

题目：论电影植入式广告对珠宝奢侈品消费动机的促进

摘要

目前中国的珠宝行业在营销推广方式与外国珠宝品牌相比略显不足,缺少这些珠宝品牌所具有的号召力与公信力,这一点是极为重要的。因此,本研究的重点即是珠宝的宣传推广——在对各大知名珠宝品牌的宣传方式进行研究分析后,本文将从消费心理学的角度出发,对珠宝植入电影式广告与消费动机之间的关系进行阐述。

本文将首先列举部分具有代表性的珠宝植入电影式广告的相关案例,之后论证珠宝与奢侈品的关系,确定了珠宝为奢侈品的一种,因此珠宝消费动机可以以奢侈品消费动机进行参照。紧接着奢侈品消费动机发展现状进行梳理。之后确定珠宝植入电影式广告与奢侈品消费动机中的社会性导向与自我性导向均有关联,并选取其中身份象征、炫耀性、享乐主义与审美性这四种消费动机进行了分析。

在分析过程中,本文将明确珠宝植入电影式广告对这些消费动机的促进原因——对于社会性导向来说,促进其身份象征消费动机的主要是具有皇室或贵族背景的电影对珠宝品牌“贵族血统”的暗示上;而促进其炫耀性消费动机的则主要是那些具有超凡影响力的电影明星所带来的“明星效应”。对于自我性导向来说,促进其享乐主义消费动机的主要是由成功的植入方式所引发的“消费—享乐”心理;而促进其审美性消费动机的则是电影所赋予珠宝的独特的文艺性审美触动。

最后,本文针对中国珠宝营销业得到相关启示,认为中国的珠宝行业的营销推广应该更注重对于珠宝品牌的贵族形象塑造、珠宝广告植入方式的设计以及珠宝广告文艺性内涵的建设。

关键词: 中国珠宝行业; 消费心理学; 珠宝植入电影式广告; 珠宝消费动机; 奢侈品消费动机

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Abstract

At present, the marketing and promotion methods of China's jewelry industry are slightly less than those of foreign jewelry brands. It is extremely important that these jewelry brands lack appeal and credibility. Therefore, the focus of this study is the promotion of jewelry -- after the research and analysis of the publicity methods of various well-known jewelry brands, this paper will elaborate the relationship between the implantation of jewelry into movie-style advertising and consumer motivation from the perspective of consumer psychology.

This paper will first enumerate some representative cases of jewelry advertisements in films, and then sort out the development status of jewelry (luxury) consumption motivation. In the analysis, it is confirmed that the social orientation and self-orientation of the implantation of jewelry into the film advertisement are related to the consumption motivation of luxury goods, and the four consumption motivations of identity symbol, conspicuous, hedonism and aesthetics are selected for analysis.

In the process of analysis, this paper will make clear the reasons for the promotion of these consumption motives by the implantation of jewelry into movie-style advertisements. The motivation for conspicuous consumption is largely driven by the "star power" of movie stars who wield extraordinary influence. As for the self-orientation, the main motivation to promote its hedonistic consumption is the "consumption-enjoyment" psychology caused by the successful implantation. What promotes its aesthetic consumption motivation is the unique literary and artistic aesthetic touch endowed by the film.

Finally, based on the relevant enlightenment of China's jewelry marketing industry, this paper believes that China's jewelry marketing should pay more attention to the noble image building of jewelry brands, the design of jewelry advertisement implantation and the construction of the literary connotation of jewelry advertisement. [Key words] China's jewelry industry; Consumer psychology; Jewelry implantation in movie-style advertisement; Jewelry consumption motivation; Luxury consumption motivation

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