers and the incidental value of jewelry Symbolic literature is a microcosm of an era, reflecting the psychological state of current consumers. The emotional value of consumers will affect the birth of some products. The relationship between Yue's consumption and consumers is mutually influential, and consumers will drive more products with emotional value. The launch of products will also cater to consumers' preferences. In terms of market analysis, the role of supply and demand will make symbolic

© 2026 The Authors. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (https://creativecommons.org/licenses/by/4.0/).

DOI: 10.54254/2754-1169/2026.37198

consumption popular at present. The brand building and product launch of Chaojiji are adapted to the younger consumer group. The launch of affinity aesthetic products further illustrates that symbolic value has become a popular demand among the public. The embodiment of affinity can increase product demand, whether in terms of price or catering to consumer preferences, thereby enhancing brand competitiveness.

Chaohongji focuses on the gold fashion single item K gold track, relying on young consumer groups to integrate filigree craftsmanship into the craft, retaining both gold jewelry and inheriting intangible cultural heritage. Unlike brands such as Chow Tai Fook, it does not emphasize the functionality of gold, but rather the value of the product itself, bringing consumers a different wearing and visual experience. Moreover, the price is more affordable, and a series of measures such as symbol consumption and IP co branding are being taken to immerse consumers in the emotional value of the product. However, some consumers have some concerns about how to preserve product quality while making it more in line with consumers' taste and bring emotional value beyond the traditional functional attributes of jewelry. They should pay more for their emotional value.

Currently, Pop Mart is popular worldwide, mainly for creating IP characters. Consumers use the image of IP as a prototype to shape their own personalities, and at the same time, the personality behind the IP is also the personality that consumers themselves hope for At the same time, Pop Mart has also expanded its business in the jewelry industry. The launch of Pop Mart jewelry stores is to create unique symbol consumption through IP task co branding. However, consumers may also have doubts about whether these co branded jewelry brands can achieve results in both appearance and quality.

2. Literature review

Under the context of symbol consumption, jewelry consumption has transcended its practical functionality and has evolved into a means of expressing identity symbols and emotional identification. For jewelry brand enterprises, there are two important points regarding the shortening of the distance between jewelry brands and consumers. Firstly, the prices of jewelry products are affordable, transforming expensive jewelry into daily-worn accessories for consumers. Secondly, creating a connection bridge between the product and the consumer's psychology, where consumers pay for their emotional value, and self-pleasure consumption has become a popular topic nowadays.

Many domestic scholars have discussed the consumption patterns of the younger generation around the themes of brand transformation and symbol consumption [1]. Focusing on the reform paths of traditional jewelry brands, they proposed narrative jewelry brands that inherit Chinese characteristics of classical craftsmanship. This laid the foundation for affinity consumption and affordable consumption. A brand strategy centered around consumers to create a zero-distance feeling [2]. Compared to old brands, reshaping the stereotype of jewelry value in people's minds and launching IP collaborations, launching small and exquisite jewelry [3]. Chaohongji's IP collaboration, jewelry brand. Self-pleasure consumption indicates that current consumption has changed from outward display to inward self-pleasure [4]. The value of jewelry is no longer limited to identity symbols but a transformation to emotional value. This is also the key for Chaohongji's popular products to launch IP collaborations [5]. Wang Yang expressed his own views on the dissemination media and brand narrative of jewelry, believing that these symbols can bring consumers the perception of the product [6]. Through observing the jewelry consumption behavior of young people, it is concluded that the young communication method is the key to building brand affinity [7]. Chen Langgan pointed out that consumers, after analysis, evaluation, and selection under specific purchase needs, choose the best solution [8].

DOI: 10.54254/2754-1169/2026.37198

Overseas research focuses more on exploring minor changes in the market from consumer preferences, supply chains, and production models. Aura pointed out that global jewelry brands are upgrading and replacing, and consumers' preferences have become an important factor in changing brand characteristics in the market [9]. Xia Chaqun based on social media marketing, proposed that jewelry brands can rely on social media to showcase their affinity and win the trust of consumers [10]. From the perspective of product supply chain and quality, the research on quality control is the basic guarantee for maintaining the brand image [11, 12]. Popmate is a typical enterprise oriented towards IP. Based on the popularity of Popmate among the younger generation, it can be seen that brand shaping is important. The value of the brand is not limited to one track but can also expand to more tracks. The transformation of tracks can bring about the renewal of the enterprise and create possibilities for more tracks. This is a new way to occupy market share, and Popmate pointed out that their products have occupied the office desk tabletop, turned the IP into dolls, occupied consumers' bags and accessories, which is the manifestation of market share [13].

3. Case analysis

Based on the characteristics of Chao Hongji's brand, it can be seen that it follows the trend of products to align with the aesthetic preferences of modern young people. Compared to traditional jewelry brands, the functional factors are more oriented towards the novelty of the product itself and the consumer experience. From the perspective of Chao Hongji's brand building, it inherits the intangible craftsmanship of flower wire, providing consumers with a visual aesthetic experience. At the same time, the joint-venture IP products are more practical and accessible, making them more relatable to consumers, thus evoking a strong emotional resonance. From the joint-venture of Pop Mart to Pop Mart's entry into the jewelry business sector, it is easy to see that IP joint-ventures have deeply penetrated various industries, especially shifting towards everyday wearable items for consumers. It is a symbol of identity and also an emotional connection. However, quality and product supply depend on consumption volume and sales. Ensuring quality while meeting consumers' needs, especially the supply chain, are two very important factors. The transformation and upgrading of Pop Mart has proved that the combination of the IP with the current consumer preferences has become a popular trend. The brand building of Chao Hongji is to redefine the jewelry brand, transforming traditional jewelry and its definition into fashionable items that consumers can wear daily. Chao Hongji has spent a long time inheriting intangible craftsmanship through the construction of museums and offline flower wire craftsmanship experience activities, making the brand an important medium for consumers to meet self-expression consumption and pay attention to their own emotional changes. The IP of Pop Mart allows consumers to define the character and personality of the IP themselves. The products are very diverse. The IP joint-venture of Chao Hongji and Pop Mart is the beginning of allowing consumers to define the IP image themselves. The cooperation of these two brands is also an expansion of the IP approach, turning the IP characters into exquisite and accessible jewelry, allowing consumers to define their own favorite IP images. This approach is precisely the manifestation of the prevalence of symbol consumption in the current era. Symbol consumption has led consumers' thinking to shift from seeking outward to seeking inward, focusing on their own inner needs, including the current popularity of character dolls. Bags are key, and they are all IP joint-venture dolls. These are what consumers define based on the character traits represented by the IP, combined with their own emotions, expecting to become reflections of the IP character's personality.

DOI: 10.54254/2754-1169/2026.37198

4. Discussion

The IP jewelry sector of Pop Mart and the IP collaboration of Chaohongji essentially involve consumers paying for their own emotional value. The characters and emotional value represented by the IP are a collection of factors such as consumers' personalities. Creating lightweight jewelry products is the current trend. The difference between current self-pleasure consumption and traditional consumption lies in the change of internal needs, which is more related to consumers' psychology. The transformation of Pop Mart's sector follows the trend of the times, allowing consumers to immerse themselves in an ideal utopia. The character IP reflects consumers' psychological activities and serves as a symbol literature for emotional value. This is the essence of IP character creation in the current Chinese trend, and the core of IP character creation is the novelty of the Pop Mart brand. The novelty of this brand lies in not defining the IP characters, allowing consumers to define them themselves, leaving broad imagination space for consumers. Behind going viral is the transformation of current consumption concepts. Compared to the previous meaning of buying jewelry, consumption mainly focuses on pragmatism and is not much for emotional value consumption. Now people can pay for their emotional value. Quality and product innovation are also important assessments. Consumers, on the one hand, engage in emotional consumption and self-pleasure consumption, which has become a current trend. At the same time, it is also the best time for product updates. Market trends have a significant impact on product transformation, and the purchasing power of products can also make the market transformation more successful. The two complement each other. Brand building lies in the inheritance of stories and product innovation. For example, cultural products, Chinese trends, more often start with IP images and expand to peripheral businesses to increase the brand. The brand building of Chaohongji is on the one hand to inherit filigree craftsmanship and apply China's intangible cultural heritage to jewelry aesthetics to create unique value for jewelry. On the other hand, it is to create a personalized brand through IP collaboration. Chaohongji has spent a long time building its own jewelry museum to inherit filigree techniques. What consumers purchase is the cultural identity and belonging associated with the jewelry. The IP creation caters to the current trend of the times. A brand oriented towards consumers and based on the market can establish its unique value and charm. Chaohongji's different series correspond to different consumer groups. Consumers of different ages can find suitable products for themselves. IP collaboration is suitable for young consumer groups, who pursue fashion, novelty, and lightweight jewelry brands. However， some consumers who value the actual value of jewelry tend to focus more on the attributes of the product, such as whether it is valuable, quality, and whether the quality control meets the standards. While satisfying aesthetics, they also consider the practical value of the product. Different purchasing groups have different purchases. Young consumers tend to focus more on aesthetics and quality. Other consumers often pay attention to the quality and quality control of the product. These different demands have led Chaohongji to launch different series and price-level jewelry products.

5. Conclusion

Domestic and foreign literature has focused on jewelry consumption brands and the changes in current consumption concepts. It is clearly observable that the marketing strategies of jewelry brands have changed under the influence of self-expression consumption. With the development of the times, consumers' factors have driven jewelry brands to change in multiple aspects such as marketing strategies and product characteristics. We can find that the current self-expression consumption and the aesthetic of friendliness can bring emotional value to consumers. The launch of

DOI: 10.54254/2754-1169/2026.37198

lightweight jewelry can better illustrate the diversity of current consumption choices. On the contrary, it may also affect the shaping of jewelry brands. The quality factor of jewelry brands changes with the increase in consumption volume. Whether it can meet the product's emotional value or practical value is a direction that every jewelry enterprise should consider. Chaohongji's jewelry strategy and Bubble Mates' jewelry track are both in line with consumers' emotional value while also meeting the quality issues of the products. This way, lightweight jewelry brands with consumer emotional value can develop more sustainably in the jewelry field. Brand shaping should be created by combining consumer needs and the market and other aspects to create a brand with unique charm. With the intensification of competition, jewelry brands are all adapting to the market and consumers' transformation. This study mainly aims to explore the relationship between jewelry brands and consumers under symbolic consumption. The emergence of self-expression consumption is the key core of brand building. The case selected in this article is a distinctive jewelry brand that has unique charm in brand building, such as the inheritance of filigree craftsmanship. The brand has also invested a lot of manpower and resources to create the unique value and significance of the brand. At the same time, it also combines the current trends and follows the footsteps of consumers to pursue novelty. The strategies of jewelry brands under symbolic consumption, which are different from traditional jewelry brands, mainly pay for consumers' preferences and emotional values. The research shows that under symbolic consumption, the jewelry consumption concepts of young people will undergo a disruptive change. The focus of consumers shifts from wealth and marriage to jewelry brands that create a sense of friendliness. Chaohongji's IP collaboration is different from other jewelry brands in terms of warmth. Bubble Mates' jewelry track is the best alliance for Chaohongji to broaden its brand image. On the one hand, Bubble Mates can bring emotional value to consumers. On the other hand, product quality control also restricts Chaohongji. Therefore, while making the product popular, it is also necessary to strictly control the product. At the same time, it also provides practical solutions for enterprises that are popularizing IP.

References

[1] Wei, Q. (2014). Preserving the art of royal jewelry engraving - *Chaohongji* and the "Silver Wire Museum". *Collection World*, (7), 144-145.
[2] Gao, M., Wang, J., Luo, H., & Li, Y. (2026). Research on influencing factors and promotion strategies of "National Trend" consumption - From the perspective of the Z Generation consumer group. *Modern Business*, (2), 3-6. https://doi.org/10.14097/j.cnki.5392/2026.02.015
[3] Xie, M. (2025). Cross-border collaboration marketing strategies for old brands in the new consumption era. *Brand Marketing of Old Brands*, (22), 1-3.
[4] Zhao, S. (2025). The transformation of "Pop Culture Toys". *Chinese Clothing*, (10), 42-43.
[5] (2023). "Me" economy and self-enjoyment: The era of "Self-Pleasing Consumption" has arrived. *Modern Commercial Bank*, (10), 66-69.
[6] Wang, Y. (2026). National trend jewelry: Cultural symbols and media communication. *Jade*, (4), 75–77.
[7] Li, Z. (2026). Young people become the main force for the best-selling trendy styles. *Nanning Evening News*, 006.
[8] Chen, L., Shen, J., & Liu, Z. (2020). Exploring the impact of consumer psychology on purchase decisions. *National Circulation Economy*, (9), 3–4. https://doi.org/10.16834/j.cnki.issn1009-5292.2020.09.001
[9] (2026). Aura & luck highlights how changing consumer preferences reshape the jewelry market in 2026. *M2 Presswire*.
[10] Xia, C., & Wen, C. (2026). Analysis of social media marketing strategies for jewelry brands. *Urban Party Newspaper Research*, (1), 85–88.
[11] Arora, R., Chauhan, A., Singh, A. P., & Sharma, R. (2024). Optimization of a production inventory model for imperfect quality items in a three-layer supply chain in a fuzzy environment. *Benchmarking: An International Journal, 31*(9), 3026–3054. https://doi.org/10.1108/BIJ-11-2021-0678
[12] Bi, Y. (2025). Pop Mart enters the jewelry sector with higher pricing than old shop gold. *Every Daily News*, 006.

DOI: 10.54254/2754-1169/2026.37198

[13] Luo, W. (2025). Beyond Pop Mart's. *Economic Observer*, 014.