

The Future Improvement of Darry Ring and its “only” Marketing Strategy

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<p>Abstract</p> <p>Darry Ring is one of successful Chinese brands which uses integrated marketing and new media strategies. The main objectives of the thesis were to analyze the success of integrated marketing and new media strategies, and to investigate relevant customer behavior.</p> <p>First, the concepts of marketing strategies were explained. Then, a case study demonstrates the effects of integrated marketing and new media strategies. Moreover, an online survey and 4 telephone interviews were conducted to collect data on purchasing behavior.</p> <p>The result shows that integrated marketing and new media strategies may motivate customers to make a purchase. However, competitive advantages can decrease with the entry of a big amount of market followers in the market. The value of consumption resulting from social comparison contributes considerably to the success of integrated marketing and new media strategies. In addition, the thesis has referencing value for future development of Darry Ring.</p>			
<p>Keywords</p> <p>integrated marketing strategy, new media strategy, customer behavior</p>			

CONTENTS

1	INTRODUCTION	5
2	MARKETING AND MARKETING STRATEGY	8
2.1	The definition of marketing and marketing strategies	8
2.2	Marketing strategy vs. marketing tactics	9
2.3	Marketing strategy and strategic marketing	10
2.4	Types of marketing strategies	10
2.5	The differences between the four marketing mix strategies.	12
2.6	Macro factors influence marketing strategies	14
2.7	Micro factors influence marketing strategies	15
2.8	Differences between traditional marketing and new marketing.....	16
3	INTEGRATED MARKETING AND NEW MEDIA STRATEGY OF DARRY RING	20
3.1	How to design the marketing concept?.....	20
3.2	How to seize target consumers?	21
3.3	How to enhance the brand image?	22
3.4	How to implement the integrated marketing communications and new media strategy?	22
4	RESEARCH ON DARRY RING AND ITS ONLY STRATEGY.....	25
4.1	Research methodology	25
4.2	Data collection	25
4.3	Data analysis	26
4.4	Analysis of association with two variables.....	35
4.5	Qualitative research results	38
4.6	Reliability and validity of research.....	41
5	CONCLUSIONS AND SUMMARY.....	43
	REFERENCES.....	45
	APPENDICES	54
	Appendix 1 Cover Letter.....	54
	Appendix 2 Survey of Research Questions	55
	Appendix 3 Report of questionnaire.....	61
	Appendix 4 Table.....	69

1 INTRODUCTION

The diamond symbolizes the unalterable and eternal love because of its unconquerable hardness and elegance (Sullivan 2013). As an aesthetically jewellery queen, history of the diamond can be dated back to 4th century BC in India. However, the diamond had always been exclusive of the elite before the first large-scale diamond resource was discovered and mined. (Brilliance 2015) Since the 1990s, the diamond is no longer hid in mystery, and it is not the tribute for royals and nobles either. The diamond lowered its social status, having become the popular gem that can be owned and worn by the commons, which laid a solid foundation for the development of the diamond ring industry. (Chijiaodeyu 2012)

In 1477, there was the earliest record of a diamond ring for engagement, when Archduke Maximillian of Austria made a proposal to his better half, Mary of Burgundy. Despite the tradition, a man giving the diamond ring as a love token to his future bride, can be traced to several centuries ago. The diamond ring market in China, however, has been developing only since the Chinese followed the policy of reform and opening. There was no mature diamond ring industry in China, neither any diamond culture concepts until 1993. Nowadays, China is the second largest diamond jewellery market worldwide. (Bain & Company 2014)

The Chinese translation of "A diamond is forever" is the earliest and most widespread diamond ring marketing slogan in China (Chijiaodeyu 2012). Twenty years later, with the development of computer network and new media technology, the Chinese domestic diamond brands have started to adopt more innovative and effective marketing strategies and brand communication methods. Among these domestic diamond companies, Darry Ring creates a marketing miracle.

Darry Ring is a Hong Kong diamond ring brand, which was founded in the 1990s. The brand belief of Darry Ring is "Only", which means a man can customize one Darry Ring for his only love with his ID number in the whole life. In 2012, Darry Ring came officially into the Chinese mainland. With the unique brand culture and romantic services, as well as the integrated marketing communications approach and new media advertising strategies, Darry Ring has become the most popular diamond ring brand in Chinese mainland within three years. (Darry Ring 2015)

The objective of the research is to analyse basics and reasons of marketing success in Darry Ring by referring to amount of theoretical literature, to extract the most effective marketing strategies which can be borrowed by other companies or brands, to investigate the corresponding customer attitudes and behaviours through a carefully designed research, and to give suggestions about the way of sustainable development by the analysis of research responses. In sum, the authors hope to get an understanding and awareness of some new marketing methods and put forward a feasible scheme which is suitable for the development of society and Chinese market through the thorough study and research.

It is noticed that methodologies of research can be divided into quantitative research and qualitative research. In the part of quantitative research, a questionnaire will be distributed to existing customers and potential customers in the Chinese mainland by the Internet or paper sending and the Webropol will be utilized to do the quantitative analysis. Interviews and observations will be arranged in different age groups and different backgrounds for collecting qualitative research data. At the same time, appropriate and neutral language will be adopted to do unofficial qualitative analysis. On the basis of primary data, the authors will also gather abundant secondary information from various books, compilations, journals and online materials.

The authors concern the following research problems, which contain:

- The important features attracting customers to buy a diamond ring or a Darry Ring?
- What customers think of Darry Ring in some given aspects?
- What customers think of the “only” concept?
- General opinion on the future of Darry Ring?

Five essential topics have been selected for the report. Chapter 2 focuses on the definition of marketing strategy as well as literature reviews from different emphasis on successful marketing strategies. Chapter 3 analyses two of the most successful marketing strategies, integrated marketing and new media marketing, which are adopted by Darry Ring. As two new-style marketing strategies, both are very worthy of reference and learning by other companies and brands. A complete research process is elaborated in Chapter 4 and it includes research purpose and questions, data collection and sorting, as well as the conclusions from the quantitative analysis and qualitative analysis respectively. Chapter 5 provides a summary of theoretical knowledge and research results and it deals with the problem - is there a future development of Darry Ring and its “only” strategy - which is also the heart of the thesis statement. In the concluding part of the report, the authors focus on the problems

they have met in the investigation and research and give their feedback as well as feasible suggestions and some opinions about sustainable development will be stated.

2 MARKETING AND MARKETING STRATEGY

When inputting the keywords of marketing strategy into the Google search, innumerable relative definitions and arguments will be found. In the chapter, there are four problems will be resolved:

- What is the marketing strategy?
- How many types of marketing strategies?
- What are the main factors affecting marketing strategy?
- What are differences between the traditional marketing strategy and the new marketing strategy?

2.1 The definition of marketing and marketing strategies

Marketing scholars have given their different definitions from various levels and developmental perspective. From the macroscopic point of view, marketing is a societal and managerial process which can respond to the needs and wants of the public through creating and exchanging value of individuals or groups as well as maintaining a long-term interest relationship (Kotler 1994, 6). Perreault and McCarthy (1997, 7) define marketing from a micro perspective as the responsibility of the managerial activities of enterprises, which will meet customers' needs and realize companies' profits through transfer products and services from producers to consumers. According to these definitions, marketing can be summarized as the following: the ultimate goal of marketing is "to meet the needs and wants", the core of marketing is "to exchange" and the success of marketing depends on "the exchanging value" and "the managerial activities". There are four independent and interrelated aspects of the concept of marketing, which should be the attitudes of idea, methods of the organization, categories of activity, profits of production. The four aspects are combined with each other and happened at the same time. (Fifield 1998, xiii) In the sense, the main function of marketing is to develop a strategy for a profit organization (Silk 2006, vii). Informally, marketing is to encourage the sale of a product or service through publicity and promotion.

In recent years, the word "strategy" is abused in business representation, that increasingly people tend to believe the word "strategy" equals "very important" or "quite essential" for an organization (Fifield 1998, xx). In fact, in the new century, the market conditions have become more perplexing and the market competition is increasingly stiff due to the rapid advance of information and Internet technology and the immense

changes of consumption mode. In the circumstances, the innovative and effective marketing strategy is indeed necessary for an ambitious enterprise. Shankar et al. (2012, 2) state that a marketing strategy is a general plan of one organization, which contains the managerial specification and action guidelines can be utilized to attract customers and expand markets. Marketing strategy ranges from all fundamental and long-term marketing arrangements for the analysis and formulation of the strategical preliminary condition of an enterprise and the choice and assessment of market orientation, and therefore lay out the marketing objective and a Corp blueprint (Urban unknown, 78). There are three primary activities in the marketing strategy process: targeting, positioning and planning (Silk 2006, 3). The goal of marketing strategy is to push up sales and achieve a continuous development (Michael 2008, 3). Briefly, marketing strategy is all about how a company to achieve its marketing target (Fifield 1998, xxi).

2.2 Marketing strategy vs. marketing tactics

People are apt to confuse the two definitions, marketing strategy and marketing tactics. The Internet is filled with numerous false information and useless talk, even some industry masters are self-contradictory on the issues (Furgurson 2009). In any case, marketing tactics and market strategy solve problems of different levels. The marketing tactics specify what is needed in the market and which direction the company should gaze while the marketing strategy solves the problem of how to satisfy the needs and wants of customers and how to achieve the marketing goals. To put it simply, the strategy is the idea of how to implement the objectives and tactics is an action to guide the strategy (Furgurson 2009). Therefore, the marketing strategy is not only more specific and detailed, but also serves for marketing tactics. Correspondingly, marketing tactics are more general and widespread. We can distinguish marketing strategy and marketing tactics from three main perspectives: 1. It is necessary to allocate resources because the marketing strategy focuses on the strategic decision. 2. The management process and activities of marketing strategy have a long-term effect on the entire marketing campaign. 3. The decision of marketing strategy is made by the company's executives while the implementation of it requires multiple cooperate with other departments. (Shankar et al. 2012, 2) It is worth noting that if the marketing idea is great enough, the strong strategy does not need to rely on excellent tactics. Otherwise, even the best brilliant tactics will not remedy a dreadful strategy. (Furgurson 2009)

2.3 Marketing strategy and strategic marketing

Strategic marketing as an important research field of marketing subject has been evolved more than fifty years (Shankar et al. 2012, 9). Strategic marketing regards marketing strategy as the core and the main line, and it concerns the integration of organizational resources and the development of corporate tactics to fulfil its targets (Blythe et al. 2005, 23). In other words, the term "strategic marketing" indicates a research field in marketing, while the marketing strategy refers to a proper organizational strategy that is closely related to the strategic marketing field (Shankar et al. 2012, 10). Strategic marketing is regarded as all research around organizational, interorganization and peripheral environment involves 1. Organizational behaviour in the market, is interacting with the clients, competitors and other external factors as well as the exchange value with organizations, are needed to create, promote and transfer, 2. The conventional management responsibilities the organization with cross-border role of the market (Varadarajan 2010, 119). Marketing strategy, however, more focus on an organization's comprehensive decision model, that arranges important things relating to the product, market, marketing activities and resources to create, promote and offer valuable product to customers, so that the organization can achieve its specific goals (Varadarajan 2010, 130). From these definitions, we can induce, marketing strategy is a marketing idea, based on existing resources and marketing strategy is a practical decision and action.

2.4 Types of marketing strategies

For a long time, the marketing theory of 4Ps is widely accepted by the theoretical circle. The marketing theory of 4Ps originated in America in the 1960s and was put forward as the marketing mix theory (Zeng et al. 2012, 47). After getting the inspiration from Culliton (1948) who likened marketers as "mixers of ingredients", Borden (1965) first used the term marketing mix in his presidential address of the American Marketing Association (Jain 2009, 75; Zeng et al. 2012, 47). The marketing mix is a methodology framework that can be utilized by marketing managers with a successful marketing process (Jain 2009, 75). Marketing mix refers to combining marketing variables effectively to changing the marketing plan into practice activities (Bennett, 1997) because an enterprise has always intended to seek a certain marketing response and maximum profits, even when the market demand is continually affected by sales and marketing elements on some levels (Goi C 2009, 2). Therefore, marketing mix is the strategy about how to achieve marketing objectives (Jain 2009, 75). Depending on McCarthy (1960), 4Ps elements are generally divided into products,

price, place and promotion. However, there are still defects in the marketing mix, which makes it ignore or underestimate some very important links to the marketing process. In addition, the marketing theory of 4Ps is more biased towards the seller's view of the market, rather than the buyer's point of view, which actually is the key point of marketing. (Kotler et al. 2005, 67)

With the development of modern commercial reality, the theory of 4Ps has been challenged. In modern times, the marketing personnel should not only consider the theory of 4Ps, but also use the corresponding 4Cs strategy, which can be referred to an updated theory of 4Ps, specifically for the service industry. (Pejak 2014) The theory of 4Cs form a more customer oriented angle of marketing, that is, to satisfy the needs and wants of clients, the requirements of cost and the demand of convenient communication (Barker et al. 2007, 142). The theory of 4Cs can be divided into: customer value, cost, communication and convenience. The transformation from 4Ps marketing mix to 4Cs marketing mix, embodied in production to the consumer, price to cost, place to convenient and promotion to communication (Goi C 2009, 4). The 4Cs new strategy aims to transfer mass marketing, the marketing staff treats their customers like a common collection, into niche marketing, which is more suitable for one-to-one communication (Pejak 2014). The theory of 4Cs has attracted widely attention by marketing managers since many companies utilized it and created much commercial miracle. However, the 4Cs strategy overemphasizes on the position of customers, which will increase costs and shrink profit margins because the variety of customer needs and wants make enterprises need to constantly adjust their product structure, process, and procurement as well as change their equipments, special workers and designs. To sum up, the theory of 4Cs inhibits the initiative and creativity of the enterprise from the perspective of the enterprise and the market development trend.

In the mid of 1990s, an American scholar, Don E.S Schultz proposed four brand new marketing strategy elements, which were called 4Rs marketing mix (Riley & Samuelson 1981, 381). The theory of 4Rs is a competition-oriented strategy, which summed up a new framework of marketing. 4Rs marketing mix concerned marketing activities of companies on the macroeconomic and social level and it believed enterprise should be combined with customers, stakeholders, public and community to establish, consolidate and develop a long-term relationship, which emphasizes on relationship management rather than marketing transaction. The theory of 4Rs regards relationship marketing as a core, focusing on building customer loyalty, which may contribute to a continual advantage in competition and long-term commercial development. As a more practical and effective marketing strategy, elements of the 4Rs mar-

keting mix - relevancy, respond, relation and return - interact to produce preferred business achievements as a reward for its shareholders, employees, customers and so on. (Farrel 2002) Certainly, like any other marketing strategies, the 4Rs marketing mix also has its limits and defects. It is required to establish a good relationship with customers in the 4Rs marketing mix, which need actual strong foundation or some special conditions. Not all companies can implement the 4Rs strategy, but the kind of marketing idea is really worthy to be understood and grasped.

After entering the 1980s, with the rapid development of high-tech industry, marketing concept and methods are constantly enriching and improve. On the basis, the Chinese scholar Luo (1994) and Guan (2001) put forward a comprehensive new marketing philosophy 4Vs, which refers to variation, versatility, value and vibration. The marketing mix is more suitable for high-tech enterprises. (Wang & Liu, 9) Coming up from the overall analysis, the theory of 4Vs is a typical systematic and social marketing strategy. In other words, it not only concerns the interests of society and consumers, but also cares about the interests of capitalists, enterprise and employees. More importantly, the core competitiveness of the enterprise can be cultivated and built through the use of 4Vs marketing mix. It is noticed that there is another 4Vs marketing mix, which is the validity, value, venue and vogue (Lalitbhojwani 2012). But there is no doubt that the 4Vs marketing mix is value-oriented and aims at developing some ways to build the core competitive ability of the enterprise.

2.5 The differences between the four marketing mix strategies

Table 1 shows to us that the content and the contrast between advantages and disadvantages of four marketing mix strategies.

Table 1: The differences between the four marketing mix strategies (Kar 2011; Company News 2012; Marc 2014; Peyeti 2012; Mishra 2012; Herbert 2009; Courville 2014; Farrel 2002; MBA lib 2015; Wang & Liu, 2014.)

	Content	Contrast
4Ps marketing mix	<p>Product (Service): a tangible object (consumer goods) or intangible service; product portfolio; product design; product attributes; packaging; brand; product life-cycle; product extensions, etc.</p> <p>Place: location (physical store</p>	<p>Advantages:</p> <ol style="list-style-type: none"> 1. A company can achieve its marketing objectives by the appropriate use of these four variables. 2. The concept is very flexible and convenient, which can target to the special marketing envi-

	and virtual store); distribution channel; logistics, etc. Price: perceived benefits and perceived value. Promotion: communications; advertising; publicity; sales promotion, etc.	environment and customer needs. Disadvantages: 1. The strategy applied to tangible products rather than service. 2. Ignore attention of customers and their needs and wants.
4Cs marketing mix	Consumer: customer needs and wants; consumer behaviour. Cost: pricing strategy; repeat costs. Convenience: place utility. Communication: interaction between the enterprise and customers; brand awareness and brand cognition; proper communication channels.	Advantages: 1. The attention has changed from the transaction marketing to relationship marketing. 2. The strategy is more customer-oriented, which is suitable for a niche market. Disadvantages: 1. It will increase costs and shrink profit margins of companies. 2. The enterprise will not have the initiative.
4Rs marketing mix	Relevancy: what the enterprise says; what the enterprise offer; what the market and customers want; how to be relevant to the present commercial situation. Respond: because of the reputation and brand; how the market and customers say about an enterprise; the market respond speed. Relation: with important stakeholders; be competitive because of the reputation; Return: the reward for shareholders and employees; how to gain or create returns; seek a win-win situation.	Advantages: 1. It contributes to a continual advantage in competition and long-term commercial development. 2. A more practical and effective marketing strategy framework, which guided by the market competition. 3. It reflects and implements the theory of relationship marketing. Disadvantages: 1. Not all companies can implement the 4Rs strategy because it needs actual strong foundation or some special conditions.
4Vs marketing mix	Variation: various products and services for different customers; apart from the competitors; product differentiation, market differentiation and image difference Versatility: multi-functional prod-	Advantages: 1. The strategy is more suitable for high-tech enterprises. 2. The strategy is a typical systematic and social marketing strategy.

ucts to meet various needs and wants of customers.	3. The strategy is value-oriented and aims at developing some ways to build the core competitive ability of the enterprise.
Value: the added value of products and services; high technology, brand, corporate culture and marketing as added value.	Disadvantages:
Vibration: the satisfaction of customers can drive the benefits of the enterprise.	1. The strong base of an enterprise is needed to conduct the strategy.

All commercial activities are exposed in the air, which means that any strategies of the enterprise will be influenced by various factors frequently (McAfee 2014). These factors can be divided into macro and micro ones, which create changes or challenges to the marketing activities of an enterprise (Ahmed 2014).

2.6 Macro factors influence marketing strategies

Macro factors are generally uncontrolled and it will be very hard to be influenced and changed by a certain enterprise (Ahmed 2014). Macro factors include demographics and sociological factors, economic and trade factors, natural and environmental factors, science and technological factors, political and legal factors as well as educational and cultural factors (Huang et al. 2013, 156). The pestle analysis may be conducted by companies to gain data about their macro influencing environment (McAfee 2014). The abbreviation of pestle refers to six main factors - political, economic, social, technological, legal and environmental factors - which are used to recognize and analyse those important change drives of business strategy (Dcosta 2011). Table 2 indicates that the contents of the six macro influencing factors.

Table 2: Contents of macro influencing factors (Ahmed 2014; Oxford College of Marketing Blog 2015; McAfee 2014; Wisegeek 2015)

Macro influencing factors	Contents
Demographical and sociological factors	<ol style="list-style-type: none"> 1. Demographic factor: the relationship of population size, density, location, age, gender, race and profession with the market. 2. Human migration factor: the relationship between the movement of the passenger flow and the geographical environment. 3. Social factor: the relationship between households and

	social status with market segments.
Economics and trade factors	<ol style="list-style-type: none"> 1. Gross Domestic Product (GDP) 2. Personal income 3. Balance of foreign trade 4. The relationship between the economic position with productivity and customer behaviors.
Natural and environmental factors	<ol style="list-style-type: none"> 1. The shortage of natural resources and the environmental protection. 2. The deterioration of the environment and the influence of disease.
Science and technological factors	<ol style="list-style-type: none"> 1. Create a new market and marketing opportunities. 2. Keep an enterprise keeps the modernization and leading market curve.
Political and legal factors	<ol style="list-style-type: none"> 1. It concerns the state action, government regulations and public policies which will affect the company's strategy and activities. 2. Multinational companies will be affected by international law, trade agreements and tariffs. 3. The stability of politics and the country's political and legal environment direct impact on marketing strategy of one enterprise.
Educational and cultural factors	Level of education, religious belief, traditional customs, life style, socially responsible, social trends and so on.

2.7 Micro factors influence marketing strategies

Micro influencing factors indicate various elements and conditions, which are closely around the enterprise and can affect its marketing activities, including suppliers, customers, marketing intermediaries, competitors, publics and the enterprise itself. The marketing personnel must realize the company's micro environmental factors by nimble observation, detailed market analysis and other means of science and technology to achieve the objectives of marketing strategy. (Ahmed 2014) As a business owner, it is necessary to understand the microscopic factors of the enterprise, which will have impact on the planning and implementing the marketing strategy and influence enterprise sustainable development (Kokemuller 2015). It is worth noting that enterprises are still hard to fully grasp or control their micro environmental factors, but enterprises can affect their microenvironment to some extent (Slideshare 2012, 4). Table 3 demonstrates contents of the enterprise micro influencing factors.

Table 3: Contents of micro influencing factors (Oxford College of Marketing Blog 2015; Slideshare 2012, 8; Kokemuller 2015; Ahmed 2014)

Micro influencing factors	Contents
Suppliers	<ol style="list-style-type: none"> 1. Suppliers hold some power because they controlled the life-blood of the finished product, for them, the buyer is not much vitality. 2. Suppliers are the important link of the whole customer value delivery system.
Customers	<ol style="list-style-type: none"> 1. Customers are the direct consumers of goods and services and immediately influence the marketing strategy of enterprises. 2. Who are your customers and what is the reason that they buy your products, answers to both questions are very essential for the enterprise marketing.
Intermediaries	<ol style="list-style-type: none"> 1. Intermediaries refer to companies or individuals, which help enterprises to distribute, sell and promote their products to the terminal customers, such as franchisees, retailers, agencies, marketing services and financial intermediaries. 2. If the retailer is a famous brand enterprise, then its reputation can be utilized for marketing.
Competitors	<ol style="list-style-type: none"> 1. Competitors sell similar or same products and services, so their pricing strategies and sales ways may influence the company's marketing strategy. 2. A successful enterprise should offer a superior value and satisfaction than its competitors. 3. Companies also need to pay close attention to the competitor's strategies and activities.
Publics	<ol style="list-style-type: none"> 1. Any action of the company must concern the public's expectation and influence of the public. 2. Publicizes consists of all exact or potential interest combinations, such as financial publicizes, media and communication policies, political and legal policies and so on, which may affect the company's marketing objectives.
Enterprise itself	different departments of the company will work together and impact on the marketing strategy and activities.

2.8 Differences between traditional marketing and new marketing

All enterprises should implement appropriate and suitable marketing strategies that are in their own interests, in order to lure customers, enhance the brand value, keep the competitiveness and market share for obtaining benefits. Marketing tools are mul-

tifarious, including the traditional print media, radio, billboards, leaflets to modern high-tech such as the internet and new media. (McQuerrey 2015) Since the 21st century, the issue about whether the new marketing overwhelmingly exceeds the traditional marketing has been widely discussed in the society. Many people think that, in most circumstances, the traditional marketing has been successfully taken over by the new media marketing. So it does, in fact, according to statistics, in the past year, the traditional marketing had fallen about 160%, while at the same time the new marketing costs had increased more than 14%. (Top SEO Firm 2015)

Traditional marketing is any means of communication except by internet and digital methods for products or brands of an enterprise, which is about off-line marketing strategies such as business cards, print advertising in traditional media, radio and television advertising, posters, direct mails, billboards, brochures as well as trade exhibition and so on (Christ 2015). Another notable traditional marketing way is when people are recommended by others or find the specified business network, and ultimately form a business partnership (Top SEO Firm 2015). In the era of traditional marketing, due to the limitation of science and technology, marketing personnel confined to one-way marketing communication. So the purpose of marketing is to use a suitable media mix, such as print media, broadcast media, telephone media and so on, to provide appropriate sales promotion, encouraging consumers to purchase goods and services. As a result, traditional marketing techniques often pay attention to identify the target audience analysis, understand the consumer behavior, and provide proper stimulation. Besides, the traditional marketing also needs to consider the position and communication channel. (Strategic Marketing Solutions 2013)

New marketing refers to a kind of marketing way and communication through the electronic media such as internet, social media and new media platform, online video and banner advertisements as well as integrated marketing communications, which is evolving with the continuous development of science and technology. Some people think that the new marketing is similar to the traditional marketing, except moving traditional methods to the network. But in fact, new marketing is a kind of inbound marketing, which contains direct reaction marketing and indirect marketing factors as well as utilize advanced technology to help link customers to enterprises and help people find a product or service. Specifically, the enterprise will release their advertisements or soft advertisements for people to search, and customers find them through search engines or social networks as well as read the content of marketing or business the enterprise wants to convey. In the case, the popularity and frequency of contents will create different levels of trust for customers on enterprises and brands.

Although we cannot assert that the trust must be proportional to the popularity and frequency of contents. (Top SEO Firm 2015; Quirk 2015)

In the late 1880s, the concept of marketing had been created, however, the new type of e-commerce marketing was just started in the late 1990s, as the Internet technology was more and more popular and convenient (Christ 2015).

As is known to all, the new type of marketing, which is dominated by social media and network platform, is very different from the traditional marketing model (Dilenschneider 2013). In the table 4, the four main differences between traditional marketing with new marketing will be expounded.

Table 4: Major differences between traditional marketing and new marketing (Hausman 2012; McQuerrey 2015)

Differences	Traditional marketing	New marketing
Cost	<ol style="list-style-type: none"> 1. Price tags in traditional ads reflect both AD quality and also market reach. 2. Marketing materials also need costs according to the quality of paper, design and printing. 	<ol style="list-style-type: none"> 1. Although companies still need to pay for new marketing places, but most types of new marketing, such as emails, blogs and twitters, facebooks and enterprise websites, are completely free.
Immediacy	<ol style="list-style-type: none"> 1. The traditional marketing takes time to finish from the marketing concept to the delivery of finished product and contents involve, completion and delivery of drafts, design and presentation of advertising models, review and adjust of advertisements, advertising time and frequency of video and television ads, size and location of billboards and so on. 2. Mail marketing brochures need to consider the speed of the post office, and radio and television materials are difficult to completely achieve the target audiences. 	<ol style="list-style-type: none"> 1. Instantaneous: Even if the previous preparatory works still need to spend time, but marketing activities are basically a mouse click second.
Tracking	<ol style="list-style-type: none"> 1. Traditional marketing is hard to be traced, in some cases, marketing 	<ol style="list-style-type: none"> 1. New marketing is very easy to track. Now there are many softwares

personnels even need to conduct a detailed marketing research for tracking their advertisements.

can view and count read numbers, and marketing personnels can connect these informations easily with the sales situation. In the case, the number of advertisements, which contribute to purchases can be directly tracked.

Audience	<p>1. For those audiences who cannot regularly use the Internet or are not good at using the Internet, traditional marketing can more effectively reach the target population.</p> <p>2. Mass consumption</p>	<p>1. For teenagers and the millennial generation, it may be much easier to grasp informations through new marketing.</p> <p>2. One on one marketing</p>
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3 INTEGRATED MARKETING AND NEW MEDIA STRATEGY OF DARRY RING

If you mention jewelry brands to publics, people always can think of some keywords include: luxury, senior custom, taste and style. To carefully forge an exceptionally brilliant diamond ring is the indispensable responsibility for any jewelers. However, to create the only romantic love is the concept Darry Ring has always been adhering. Darry Ring - the ID number, a man can customize diamond rings for his only love during whole life - has created a unique marketing pattern in the jewelry industry and also brought a lot of enlightenment to other traditional market. In the field of high-end jewelry, Darry Ring successfully combined a diamond ring with an emotional concept, created the explosive influence on social media and became the brilliant model of how a traditional brand survived and successes in the Internet marketing environment. (Darry Ring 2015)

Darry Ring is a diamond brand in Hong Kong, which has got excellent quality reputation in the international diamond jewelry industry. In 2010, Darry Ring accessed to the Chinese mainland market and sold its products by the official online mall. One year later, the first offline flagship store of Darry Ring opened for business in Shenzhen city. Now Darry Ring has become a leader in the field of Chinese diamond ring market, due to the prevalence of new-generation culture, the thought of internet innovation and the implementation of overall linkage development. In the chapter, authors will analyze the marketing strategy, especially two winning strategies - integrated marketing and new media marketing - of Darry Ring. (Darry Ring 2015)

3.1 How to design the marketing concept?

The marketing concept is the spirit of enterprise, which must know what is the needs and wants of customers and satisfy their needs and wants to surpass competitors. Relying on the market research to design the marketing concept, as well as the size of the target market and customer needs. In order to meet these requirements, marketing team need to decide which kinds of marketing mix can be used. (NetMBA 2010)

The marketing concept of Darry Ring is "A man can customize a Darry Ring with the ID for his only love during the whole life". In other words, women cannot buy for their own, while if a man sends out a Darry Ring for his better half which means he has prepared for love her whole life. At the same time, each Darry Ring has its unique

code, which means whatever the status of the costumer, he cannot send out another Darry Ring any longer. Such a unique and romantic marketing idea has grasped the women's psychology of pursuit for love and makes most of the women want to own a Darry Ring as a symbol of love and happiness. In fact, the diamond ring itself is not much pricing, but how to reveal the value behind the diamond ring is the most important. The new interpretation of Darry is "Diamond + Marry", meaning "Witness forever marriage with most hard diamond". The success of the new integration is to extend the product definition, create the scarcity (only one during the life) to produce and transfer the focus of customers from high price to a special concept. In the internet age, the brand loyalty of consumers will be lower than before so the value of a product must be more important than the value of branding. Darry Ring is a classic case of how to create product value. The uniqueness of it will be a model but also a barrier to competitors. (Laoliu 2015)

3.2 How to seize target consumers?

If an enterprise wants to do the social network marketing, first of all, it needs to understand the concerns of Internet users, so as to exert the instant explosion effect of social network communication. As a wedding ring brand, Darry Ring must have its own unique key point to attract attentions, specially under the fierce competition in today's wedding jewelry industry.

In 1947, Frances Gerety created an advertising slogan "A Diamond is Forever" for De Beers, which has become a classic in the diamond industry, even in marketing circle (Sullivan 2013). Later, there are many similar slogans, such as "My heart is a rock, abiding specifically for you", "The Witness of forever love" and so on. It is important to note that these slogans are similar and is all the combination of love, forever and diamond (Wang Liyang 2014).

In fact, the diamond rings itself is just an accessories, not a necessary. But due to publicity of each diamond ring brand, consumers were forced to accept a definition of "diamond is equal to the love". The rough marketing means have been out of date after the millennial generation becomes the major diamond ring consumers. The target group members are full of individual character, addicted to the internet and have grown up under the information explosion so most of them will ignore those featureless slogans. (Wang Liyang 2014)

The rise of the emerging consumer groups, however, also gives opportunities for new brands such as Darry Ring. As is known to all, there is no such love, forever and diamond words in advertising language of Darry Ring. In other words, the communication subject does not seem to be a diamond any more, but a love attitude, loves only one during whole life. So, Darry Ring attempt to make friends with customers and to be their true love witness rather than to marketing, which is a very key success point in the age of the internet marketing.

3.3 How to enhance the brand image?

After seizing the needs and wants of target customers, enterprise needs to know how to improve the brand image. The clever method of Darry Ring is to put their products into the hot news and even change their products themselves to a kind of news. In 2014, a famous Chinese action star married with his well-known TV presenter wife. Darry Ring decided to regard this unprecedented celebrity wedding as its communication highlight. (Wang Liyang 2014)

Before the wedding, promotion soft advertisements of Darry Ring can be found everywhere in the largest social media site Weibo in China. At first, a famous entertainment reporter revealed that the diamond ring in the wedding would be very special and unique, and then the bride showed her Darry Ring in her Weibo. In the wedding ceremony, the 2 million yuan (about 400000 dollars) Darry Ring once again became the focus of media. (Wang Liyang 2014)

Darry Ring promoted its own brand image with the aid of star wedding effect because the subconscious of most ordinary consumers, the goods, which are purchased by stars and celebrities, are always stylish, elegant and fashionable. Not to mention that the two celebrities themselves have very strong calling as well as wide fans basis and they regarded Darry Ring as their exclusive wedding ring, which can promote the potential purchase desire of target consumers. (Laoliu 2015)

3.4 How to implement the integrated marketing communications and new media strategy?

Integrated Marketing Communication (IMC) is an application used by companies to adjust their brand messaging across multiple communication channels, both traditional and non-traditional marketing channels, such as new media, radio, television,

billboards and magazines (Raju 2013). At the same time, companies will shift their marketing efforts from mass marketing to niche, and using different promotional methods to reinforce each other.

According to Finne and Gronroos (2009, 179), the core idea of integrated marketing communication is the communication occurs in a wide range of background rather than a vacuum, so it does not only need the help of traditional media, but also communication works, and the encounter between products with services. Darry Ring utilizes the current most popular integrated marketing communication approach, combining traditional network news media, Weibo, micro video and we media. Therefore, integrated marketing communication can help an enterprise to establish its stability and unified brand, which can clear and attentively embody the spirit and concept of the enterprise, and convey effective information through its communication channels (Bennett 2013).

Bennett (2013) also believed that the impact and influence of a coherent unified information are far more than disjointed unsystematic information. That is to say, the integrated marketing communications can help block the noise and directly and effectively reach the target audience.

Because of the star wedding, the micro video playback volume of Darry Ring was more than 1.6 million and the Weibo topic of Darry Ring ranked in No.8 of the hot list. We have to notice that the aforementioned two steps are very important. First of all, enterprise must understand the needs and wants of the Internet users, so that they will take the initiative to help information spread. Second, spread work must have enough preheated in order to cause sufficient onlookers and discussions. The last step is a conventional promote work and a harvest process of brand communication. (Laoliu 2015)

It is remarkable that We-media also plays a critical role in the brand communication. And the current integrated marketing communication approach can be divided into two directions: "to influence a group of people" and "to influence a circle of people". "to influence a group of people" is mainly for mass communication and "to influence a circle of people" refers to especially we media circle. In circles, media advertising will directly affect the other We-media person. (Wang Liyang 2014)

The main marketing battlefield of Darry Ring is Weibo, which is the hottest microblogging platform in the contemporary China and accounts for 90% of Chinese

microblogging service market. There are more than 200 million users in the world. (Falcon 2011) Weibo, thus has become the pronoun of the new media in China. New Media marketing is a kind of marketing strategy which can help enterprises to convey information to their Internet audiences (Rochester Institute of Technology 2015). New media marketing help enterprises promote their brands, products and services from some online channels, which include Weibo, We chat, Baidu, QQ, Tmall, Youku and so on in China (Glossary 2015).

The new media marketing of Darry Ring is particularly outstanding. Darry Ring has cooperated with some first-line emotional experts and writers as well as published books with them. These emotional writers and experts all have very high popularity and they always recommend Darry Ring in their Weibo. Fans numbers of each celebrities are multimillions so their microbloggings about Darry Ring always are forwarded breakthrough ten thousands of times. The type of new media spread laid a foundation for the reputation of Darry Ring.

4 RESEARCH ON DARRY RING AND ITS ONLY STRATEGY

This chapter focuses on the several researches within the thesis topic. The process could be mainly divided into seven parts. Firstly, research objective and questions would be raised. Next, research method provides a tool to collect relevant information. Useful data are collected by using questionnaire and interview. Then, results are analyzed and interpreted. Findings would be mainly summarized. Ultimately, the chapter represents validity and reliability of the whole research.

Setting up a clear research helps the researchers to formulate and clarify the aims and directions, while research questions provides the basis of research objective (Mark, Phillip & Adrian 32.).

In this thesis, writers intend to figure out the reason of why Darry Ring and its “only” strategy achieve success. Also, suggestions would be arose for Darry Ring’s sustainable improvement.

4.1 Research methodology

In order to enrich feedbacks from both existing and potential customer groups, the thesis research adopts both quantitative and qualitative research.

Murray (2003, 44) stated that surveys can be fully used to reflect details of an object variable. Questionnaire is used as the non-experimental **quantitative research** collecting background and relevant data from existing and potential customers in Chinese Mainland. The goal of quantitative research locates whether there is a future improvement for Darry Ring and its “only”.

When quantitative research reports a general understanding of the whole customer groups, **qualitative research** focuses on the underlying points. According to Murray (2003, 35), the uniqueness of every individuals can be perfectly described by using qualitative method.

4.2 Data collection

The **questionnaire** was created by Webropol, which is a frequently used online survey and analysis software within Savonia UAS, providing operating platform for doing survey activity. As the target groups are from Chinese Mainland, both Chinese and English are labelled in survey. There are 17 questions in the surveys, including single choice, multiple choice, Likert scale and open-end question. From questions 1 to 6 are gathering demographic variables of respondents about their gender, age group, education level, job category, income level and marital status. Questions 7 and 8 emphasize on the usage of social media. Then, questions 9 to 11 ask about respondents' diamond purchase situation. After that, questions 12 to 16 discuss respondents' attitudes toward to Darry Ring and its "only" strategy. Ultimately, respondents may give their suggestions and expectations for Darry Ring's continuous improvement.

A typical five-level Likert scale is only adopted for question 13. The question is designed to reflect important features that customers would consider when buying a diamond ring. Levels of customers' preference in different parts could be valued from 1 to 5: Very important = 1, Important = 2, Neither important nor not-important = 3, Less important = 4 and Not important = 5.

There are four types of **interview** in the qualitative research. Considering the limitation of time and space, semi-structured interview is adopted in the thesis. Besides, from perspective of personal privacy and convenience, telephone interview is better than both face-to-face interview and self-administered questionnaires.

The combination of semi-structured and telephone interview make the qualitative research should be short and concise. Thus, there are only 5 questions within an interview. At the beginning, meaning of a diamond ring would be asked as the basic question. Then, initial contact with Darry Ring helps to analysis the effective marketing channel. Brand preference offers useful information about building a competitive company image, while customer relationship stresses on how to keep customers' loyalty. Final question would be suggestions for new customer acquisition and CRM

4.3 Data analysis

As quantitative research and qualitative research follow different principles and modalities, data from questionnaire and interview are analyzed by diverse procedures.

Questionnaire was created and collected in Webropol in 19 April 2015. Quantitative research was influenced by culture and geographic factors, questionnaire were transmitted to a target group with a cover letter through several Chinese social medias. Respondents include existing and potential customers in diamond ring industry in Chinese Mainland. Due to the great size of sample and low response rate, 378 responses were ultimately received. Meanwhile, there are 127 answers in the last open-ended question. Numeric data of the questionnaire were analyzed by using both Webropol and Microsoft tools.

4.4.1 Analysis of demographic variables

TABLE 5. The gender ratio of respondents have ever bought a diamond ring (n=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Gender		
Male	42%	47%
Female	58%	53%
Total	100%	100%

In the table above, there are 141 respondents who have ever bought a diamond ring, while the rest of 237 people are in an opposite situation. The proportions of the female respondents are slightly higher than the male in two different purchase situation. About 60% female group already have bought a diamond ring. At the same time, the female who are not diamond ring buyers account for 53%. Male respondents are showing weaker purchase action than the female regardless of whether the respondents have ever bought the diamond ring, respectively. Over 40% of the male once bought the diamond ring.

The table below illustrates purchase situation of diamond rings in different age groups. In order to explore whether there are some particular findings, respondents are separated into 7 different age classes. Main concentrations of the diamond ring buyers' age groups locates in groups 20 to 28, 29 to 37 and 38 to 46, which are 26%, 34% and 24% respectively. The same situation happens on respondents who are not buying a diamond ring. Almost 70% of non- diamond ring buyers from the age of 20 to 28. Respondents whose age in the range of 56 to 64 and over 65 (inclusive) have limited experience in buying a diamond ring, approximately 5% and 2%. 1% options happen on buyers who are under 20, and this situation also appear on non- buyers from 56 to 64 and aged over 65. 7% diamond rings buyer belong to the age from 47

to 55, however, 6% of this age bracket attribute to people who have never bought any diamond rings.

TABLE 6. The age groups of respondents have ever bought a diamond ring (n=378)

Age	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Under 20	1%	5%
20-28	26%	68%
29-37	34%	7%
38-46	24%	12%
47-55	7%	6%
56-64	5%	1%
Over 65 (inclusive)	2%	1%
Total	100%	100%

One can see from table 7 that majorities of participants with or without purchasing experiences are holding bachelor degrees. Next, respondents in their master degree accounts for 23% of buyers and 21% of non-buyers. Then, respondents with their senior high degree hold a third position in both buyers and non-buyers, which account for 11% and 7% separately. For respondents who owns the experience of purchasing diamond rings, 5% possess their doctor degrees and 1% of rest respondents are not willing to show their education level. Surprisingly, there is no data about respondents who have received junior education or below owning diamond rings purchase experience.

TABLE 7. The education level of respondents have ever bought a diamond ring (n=378)

Education level	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Junior high and below	0%	2%
Senior high	11%	7%
Bachelors	60%	68%
Masters	23%	21%
Doctors	5%	1%
No comment	1%	1%
Total	100%	100%

TABLE 8. The job category of respondents have ever bought a diamond ring (n=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Employee	54%	44%
Self-employed	20%	6%
Student	11%	42%
Unemployed	9%	7%
Retired	6%	1%
Total	100%	100%

From Table 8 above can be seen that, there are 54% respondents of diamond ring buyers are employees and 20% are self-employed. Under the same situation, for respondents who have never bought a diamond ring, 44% and 6% respective come from employee and self-employed group. There is a quite huge difference between buyers and non- buyers in student group. Student buyers hold 11% of the total buyer. But, nearly a half of non- buyers are students. The big difference may be caused by culture and psychology reasons. Meanwhile, retired respondents contribute 6% in diamond buyers. Only 1% retired have never bought any diamond ring. Proportions for unemployed in buyers and non-buyers are close, which is 9% and 7%.

TABLE 9. The income level of respondents have ever bought a diamond ring (n=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Income level(CNY)		
0-3000	21%	47%
3000-6000	36%	26%
6001-9000	18%	8%
Over 9001(inclusive)	21%	8%
No comment	5%	11%
Total	100%	100%

Table 9 presents respondents' income in different levels. 5% of buyers and 11% of non-buyers refuse to discuss their salaries. Based on the data from trading economics (2015), average monthly income per capital was about 4366 CNY (about 624 €) in 2014. For respondents above average income levels, 18% of buyers' wages are in the range of 6000 to 9000 CNY (about 857- 1286 €); more than one fifth of buyers' are able to earn more than 9001 CNY (about 1286€) per month. Coincidentally, for the group whose income level are above Chinese average income levels, percentages of non-buyer are same, both of two groups are 8%. More diamond rings buyers

lives in an income level between 3000 to 6000 CNY monthly, it accounts for about 36%. Besides, less than 30% of diamond rings buyers receive their payment under 3000 CNY every month. Even though proportions of respondents' income levels in under 3000 and over 9001 are the same, approximately half of the lower income earners are not willing to buy a diamond ring yet.

TABLE 10. The marital status of respondents have ever bought a diamond ring (n=378)

Marital status	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Single	19%	69%
Married	72%	23%
Divorced	6%	1%
No comment	2%	7%
Total	100%	100%

It can be seen from Table 10, data strongly supports the hypothesis that marriages may have direct impact on purchase of diamond rings. Apart from respondents unwilling to expose their marriage status, which occupy 2% in diamond rings buyers and 7% in non-buyers. Huge differences happen on the single who do not buy the ring take place of 69%, while 72% of the married once bought the ring. And for those single people with the experience of buying the ring, it takes about 20%. Therefore, divorced group expresses that most of them was a buyer of diamond rings than a non-buyers, apart around 6% and 1%.

Based on the theory of Fisher (1956), the association between a marriage status and a respondent's purchase situation is not strongly statistically significant ($p=0.960>0.05$).

TABLE 11. Social media usage frequency of respondents have ever bought a diamond ring (n=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Frequency		
Everyday	65%	83%
Three to five times a week	18%	6%
Once or twice a week	9%	6%
Three to five times a month	4%	0%
Once or twice a month	3%	2%
Never	2%	2%
Total	100%	100%

Based on the overall view about usage frequency of social media, result proves that social media and purchase situation on diamond ring might be two uncorrelated variables. Majorities of respondents rely much on social media, 65% of buyers and 83% of non- buyers use social media every day. With the decrease of usage frequencies, percentages of respondents also decline. It is interesting that, no respondent votes about three to five times a month in non-buyers group.

TABLE 12. Social media preference of respondents have ever bought a diamond ring (n=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Social media		
Tencent QQ	69%	71%
Weibo	50%	51%
Renren	16%	10%
Douban	13%	14%
Zhihu	16%	15%
Guoke	11%	5%
Tianya	11%	5%
Baidu Tieba	16%	16%
WeChat	55%	66%
Others	9%	10%

Table 12 demonstrates that 3 of major social media platforms in China are Tencent QQ, Weibo and WeChat. Users from both investigation groups extremely prefer Te-

cent QQ, Weibo and WeChat which all hold more than half proportion. Under this circumstance, Darry Ring invested a lot in advertising on Tencent QQ, Weibo and WeChat. It is a coincidence that shares of Guoke and Tianya are equal apart as 11% in the buyers and non-buyers.

Table 13 below gives a primarily understanding about price preference when people are going to buy diamond rings. Respondents tend to choose a higher price level. For those respondents have ever bought a ring, they are more likely to pick a diamond ring which price lies on the range of 5001 CNY to 7000 CNY (about 714-1000€), and over 9001 CNY (inclusive) (about 1286€), two of percentages are both 26%. The third welcomed price level is between 7001 and 9000 CNY (about 1000- 286€) in buyers' group, and it occupies 22%. Next is in the price level of 3001 CNY to 5000 CNY (about 429-714€) with 19% for buyers. Only 6% of buyers choose 1000 CNY to 3000 CNY (about 143-429€) during their purchase processes. Meanwhile, price range from 1000 CNY to 3000 CNY also is the least option for non-buyers' group. Popularities in price level for respondent with no purchased experience are listed descending order, over 9001 CNY (inclusive) 5001 CNY to 7000 CNY, 3001 CNY to 5000 CNY, and 7001 CNY to 9000 CNY.

TABLE 13. Price level preference of respondents have ever bought a diamond ring (n=378)

Price level	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
1000-3000	6%	10%
3001-5000	19%	22%
5001-7000	26%	22%
7001-9000	22%	16%
Over 9001(inclusive)	26%	30%
Total	100%	100%

TABLE 14. Purchase objections of respondents have ever bought a diamond ring (n=378)

Objection	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Investment	11%	5%
Gift	38%	27%
Engagement	37%	50%
Marriage	62%	66%
Anniversary	26%	24%
Others	6%	6%

Respondents' attitudes about purchase motivations in diamond rings are showed in Table 14. Marriage is most important motivations for respondents, 62% of buyers and 66% of non-buyers would consider to purchase a diamond ring for their marriages. Next is the gift in buyers group and it accounts for 38%. Meanwhile, proportion of engagement is 1% less than the gift. Anniversary contributes 26% to the buyer's group, while investment contributes 11%. For people lack of purchase experience in diamond rings, exactly half of respondents choose to buy the ring for engagement. Gift is the third motivation for non-buyers about 27%. Not far behind is anniversary with the percent of 24.

TABLE 15. The important features when buy a diamond ring. Counts, Average and Standard Deviations.

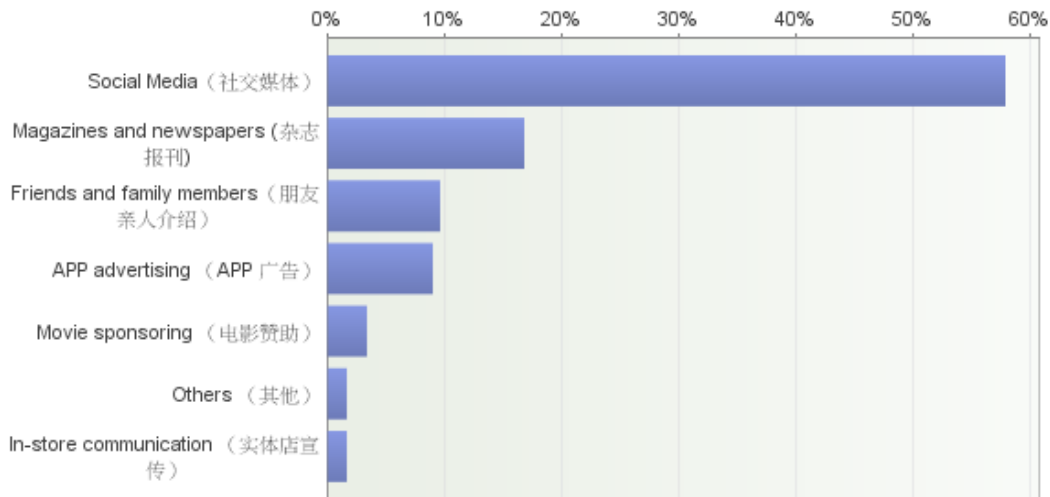
	Very Important	Important	Neither important nor not important	Less important	Not important	Total	Average	St.Dev
Price	131	171	61	12	2	377	1.89	0.82
Quality	239	125	9	3	2	378	1.42	0.64
Brand	126	152	83	13	4	378	1.99	0.89
Design	237	98	31	10	2	378	1.52	0.80
Marketing communication	46	106	147	61	17	377	2.73	1.02
Means of purchase (e.g.: online shops)	77	122	112	49	17	377	2.49	1.09

One can be observed from Table 15, the result of this point gives a compelling impression that none of the features is not influential when they decide to buy a ring. Average statistics are all under 3, which present all of respondents holds positive viewpoint on these 6 features. Design is the key factor while quality and price are the second and third important features respectively. On the contrast, marketing communication and means of purchase receive nearly half of the votes in Neither important nor not- important. The relatively neutral attitude in the marketing communication and

means of purchase may illustrate that customers more focus on the products it selves than sales and marketing channels.

TABLE 16. Channels to get to know Darry Ring.

Number of respondents: 178



There are 178 respondents knew Darry Ring when they participate the survey. From Table 16, it is clearly to see that more than half of respondents have their first contact with Darry Ring by social media. Magazines and newspapers accounts for approximately 15%. Less than 10% of respondents recognized Darry Ring through their family and friends introductions. App also takes about 9% of influence in marketing channel. However, the movie which Darry Ring sponsored got the box-office success, this sponsoring channel plays small role in their marketing effects. As a network brand, it is acceptable that in-store communication is the minimum part.

When talking about their interest in Darry Ring, 288 of respondents think they would like to choose Darry Ring with an acceptable prices, while the rest of 96 Insist not buying this brand even the price is suitable for them. In general, Darry Ring and “Only” strategy is quite easy to be accepted by Chinese customers.

4.4 Analysis of association with two variables

In order to understand whether there is a possible connection between two different variables, crosstabs are used as most common analysis tools in this part.

TABLE 17. Association between respondent's occupations and marital statuses. (N=378)

Marital status	Respondent's occupation				
	Employee (N=180)	Self- employed (N=43)	Student (N=115)	Unemployed (N=30)	Retired (N=10)
Single (51%)	39%	35%	83%	33%	0%
Married (42%)	58%	53%	9%	37%	80%
Divorced (3%)	1%	7%	1%	13%	10%
No comment (5%)	2%	5%	7%	17%	10%
Total	100%	100%	100%	100%	100%

Table 17 above explicitly points that over 80% of students are single, while over a half of people owning a specific job or retired already start a families. The marital status in married for employee has 58% near 53% for self-employed. Divorces most frequently occur when people are out of work, and it arrives 13%. And, there is a statistically significant association between respondents' occupation and marital status ($p=0.000<0.05$).

People from different job categories may have different preference in using social media tools, the association is shown in TABLE 18 (appendix TABLE 18). For groups who are working or studying, most of those participants are willing to use Tencent QQ, Weibo and WeChat as main social tools. Situations are entirely different between unemployed group and the retired. People who are not able to find a job tend to use more diverse online social medias, percentages are spread uniformly in all options except others. However, retired people seldom use social media, only Tencent QQ is most frequently used by the retired. Meanwhile, χ^2 test it approves that the association between respondents' occupations and social media preferences is statistically significant ($p=0.000<0.05$).

Table 19 (appendix TABLE 19) concerns about the association between respondent's age groups and their marital statuses. Almost total of respondents under their 20 are single, it may be caused by the Chinese Marriage Law. The law mandatory requires lowest marriage age is 22 for men and 20 for women (article 5). There are big differ-

ences between age from 20 to 28 and 29 to 27. A transform happens within the two age groups. 81% of respondents at the age of 20 to 28 are single while only 12% of them are married. However, when respondents reach to an elder groups, married people occupies 86%, just 12% remains single status. As people grow older, more and more people step into marriage, but in people's age from 38 to 46, it easier for couples to get divorced. Due to the p -value ($p=0.000<0.05$), the association between respondents' age group and marital status is statistically significant.

Combined TABLE 17 and 19, it is quite interesting that the proportions of divorced people in unemployed and aged 38 to 46 are both 13%. And it seems that people have a job in their 29 to 37 is more likely to get married.

Results of Table 20 (appendix TABLE 20) is quite similar with TABLE 8 and TABLE 18 (appendix TABLE 18), respondents in different age groups prefer Tencent QQ, Weibo and WeChat as their main online communication tools. Inverse relationship happens between respondents' age and usages of different types of social media. People over 65 (inclusive) only use Tencent QQ and Weibo, the reason might be keep contact with their children online. But, differences among variables are not statistically significant ($p=0.287>0.05$).

TABLE 21. Association between respondent's income levels and price preferences. (N=378)

	Respondents' income level			
	0-3000 (N=141)	3001-6000 (N=113)	6001-9000 (N=48)	Over 9001(inclusive) (N=32)
price level				
1000-3000 CNY	15%	5%	5%	4%
3001-5000 CNY	23%	27%	11%	6%
5001-7000 CNY	21%	30%	20%	21%
7001-9000 CNY	13%	14%	32%	33%
Over 9001 CNY (inclusive)	28%	23%	32%	35%
Total	100%	100%	100%	100%

In spite of different levels of income, customers' preference on diamond ring price are similar. The most expensive price level is welcomed in all respondents. Income level below 3000 CNY (429€) most frequently selects diamond ring over 9001 CNY (1286€) with the figure of 28%, next is the price range from 3001 CNY to 5000 CNY (429-

714€) in 23%. Diamond rings in price level of 1000 to 3000 CNY (429€) are not favored by incomes over 3001CNY. Unlike people whose income over 3000, lower income like least on the ring in price 7000 CNY to 9000 CNY. People's income over 6001CNY tends to the diamond rings in a higher price, rates of purchases grow when rings' prices increase. People lives nearly Chinese average income per capital with income from 3000 to 5000 CNY, a 5001 CNY to 7000 CNY diamond ring would be a best choice. There is a statistically significant association between respondents' income level and price preference ($p=0.000<0.05$).

From TABLE 22 (appendix TABLE 22), it is clearly that a great number of respondents approves the idea of Darry Ring and the brand itself. 44% of respondent strongly agree with the idea and 24% of respondents think it as a good concept. With the exception of 23% of respondents stand in a neutral position, only 10% of respondent against with this concept.

Obviously, audience objectives of Darry Ring and the "Only" strategy converge on age group from 20 to 28. Youth regards Darry Ring and Only as nice concerns. More than a half of respondents aged 20 to 28 vote for option Very good. Conversely, 60% of elder people who are over 60 treat the business concept as a bad one. At the same time, there is a statistically significant association between age group and attitudes toward Darry Ring ($p=0.000<0.05$).

TABLE 23. Association between purchase experience and attitudes toward Darry Ring and its "Only" strategy. (N=378)

	Have you ever bought any diamond rings?	
	Yes (N=141)	No (N=237)
Attitudes		
Very good :D (44%)	39%	46%
Good :) (24%)	23%	25%
Neutral : (23%)	25%	22%
Bad :/ (8%)	11%	6%
Very bad :((2%)	3%	1%

In order to find whether there is a possible connection between purchase experience and attitude toward Darry Ring and its "Only" strategy, TABLE 23 illustrates related information. Apparently, all of respondents with distinctive purchase experience show strong interests to Darry Ring and their marketing strategy. But, a slightly difference exists on the overall trend in two groups. Compared to the respondents who have never bought a diamond ring, experienced diamond ring buyers are less active in

positive sides. Nonetheless, because of p -value ($p=0.242>0.05$), differences between groups are not statistically significant.

TABLE 24. Association between purchase experience and preference of diamond features. (N=378)

	Have you ever bought any diamond rings?				
	Yes		No		
	(N=141)		(N=237)		<i>p</i> -value
Featute	Average	St.Dev	Average	St.Dev	(Mann-Whitney)
Price	1.88	0.89	1.90	0.78	0.48
Quality	1.43	0.56	1.42	0.68	0.37
Brand	1.92	0.86	2.03	0.90	0.33
Design	1.65	0.90	1.45	0.72	0.08
Marketing communica- tion	2.61	1.08	2.80	0.97	0.07
Means of purchase	2.46	1.21	2.51	1.02	0.45

On average, customers' preferences of diamond feature in two comparison groups are in same order. All of the respondents have similar attitudes towards important features about choosing their diamond rings. Marketing communication is the least significant feature admitted by all respondents, due to the average of marketing communication reaches 2.61 as the top. However, p -values in Mann-Whitney test are higher than 0.05, there is no statistically significant association between purchase experience and preference of diamond features.

4.5 Qualitative research results

Target groups of survey and interview are different. Questionnaire faces to existing and potential customer groups, but interview narrower the respondents only in the existing one. 4 participates were randomly selected from Chinese social medias' users, and all of participates have already bought the Darry Ring products. Telephone interviews were implemented during the survey collection period.

The objectives of interview are to explore customer relationships between Darry Ring and its customer, and suggestions about attracting new customers are solicited simultaneously.

Stem from ethics and legal perspectives, the privacy of participants are confidential. So, in the thesis, participants' names are recoded as P1 (Participate 1), P2 (Participate 2), P3 (Participate3) and P4 (Participate 4).

P1 is a male in his middle age. He is a sale management in a local company and he bought one Darry Ring as his proposal ring, also his wedding ring last year. P2 is a young civil servant living in a provincial city in China. In order to please his girlfriend, he decided to buy a Darry Ring. P3 is a new recruit in a bank, and she asked her spouse to buy the ring because of Darry Ring's slogan. P4 is a risk and financial adviser, and the reason he bought the ring is the 4th anniversary gift for his wife.

The meaning of a diamond ring

All of the four interviewees combine diamond rings with duteous love. P1 said that features of diamond and marriage are matched with each other, and he hopes to own a long marriage, a pure love and a stable relationship. At the same time, P2 also mentioned that because diamond can be kept permanently, and this characteristic represents unchangeable love to his another half. Meanwhile, P3 believed that a diamond ring likes a profound and without impurities. The ring can helps people to express their persistence and loyalty. From the perspective of P4, diamond ring is the symbol of love, and diamond ring plays an important role in sustaining love. Giving or exchanging diamond ring can be milestone to a different life journey.

So, 4 interviewees coincide with the opinion which a diamond ring is the representative of forever love. The opinion is same with declarations of diamond rings' producers and retailers.

The initial contact with Darry Ring

In order to comprehend marketing channels of Darry Ring, question 2 was asked. The first contact of P1 with Darry Ring was a Chinese stars' marriage. The couple of stars have chosen Darry Ring as their marriage rings and this news was spread through Weibo. P2 first noticed the brand dues to a friend's recommendation. The friend reposted a related tweet in his social network site with a tag of "true love". And this tweet attracts P2 to visit official website of Darry Ring. P3 is quite different with P1 and P2, when she read a book of her favorite writer, she met Darry ring. P4 pre-

fers read news online every day. The marriage proposal which happened in a famous university draws attention of P4.



FIGURE 1. A marriage proposal in Wuhan University during cherry blossom festival (ifeng.com, 2015)

Brand preference

In regard to the reason of choose Darry Ring instead of other brands, all of the interviewees specially mentioned Darry Ring belief and concept. P1 and P2 highly praised the idea of “only”, P2 referred to giving the “only” diamond to the “only” lover. P3, as a female customer, considered that Darry Ring grasps the female’s understanding of love. And customize diamond rings enable buyers design the “only” diamond ring in worldwide. In P4’s opinion, it is special that Darry Ring required to use the identical card number to buy the diamond ring, and numbering every diamond ring.

Customer relationship

P1 did not care about the membership, even he is the member of Darry Ring when he purchased. P1 thought membership has not actual meaning, and what he concern most are the cyclic consumption and after-sales maintenance. Darry Ring already do the after-sales maintenance, but P1 have not use it yet.

P2 believed that as a membership, Darry Ring should follow the step of Apple, providing their customer a certain activity like “Old for new”. Under that situation, he would able to change the new coming diamond ring for his girl friend irregularly.

Moreover, when he change the ring into a new one, he wish to have a discount as a member. As the only female interviewee, P3 felt that it is necessary to have a beautiful membership card, and Darry Ring should remind her spouse about some important festivals, like her birthday, Valentine's Day and memorial days. From point of P4's occupation, he might be a relatively high income person within the whole interview. P4 did not show any opinion about the existing membership. But he suggested that Darry Ring could provide some new offers in luxury position. And he recommended Darry Ring should change the slogan from one ring to only one person, as Darry Ring allows him to buy more than one ring to his wife.

Suggestions for new customer acquisition and CRM

Different people have different views on how to improve Darry Ring's operation. P1 suggested that network marketing could expand to forums and bulletin board system for an increasing popularity. P2 felt it could be a creative movement if Darry Ring would help their customers to design and arrange marriage proposals or wedding ceremonies. Customer relationships would be closely related during plans. P3 also proposed similar advices as P2. Enhancing the relationships among Darry Ring, famous wedding planner and wedding dress brands are conducive to strong customer relationship, also appeal to new customers. A perfect customer experience was deemed as the most significant element for P4. Opening more physical stores improves awareness and strengthen customer experiences.

4.6 Reliability and validity of research

The number of respondents is highly small for a huge amount of Chinese mainland people, overall. In addition, due to China has a vast land area and 56 ethnic groups, Chinese people have different views and thinking methods when they face a thing. Results of questionnaire may cause a bias in the thesis's summary. Meanwhile, existences of statistically association are marked with the explanation under each table.

Data of age group and education level place centrally over the option of youth and bachelor, proportional distribution tends to normal distributions. However, during analyzing process, it also has many disadvantages which need to be eradicated in the survey. In question 12, people who have not heard anything about Darry Ring need to skip Question 14, but some participates ignored reminder and answer Question 14. So, answers of Question 14 were filtered during analyses. Besides, there is a part of respondents prefer to select "others" option as one of their answers in the multiple-

choice questions. For Question 16, some of acceptable prices were described in exaggerate numbers. Only 127 respondents are willing to answer the final open-ended question, the answer rate as low as one third.

Telephone interview provides a convenient and easy way to acquire other's opinions. Nevertheless, telephone limits observations about interviews body and facial reactions. What's more, all of 4 interviewees are employees from 20 to 40, so it is hard to gain different opinions which based on different variable groups.

5 CONCLUSIONS AND SUMMARY

Questionnaire seems quite perfect before it was sent out. However, when start to analysis collected data, some questions are quite unnecessary and losing the focus. Options' setting are not explicit for some of respondents.

According to the data collected from the research, it can be estimated that Darry Ring's major clients are young people at their 20s to 40s. And education level is partial to those people with a bachelor degree. As marriage is the key motivation for people deciding to buy a diamond ring, data suggest that employed and self-employed people who is temporarily unmarried could be the most powerful potential customer group.

According to answers from the open-ended question, there are several constructive suggestions. Firstly, the slogan and operation of Darry Ring are doubted of gender discrimination and moral kidnapping. Many male respondents think that both of a couple shall provide ID numbers to ensure the loyalty of each other and some female respondents also hope that they can own opportunities and rights to buy Darry Ring for their beloved men. Secondly, the slogan which is "a man can only buy a ring for a certain woman in his whole life" cause a misunderstanding. Respondents consider they can only buy "one" ring in Darry Ring, however, the official website of Darry Ring told that a man can buy more than one ring to a certain woman. Thirdly, some people with different sexual orientations propose that Darry Ring can expand its market to homosexual couples. To address the issue, an official answer from Darry Ring is that they accept orders from homosexual buyers. But it may be better for Darry Ring to especially establish a product line for these customers. At the same time, for transnational marriages, it is impossible for foreign consumers to buy the ring with a Chinese ID number. So, official identity should be expanded to other documents such as passport, visa card and so on. Last but not least, although Darry Ring has made considerable efforts on online marketing, it might be more helpful taking initiatives to undertake social responsibilities. Interviewees also came up with advices on retaining existing clients, such as trade-in services, tips for anniversaries and festivals as well as high-end custom services and so on.

In the process of thesis, goal remains to develop a sustainable idea for Darry Ring's future. On the one hand, studying and researching this case promote a closer method to access customers' world. On the other hand, the thesis study enables writers to combine theoretical knowledge into practice.

The theoretical part critically discussed about the definition of marketing strategy, the different types of marketing strategies, the factors influencing the marketing strategy as well as the difference between traditional marketing strategy and new marketing strategy. In the part, authors not only give detailed explanations of the above four concepts, but also compared the relevant concept for better understanding. Some tables were used to comparison and more clearly presented the theory we need to grasp for research.

The research part would be quite disappointing and frustrating, especially the qualitative part. The plan was to contact Darry Ring Company, and with their help, a high reference value would have been reached. However, the plan was not managed to follow. A relatively small sample size plays a limited role in the academic research. What's more, the aim of qualitative part is to distinguish different preferences from people with big differentiations in their backgrounds. More than 50 buyers were invited to participate into the interview, only 6 of them showed their willingness to be a part in the research.

If we could restart again, it is very important to gain support from some powerful bloggers or Darry Ring company. Limited data caused limited influence on the thesis. Moreover, questionnaire should be developed into more point focused questions and clear options.

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5ddO4c7n81WubeCEExabnR0fhi5_jwl24UnqckqlESTewP9xSqG

<http://wiki.mbalib.com/wiki/Marketing>

APPENDICES

Appendix 1 Cover Letter



Dear Recipients,

We are very grateful for you participating this survey. The aim of the survey is to help to improve Darry Ring's business and operation. There are 17 questions within the survey, it may take you about 2-3 minutes. All of the data are anonymous and confidential, your personal information are secured. So, please answer the questions following your truly situations.

Please do not hesitate to ask and give your suggestions about the survey and we do apologize for taking your precious time.

Here is the following link:

<https://www.webpolsurveys.com/S/C806E3AAE6A7BBFA.par>

Thanks for your cooperation and understand.

Best regards,

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Appendix 2 Survey of Research Questions



Is there a future improvement for Darry Ring and its "only"? (关于戴瑞珠宝和其“唯一”营销概念的调查问卷)

1. Gender (您的性别是) *

- ☐ Male (男)
- ☐ Female (女)

2. Age Group (您所在的年龄段是) *

- ☐ Under 20 (小于 20 岁)
- ☐ 20-28 (20 至 28 岁)
- ☐ 29-37 (29 至 37 岁)
- ☐ 38-46 (38 至 46 岁)
- ☐ 47-55 (47 至 55 岁)
- ☐ 56-64 (56-64 岁)
- ☐ Over 65 (inclusive) (65 岁及以上)

3. Highest Education Level if possible (若愿意透露的话 您的受教育程度是) *

- ☐ Junior high and below (初中及以下学历)
- ☐ Senior high (高中)
- ☐ Bachelors (大专或本科)
- ☐ Masters (硕士)
- ☐ Docotors (博士)
- ☐ No comment (我不想说)

4. Job Category (您的职业是) *

- ☐ Employee (在职职工)
- ☐ Self-employed (自主创业)
- ☐ Student (学生)
- ☐ Unemployed (自由职业)
- ☐ Retired (退休人员)

5. Income Level (RMB/month) if possible (您的收入水平是 人民币/月) *

- ☐ 0-3000 (0 至 3000)
- ☐ 3000-6000 (3000 至 6000)
- ☐ 6001-9000 (6001 至 9000)
- ☐ Over 9001(inclusive) (9001 及以上)
- ☐ No comment (我不想说)

6. Marital status (您的婚姻状况是) *

- ☐ Single (单身)
- ☐ Married (已婚)
- ☐ Divorced (离异)
- ☐ No comment (我不想说)

7. How often do you use social media? (您多久使用一次社交媒体?) *

- ☐ Everyday (每天)
- ☐ Three to five times a week (每周 3 至 5 次)
- ☐ Once or twice a week (每周 1 至 2 次)
- ☐ Three to five times a month (每月 3 至 5 次)
- ☐ Once or twice a month (每月 1 至 2 次)
- ☐ Never (从不)

8. Which social media you most frequently used? (you can select more than one)

option) (您最常使用的社交媒体客户端是?) (可多选) *

- ☐ Tencent QQ (腾讯 QQ)
- ☐ Weibo (微博)
- ☐ Renren (人人)
- ☐ Douban (豆瓣)
- ☐ Zhihu (知乎)
- ☐ Guoke (果壳)
- ☐ Tianya (天涯)
- ☐ Baidu Tieba (百度贴吧)
- ☐ Others (其他)
- ☐ Wechat (微信)

9. Have you ever bought any diamond rings? (您是否购买过钻戒?) *

- ☐ Yes
(是)
- ☐ No (否)

10. Which price level of diamond rings would suit you? (RMB) (您更偏向于什么价格的钻戒?) *

- ☐ 1000-3000
(1000至3000)
- ☐ 3001-5000
(3001至5000)
- ☐ 5001-7000 (5001
至7000)
- ☐ 7001-9000 (7001
至9000)
- ☐ Over 9001(inclusive)
(9001及以上)

11. For what purpose that you would like to buy a diamond ring? (you can select

more than one option) (在哪种情况下, 您会考虑购买钻戒?) (可多选) *

- ☐ Investment
(投资)
- ☐ Gift
(礼物)
- ☐ Engagement
(订婚)
- ☐ Marriage
(结婚)
- ☐ Anniversary
(周年庆)
- ☐ Others
(其他)

12. Have you ever heard about Darry Ring? (您是否听说过"Darry Ring" 戴瑞珠宝这个品牌?) *

- ☐ Yes
(是)
- ☐ No (skip 14) (否
跳过14题)

13. The important features when you are buying a diamond ring? (当您在购买钻戒时, 对您来说最重要的影响因素?) *

	Very important (很重要)	im- Important (重要)	Neither im- portant nor not- important (一般)	Less im- portant (不太重要)	Not im- portant (完全不重要)
Price (价格)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality (质量)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand (品牌)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design (设计)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing commu-	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

nication (营销)

Means of pur-

chase(e.g: online,

shops) (购买渠道

)

☐
☐
☐
☐
☐

14. Through what channel you heard about DR? (您是通过哪种渠道知道并了解戴瑞珠宝的)

☐ Social Media (社交媒体)

☐ APP advertising (APP 广告)

☐ Magazines and newspapers (杂志报刊)

☐ Movie sponsoring (电影赞助)

☐ In-store communication (实体店宣传)

☐ Friends and family members (朋友亲人介绍)

☐ Others (其他)

15. Explanation: Darry Ring (DR) is a diamond ring brand. Its concept is with the ID number, each man can only buy DR for only one person during his life. So, how do you think of the marketing concept above? (戴瑞珠宝作为一个钻戒品牌, 其营销概念为, 每位定制 Darry Ring 钻戒的男士, 均需提交身份证 ID, 确保一生仅能定制一枚真爱钻戒, 赠予此生唯一挚爱之人。您认为这种营销概念怎么样?) *

☐ Very good :D (很好)

☐ Good :) (好)

☐ Neutral :| (一般)

☐ Bad :/

（不好）

☐ Very
bad :(（很差）

16. With the acceptable price, would you consider to buy a DR? （在价格合理的情况下，您是否会考虑选购戴瑞珠宝？）

Yes (acceptable price) （是
您的可接受价格是）

No (acceptable price) （否
您的可接受价格是）

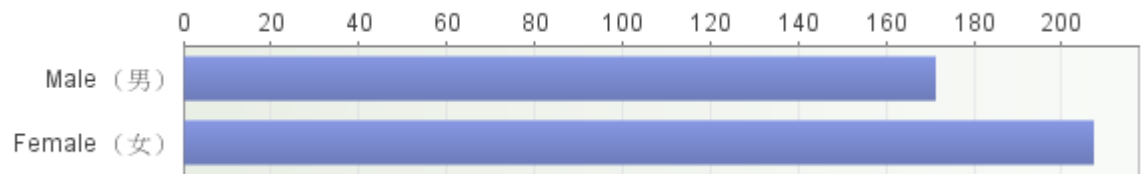
17. What would you like to suggest for a better services supporting the continuous development of DR? （您对戴瑞珠宝的可持续发展有什么好的建议？）

Appendix 3 Report of questionnaire

Is there a future improvement for Darry Ring and its “only”?

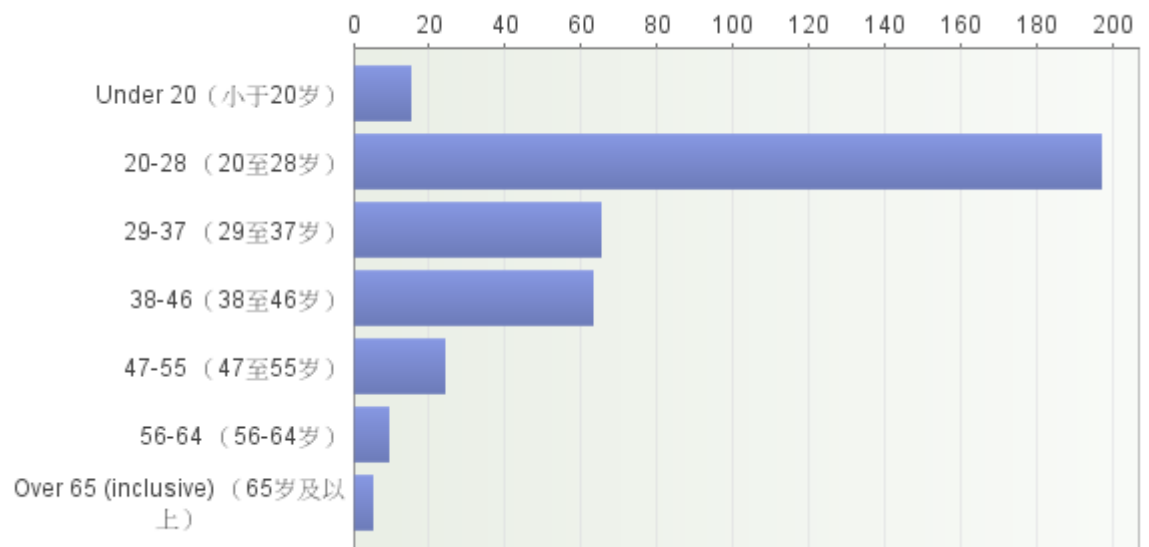
1. Gender (您的性别是)

Number of respondents: 378



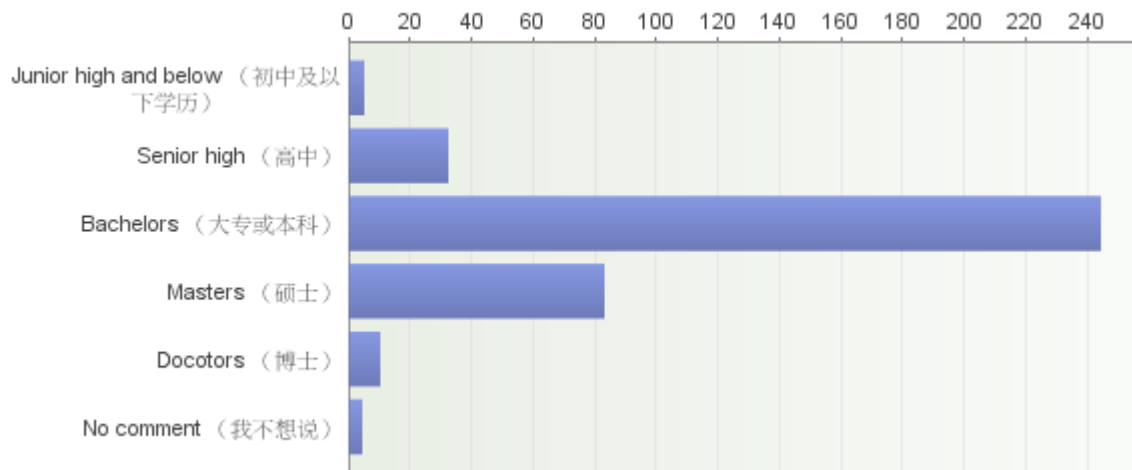
2. Age Group (您所在的年龄段是)

Number of respondents: 378



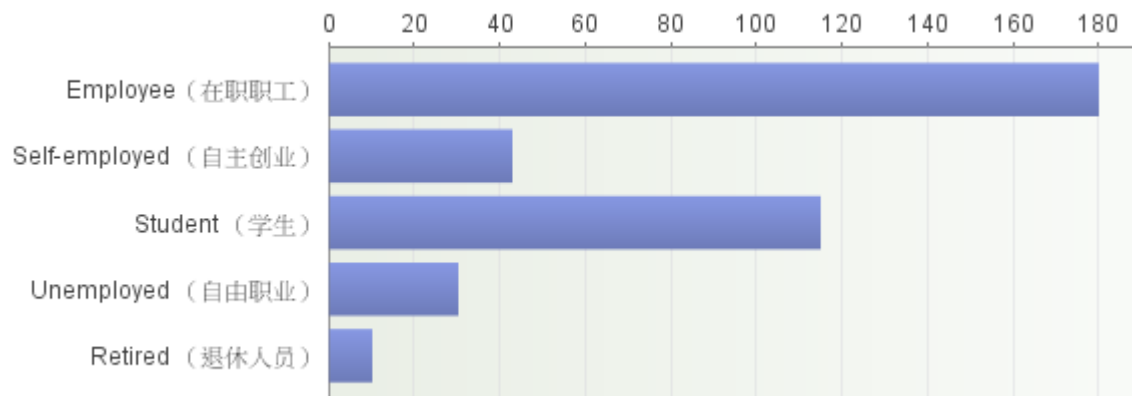
3. Highest Education Level if possible (若愿意透露的话 您的受教育程度是)

Number of respondents: 378



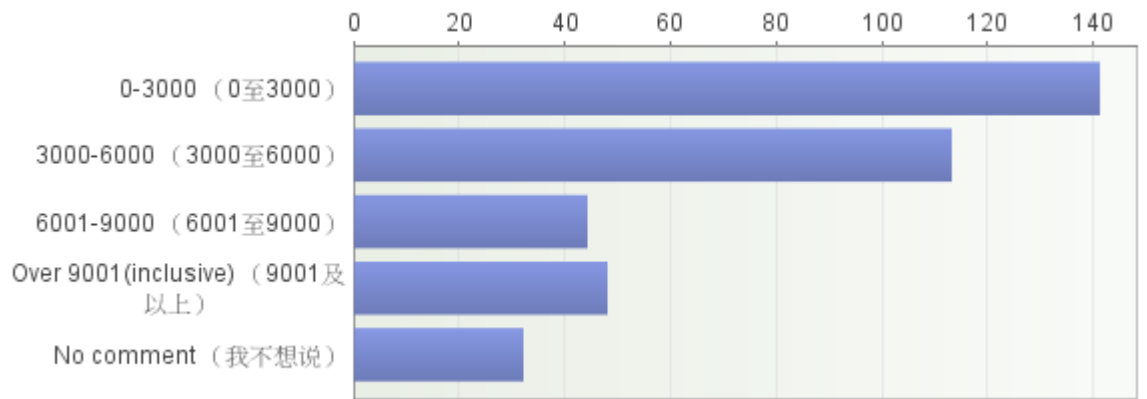
4. Job Category (您的职业是)

Number of respondents: 378



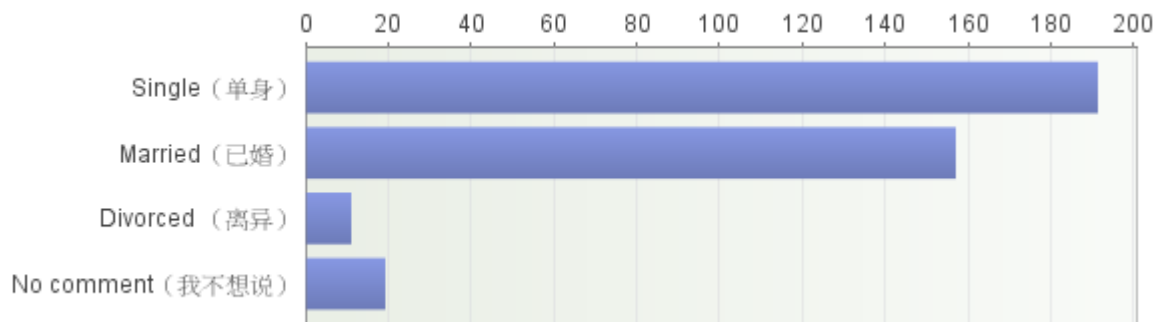
5. Income Level (RMB/month) if possible (您的收入水平是 人民币/月)

Number of respondents: 378



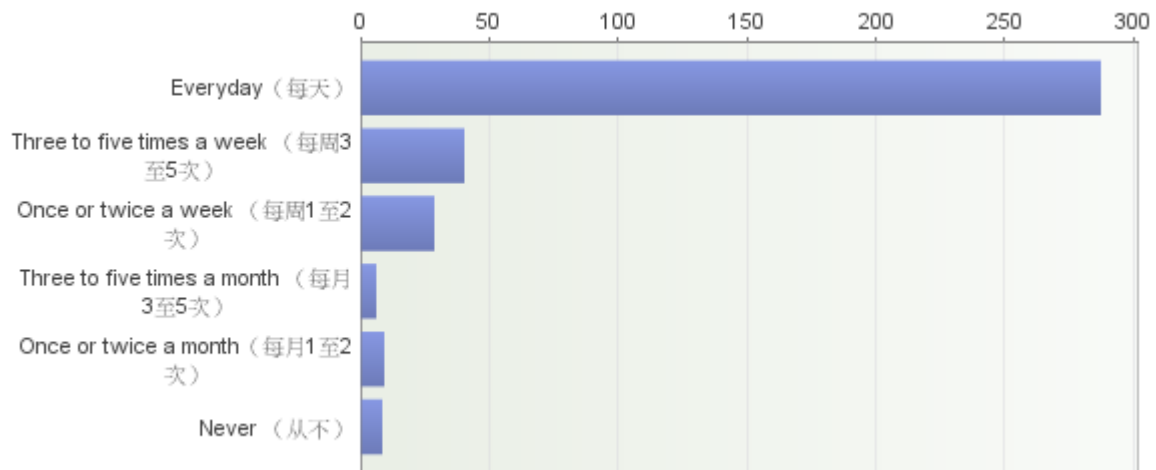
6. Marital status (您的婚姻状况是)

Number of respondents: 378



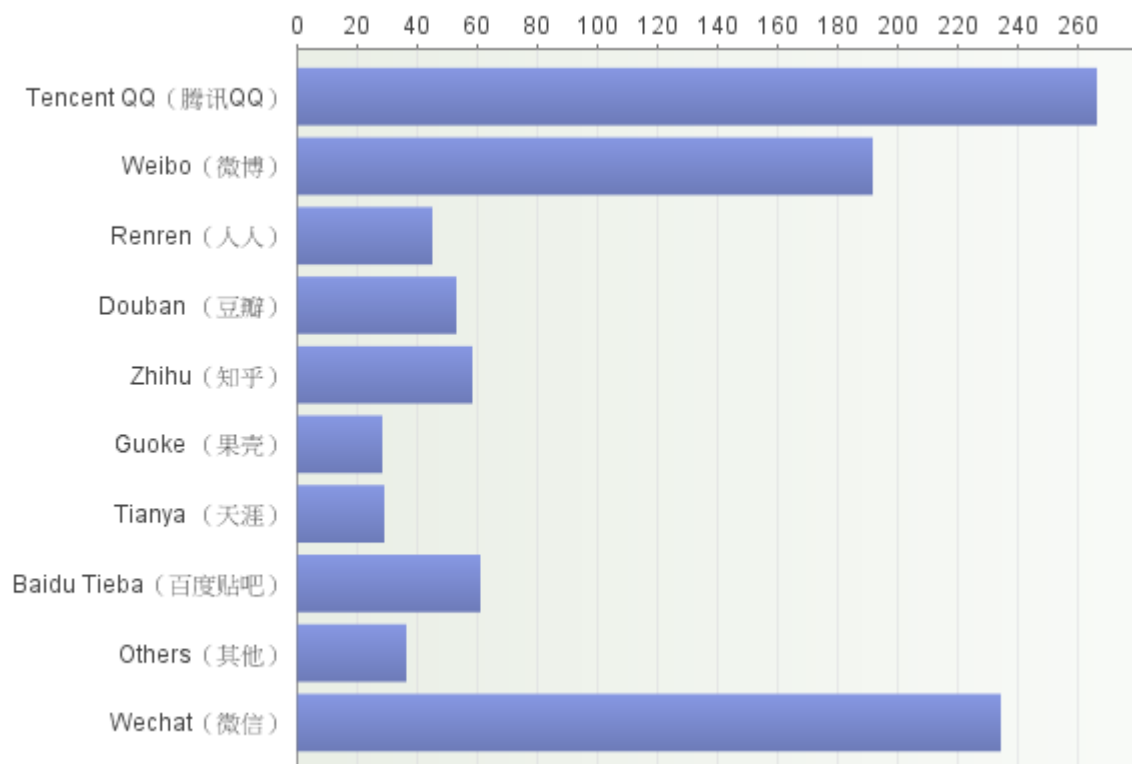
7. How often do you use social media? (您多久使用一次社交媒体?)

Number of respondents: 378



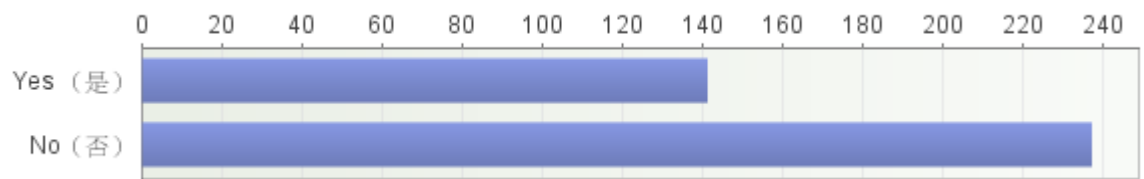
8. Which social media you most frequently used? (you can select more than one option) (您最常使用的社交媒体客户端是?) (可多选)

Number of respondents: 378



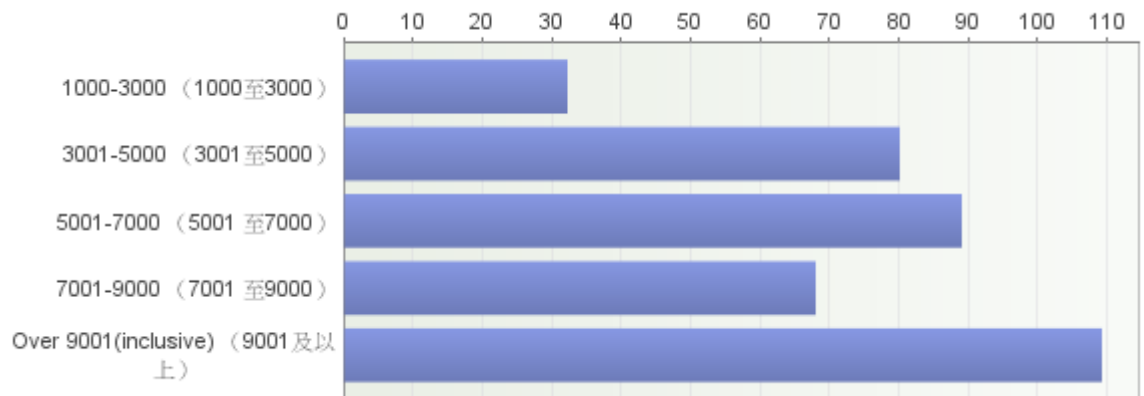
9. Have you ever bought any diamond rings? (您是否购买过钻戒?)

Number of respondents: 378



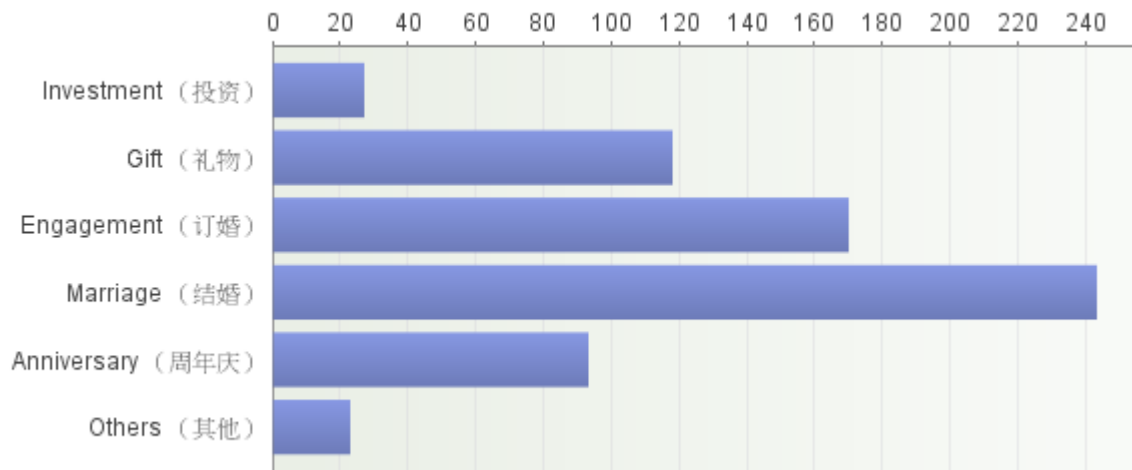
10. Which price level of diamond rings would suit you? (RMB) (您更偏向于什么价位的钻戒?)

Number of respondents: 378



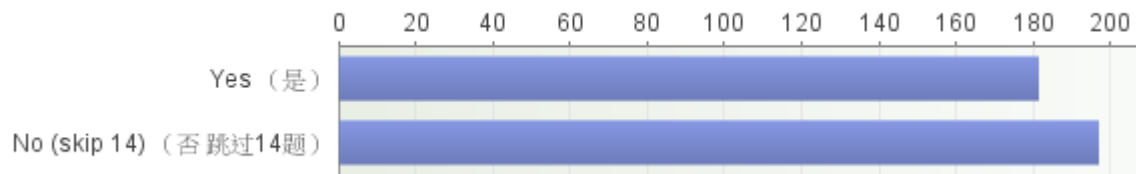
11. For what purpose that you would like to buy a diamond ring? (you can select more than one option) (在哪种情况下，您会考虑购买钻戒?) (可多选)

Number of respondents: 378



12. Have you ever heard about Darry Ring? (您是否听说过"Darry Ring" 戴瑞珠宝这个品牌?)

Number of respondents: 378



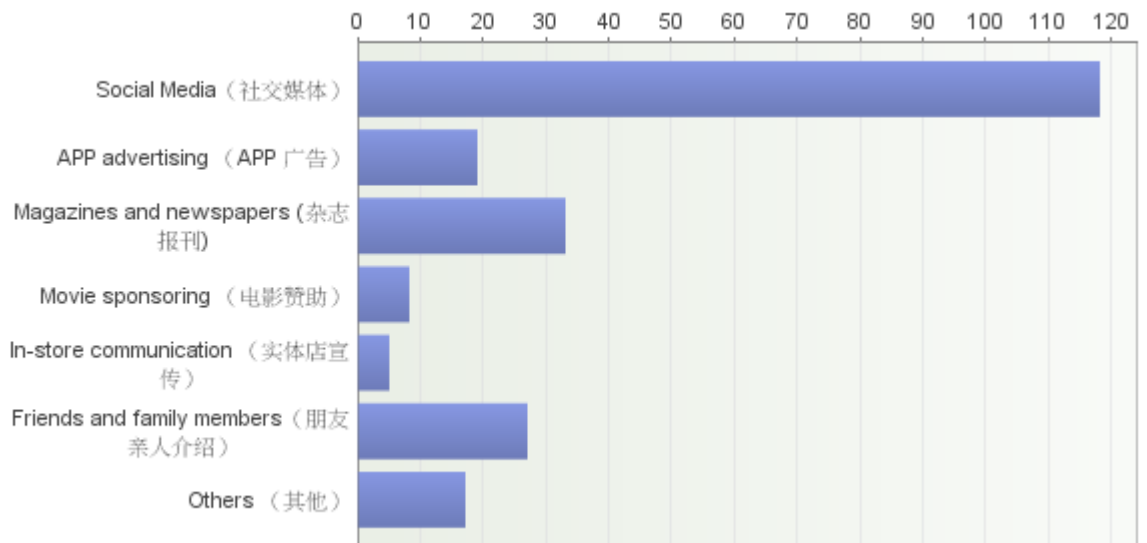
13. The important features when you are buying a diamond ring? (当您在购买钻戒时, 对您来说最重要的影响因素?)

Number of respondents: 378

	Very important (很重要)	Important (重要)	Neither important nor not-important (一般)	Less important (不太重要)	Not important (完全不重要)	Total	Average
Price (价格)	131	171	61	12	2	377	1.89
Quality (质量)	239	125	9	3	2	378	1.42
Brand (品牌)	126	152	83	13	4	378	1.99
Design (设计)	237	98	31	10	2	378	1.52
Marketing communication (营销)	46	106	147	61	17	377	2.73
Means of purchase(e.g: online, shops) (购买渠道)	77	122	112	49	17	377	2.49
Total	856	774	443	148	44	2265	2.01

14. Through what channel you heard about DR? (您是通过哪种渠道知道并了解戴瑞珠宝的)

Number of respondents: 227



15. Explanation: Darry Ring (DR) is a diamond ring brand. Its concept is with the ID number, each man can only buy DR for only one person during his life. So, how do you think of the marketing concept above? (戴瑞珠宝作为一个钻戒品牌, 其营销概念为, 每位定制 Darry Ring 钻戒的男士, 均需提交身份证 ID, 确保一生仅能定制一枚真爱钻戒, 赠予此生唯一挚爱之人。 您认为这种营销概念怎么样?)

Number of respondents: 378

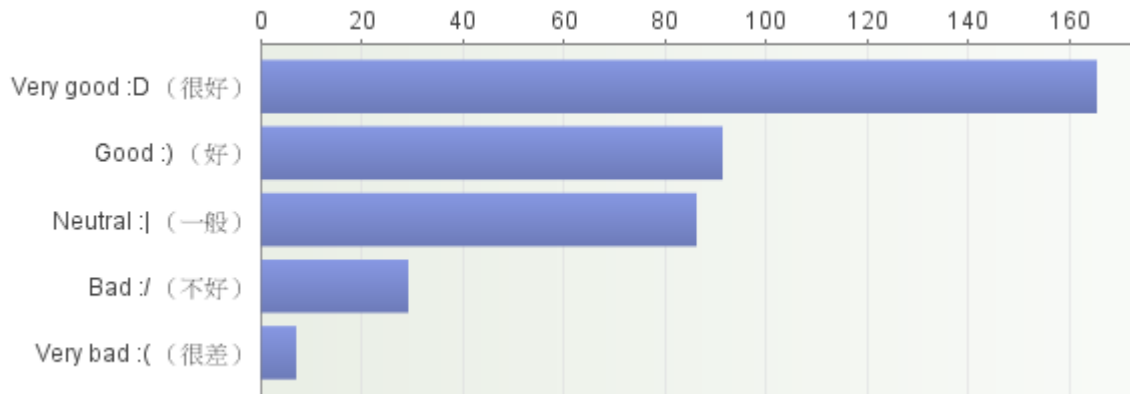


TABLE 20. Association between respondent's age groups and social media preferences. (N=378)

	Respondents' age group						Over 65 (inclusive) (N=5)
	Under 20 (N=15)	20-28 (N=197)	29-37 (N=65)	38-46 (N=63)	47-55 (N=24)	56-64 (N=9)	
Tencent QQ	80%	66%	66%	78%	88%	78%	80%
Weibo	67%	59%	46%	41%	29%	11%	20%
Renren	13%	12%	17%	14%	0%	0%	0%
Douban	13%	16%	14%	16%	4%	0%	0%
Zhihu	20%	18%	14%	14%	4%	0%	0%
Guoke	13%	6%	11%	13%	0%	0%	0%
Tianya	7%	6%	9%	16%	4%	0%	0%
Baidu Tieba	7%	16%	14%	27%	8%	11%	0%
WeChat	67%	69%	58%	51%	58%	44%	0%
Others	0%	11%	11%	6%	8%	11%	20%

TABLE 22. Association between attitudes toward Darryl Ring, “Only” strategy and age groups. (N=378)

[illegible]

