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A Framework for Examining the Role of Creative Design in the Jewelry Industry (Case Study: Digital Marketing of Jewelry Design Startups)

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Abstract

The jewelry industry is one of the most popular and profitable industries among the industries; And creativity and innovation are an inevitable necessity for the stability and remnants of this industry and design is an element for the mobility and dynamism of this art industry; Therefore, most of the world famous brands have tried to show the power and capacities of their company through designs that have creativity and innovation. Considering that in this art, the industry of ideas and innovation plays the leading role and this innovation increases the income and this industry can be considered as one of the employment-generating industries. In this article, while stating the definitions of creativity and innovation and examining the process, the role and importance of design on the topic of entrepreneurship in this field is discussed from the perspective of experts. In this study, Cochran's formula was used for sampling and 385 questionnaires were distributed among specialists, experts, university professors and administrators familiar with the research topic. The method of data collection in this research is the use of questionnaires as well as the use of library information and referring to the documents in scientific and valid articles and understanding and inferring from this information. The mean test was calculated on the main and specific hypotheses in SPSS22 software and at a confidence level of 0.95. Finally, a framework for examining the role of creative design in the jewelry industry (case study: digital marketing of jewelry design startups) is provided.

Keywords: Creative design, jewelry industry, digital marketing, startups.

Introduction

Handmade jewelry design is one of the most attractive jobs in the world. Turning creative ideas into a wearable piece is exciting and at the same time enjoyable [1]. Designing jewelry by hand is one of the classic and practical methods for designing jewelry. In fact, by manually designing jewelry with a pencil, you can implement your innovative and interesting ideas on paper and then make very beautiful jewelry based on your various designs [2]. Designing jewelry by hand is one of the desirable and valuable hobbies that you can use to design a beautiful piece of jewelry in addition to enjoying a work of art. In designing jewelry by hand, you can design different types of jewelry design such as: necklaces, earrings and bracelets with your personal interest and use your original and special designs to make jewelry and decorate your appearance and other people. Carving means engraving [3]. In carving, the jeweler has the right to cut the stone as he wishes. Engraving on gems is one of the luxury arts of antiquity. The Middle East is one of the first inventors of this art. Like the Cylinder Seals used in Assyria, Cyprus and other cultures. The image of such seals is seen when they are rolled on a smooth surface of wet red mud [4].

In addition, a personal stamp was engraved and used on the ring stone when the signature had not yet been invented. The use of such seals dates back to ancient Greece. Such rings are usually made of chalcedony, such as amethyst, carnelian, and opal. Shapes such as flowers, butterflies, fish and the like are also among the carving carvings [5]. These types of cuts are often done on semi-precious stones according to the appearance of the stone and the idea of gem cutting. If the cutting process is done correctly and with high accuracy, the added value of the semi-precious stone will be beyond imagination [6]. Today, engraving on precious and semi-precious stones (carving) is one of the professions in the field of jewelry. This profession is one of the handicrafts that has attracted the attention of many people and has many enthusiasts. Currently, engraving and prominent role work is expanding at a very high speed due to high economic efficiency and the possibility of creating entrepreneurship and employment [7]. In this paper a framework for examining the role of creative design in the jewelry industry (case study: digital marketing of jewelry design startups) is provided.

Importance of Issue:

The jewelry industry, like all other industries in the world, has undergone a lot of progress and has found many differences with the past. In such a situation, having a deep insight and creativity for innovation is necessary to continue the ancient and original art of jewelry design. Iranians have long been at the forefront of jewelry design and have good taste and skills in this field [8]. There are several stages to learning jewelry design, and it is important to learn each one carefully. Of course, in addition to design, molding and production steps also require proper and principled training [9]. Trainings must be done with up-to-date technologies and advanced software and hardware so that the production plan can compete with the world's leading designs. Like all industries that have lost their share of development with the advancement of technology, the jewelry industry owes its progress to new knowledge and sciences. Creative and productive people took advantage of these innovations and created a huge revolution in this industry [10]. It is said that the progress of designing and manufacturing jewelry has been so significant and abundant that it has caused its turnover to surpass that of many industries. For example, the profitability of jewelry is superior to the profitability of large industries such as petrochemicals [11]. At a time when technology was not yet available to humans for various designs, designing anything was a difficult and time consuming process. Including jewelry design in which the original design was done in traditional ways, on cheap metals or wax. This was followed by molding and assembly work for mass production [12]. Doing such designs required a lot of skills and would not have been possible without experience and precision. In any case, the old ways, both in terms of time and money, are not justifiable at all for the current situation [13].

Nowadays, the way of designing jewelry has changed significantly with the past, and many people turn to this profession to earn money and pursue this exciting and artistic job with interest. As mentioned above, several countries in the world have succeeded in using technology and up-to-date technologies to achieve great success in their jewelry industry, which makes money from many industries in other countries [14]. And it is more profitable. For example, the capital of the world of fashion, which is Italy, has been able to be one of the leaders in this field. Many people immigrate to Italy to study jewelry design and start their own business after acquiring the necessary skills [15]. Today, in countries such as Germany, the United States, France and Italy, which are the fashion hubs of the world, the presence of jewelry is very important. This profession is important for both industry and the art world.

Statement of the problem:

It is obvious that in the big and wide world of fashion, the supply of a product is done through complex and many processes. Product design, production and introduction are among the stages of product supply. As mentioned earlier, the first step in creating a product is the initial idea generation [16]. In fact, no production takes place without designing and creating a model to build. So a jewelry designer must be able to create a design that is worth producing in real space. Existing jewelry design software has come to the aid of designers; In such software, there are many features that can easily create the shape that is in your mind, on the screen [17]. Software in the field of model and template design has also made the work of builders easier and easier to do. Rhino and Matrix software are the most up-to-date applications in the world that are used by many designers [18]. If you are also enrolled in a jewelry design institute, make sure that the software they use for training will be useful and useful later in the job market. Such software is important when it shows you several functions that several devices may give you individually in the shortest time and in one place. There are many calculations and rules that used to have to be memorized and learned by designers to make their work easier. Among the software features, error reduction, weight control, high quality are all stages of production, increasing accuracy and speed [19].

On the other hand, the gold and jewelry market and its decisive role in the economies of countries are not hidden from anyone. A market that, of course, not everyone enters, but the variety of different fields and fields of work has led to the formation of many businesses in the field of gold and jewelry in different countries today [20]. In the meantime, what matters most is the reference to the origins of these golden businesses. The main ones that are tied to the mines are the mines of precious stones and jewelry in every country. Iran also has high potential for job creation and starting a business due to having many mines in this field. Mines that, if discovered and identified by any individual, will also bring him material income, and in this regard, many mines have been given to the private sector to extract income within a certain period of time for themselves and the country's economy. Of course, machinery, specialized manpower and laboratories are among the first and most important tools in mining. It is also a mine with the delicacy of precious stones [21].

Jewelry making begins with recognizing the stones and goes through the basic steps such as mounting the jewel on the foot of a ring to the professional cutting of the most precious stones. That's why this business is so large. In fact, in this type of business, we are dealing

with an art-industry that is a mixture of advanced handicrafts and machines [22]. In the art of jewelry making and masonry, any type of stone can have added value. Many of the stones that hit the toes of our shoes on the sidewalks may have the value of being scraped and reaching from the carpet to the throne. Because the type of lathe and the method of lathe and the shape from which it is made will ultimately cost them dearly [23]. Gemology and identification of stones of such value is one of the first steps in such a market. Mines with precious stones must first be identified. For this purpose, we must use mineralogy professors. Gemologists will come to our aid in the next step. Mechanical machines are also present at this stage to extract the rocks. These stones must be taken to a laboratory to be removed from the scalp [24]. In order to be successful in the jewelry market, one must have from zero to one hundred jobs. After recognizing the importance of the stone, an identity card is issued to him and he is introduced as a stone that is worth cutting. I should also add that all the mentioned steps are performed by experts and master craftsmen. Considering what has been said, the study of the role of design and jewelry startups is very clear, which has been studied in this research.

History of goldsmithing in Iran:

Iran is geographically located on the mineral belt and has huge resources of various metals and minerals. This has led to the expansion of metalworking knowledge and industry in Iran and abroad, and has led to the expansion of Iranian goldsmithing in the world, so that the Egyptians, Babylonians, Indians with all their progress in this field could not surpass the Iranians. Valuable works of art have survived from that period and are now housed in prestigious domestic and foreign museums as well as large art collections. There were many pre-Islamic and post-Islamic artists in this field who had extraordinary skills in creating decorative objects and ornaments. Today, the creativity of Iranian artists is admirable after seeing their works in various museums. The famous sculptures of the winged goat, the Marlik Golden Cup and thousands of other historical works speak of the special taste, art and skill of Iranian goldsmiths. It is the brilliant record of our past. Most artistic styles can be traced back to the time of the Medes. After the emergence of the great Achaemenid dynasty, the ascendancy of cultures and civilizations reached its turning point. The development of metalwork during the Median and Achaemenid periods is not known due to the continuity of these two periods. Economic development and cultural exchange during the Achaemenid period led to the creation of very valuable works of art, of which prominent examples are left

from Pasargadae, Persepolis, Hamedan and Susa. The Marlik Gold Cup is also one of the landmarks left over from this period.

At the beginning of the twentieth century, the jewelry industry in Iran underwent a great transformation. As the clothes of Iranians underwent changes due to the frequent movement of people to Europe and the exchange of culture, the jewelry industry also underwent changes and new styles such as Georgian, Victorian, etc. were used in the production of artifacts and ornaments. Was taken. Of course, as mentioned in the history of Iran, after the emergence of the Pahlavi dynasty, new polo decorations, royal clothes and crowns were made, which are now kept in the Jewelry Museum. In any case, the history of jewelry in Iran is full of significant historical monuments that have caused pride and pride of the creators and artists of this class and Iranian artists have always been able to design and create unique and special works, people's attention in To occupy the whole world. Nowadays, computer jewelry design has become one of the most important requirements in this field. Hoping for the development of the jewelry industry in Iran and its rise in the international arena, as well as the training of prominent artists, the Institute of Free Higher Education of Fan Pardazan organizes jewelry training courses at a basic and advanced level. In order to enhance the knowledge and expertise of Iranian artists and those interested in this field of art, along with the growth of industry and technology in this field, the Institute of Higher Education of Fan Pardazan has organized jewelry design courses with special computer software. This center provides all the techniques and educational methods of jewelry design in the form of software and provides the necessary information in this field to the knowledgeable. In the past, gold and jewelry were often designed in a traditional way or sometimes patterned from other ornaments, which was a very time consuming job, and secondly, after doing the work in most cases, there were special problems in the placement of decorative items. It turned out that eliminating them would do the job from the beginning. At that time, artists and jewelry makers had to gain experience and create beautiful works of art through countless trials and errors, which was very time consuming and sometimes costly and reworked. Today, with the advancement of science and technology and its application in order to promote the art industries, computer jewelry design has become a popular field among the enthusiasts and artists of this industry.

The need to create a jewelry design startup:

In the field of selling jewelry and precious stones throughout Iran, more than 72,000 trade unions have been active, some of which have been closed for reasons such as the recession in the market and the decrease in the purchasing power of the people [25]. Of course, the variety of prices in the market has made them always customers. For example, depending on the type of sex we produce, we have from 2000 thousand tomans to 200 billion tomans, which also has domestic customers [26]. Of course, in countries such as Italy, Hong Kong and Russia, he also wants Iranian stones. The UAE, Europe and the United States are also customers of our gems, and there are opportunities for exports for market participants [27].

While paying attention to this area and setting up workshops and schools to teach such skills, it both exempts people from being behind the university benches for many years and provides them with an income to live on. On the other hand, by cutting stones in our country, we create a big obstacle for the sale of raw materials and we supply stones with high added value both in the domestic market and in export markets. The question is, if one wants to build a home workshop, what equipment and place does one need and what initial capital should one have? In response, it should be said: such a person can start his work with the devices that exist in Iran, and for example, he does not need to buy American imported devices [28]. This means that you can buy the necessary equipment for 700,000 Tomans and start working with a desk and at home. But to set up a small workshop, you can buy a machine for 10 million tomans [29]. Of course, domestic machines for working with a large area are priced from 2 million to 15 million tomans, and imported foreign machines that are imported for cutting are priced between 20 to 25 million tomans. This means that people can procure and provide raw materials by renting space and hiring specialized manpower, and earn money this way [30]. Not everyone can do from zero to one hundred and from extraction to market alone, but people with capital They can do some of the work and earn a living. By participating in this market and starting a business, it has been able to create jobs for more than 10,000 people, including the affected groups such as prisoners. He adds that in order to make and sell the works of trained people, we have signed contracts with more than 5,000 people to make works and sell them to them in domestic and foreign markets [31].

People who earn jobs and income through a jewelry and jewelry company and gallery cover a wide range of specialties and skills. From geologists and mineralogists to people with artistic literacy and people who know and are trained in the types of stones and chips by attending

training classes [32]. The salary that these people can receive also varies depending on the amount of work they do and the skills they have. Some people cut 20 to 30 or even 40 stones a day [33]. Another person may do more or less this. But in any case, each person earns money according to the power of action and the training he received and the ways of doing his job. For example, we have an income of 100,000 tomans to 25 and 30 million tomans per month, which is the latest case of the salary of our masters who own the works of the highest and so-called unique person. The good thing about working with the school is that we provide the raw materials and even the basic equipment for the lathe ourselves. That is, to have such a business does not require initial capital, and the capital of individuals is the same as the payments they make for training and the skills they learn. Mineralogy professors who define identity cards for rocks also receive a variety of salaries. Each ID card can cost from 50, 70 to 100 thousand tomans. We even have ID cards worth 1.5 million tomans.

Jewelry design steps:

In previous designs, it was difficult to get the original design that was in the manufacturer's mind on the models. On the other hand, it took a long time to do it manually; But using design applications does not have the problems of the past. Most training centers focus on training these softwares. Because without having the skills to use them, software does not help designers at all. By repeating and practicing, all the possibilities of applications can be known and used [34].

The first stage of jewelry design: In the first step of design, a preliminary design with less sensitivity and often drawn on paper and only the main parts are identified. Then, the desired design is drawn in 3D using jewelry design software and designer skills, with all the details and details. In the next stages, the three-dimensional design is equipped with devices and technologies, so that the original design is made by the mold and enters the market [35].

Modeling and planning: According to industry leaders, early design and modeling are never separated from the industry because they are the foundation of any industry. Nowadays, designs are done with more precision and elegance and are easier than before. Learning software allows designers to be free to do their job. People who have the necessary expertise and skills can work as ideators in the jewelry design industry [36].

Resources for new jewelry design ideas: Around us, there are valuable resources for conceptualizing jewelry shapes. Anything in life can give our plan a purpose and direction as

an idea. For example, elements of nature, animals, archeology, various architectural styles, politics and art, national and historical myths and heroes, customs and traditions of different ethnic groups and religious beliefs can create the basis of a unique work of art. It has been seen that an event, story and adventure has created a spark for the creation of designs. It takes a lot of repetition and practice to be able to turn something other than a design into a designer [37]. The great and skilled designers have not reached their current position overnight, but have gone through the stages of success with successive perseverance and creativity.

Basic idea in jewelry design: In jewelry design, there are no boundaries, in fact, you can start designing with an idea of anything. From fantasy worlds to legends and heroes and their stories, they are all good sources of creativity. As a novice, you should not always expect an idea to come from your own mind; Patterning can be somewhat helpful in walking this path. But be careful not to confuse patterning with imitation and copying [38].

Design & Redesign: Sometimes it is necessary that the design, which actually consists of the stages of thinking and creating, be done upside down. This is called redesign. Redesign is as important as design, and it must be learned.

Different designs for different tastes: As you know, one design is never liked by everyone. Because each person's taste is different from the other. On the other hand, jewelry sizes are different for people. As a result, there are two types of design in this field [39]. A design called a monopoly is done for one person only. So that the production process and design is done according to the desire and taste of a person. In the second type, the designs are to the taste of the designer and everyone who likes and likes it, buys and uses them. Naturally, designing a monopoly is more difficult than the second case and will cost the buyer more. The designer must put aside his tastes and design a unique work according to another person's interests. Tips and details should always be according to the other person [40].

Keeping designs up-to-date and popular: As mentioned, a design needs to be constantly reviewed and its weaknesses addressed. Do not forget that different tastes will want a new design every day and according to their opinion [41]. As a result, the designer's work will not end with designing a prototype. Rather, since the role of jewelry in the fashion empire is so great, it should always strive to upgrade its design to suit other tastes [42].

Knowing and studying the audience of the project carefully: The point that is very important and can greatly direct the designs is to know the market and the target audience [43]. In fact, you can maneuver in the design by knowing who is going to buy your design. For example,

most jewelry buyers are women [44]. It is clear that the middle-aged and old woman's voluntary plan is different from the young or adolescent woman's voluntary plan. So taking advantage of the general taste of an age group is one of the important things that every designer should know [45].

Research hypotheses

1. Hypothesis 1: Luxury jewelry brands communicating CSR messages (including women's empowerment) in their advertising.
2. Hypothesis 2: Luxury jewelry brands communicate CSR messages in their advertising.

The method, target population and sample

The statistical population of this study includes jewelry design specialists in Iran (Tehran province) with at least 15 years of experience. The sample size formulas and procedures used for categorical data are very similar, but some variations do exist. Since the data are qualitatively and the number of statistical community is unlimited, so the sample size calculation formula is as follows:

$$n = \frac{Z_{\alpha/2}^2 p_0(1-p_0)}{\epsilon^2} \quad (1)$$

In this study, researcher has set the alpha level a priori at .05, plans to use a proportional variable, has set the level of acceptable error at 5%, and has estimated the standard deviation of the scale as .5. Cochran's sample size formula for categorical data and an example of its use is presented here along with explanations as to how these decisions were made.

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16 \quad (2)$$

Where $Z_{\alpha/2}$ = value for selected alpha level of .025 in each tail = 1.96.

(The alpha level of .05 indicates the level of risk the researcher is willing to take that true margin of error may exceed the acceptable margin of error).

Where $p(q)$ = estimate of variance = .25.

(Maximum possible proportion (.5) * 1 - Maximum possible proportion (.5) produces maximum possible sample size).

Where ϵ = acceptable margin of error for proportion being estimated = .1

(Error researcher is willing to except).

According to the formula at least 97 samples are needed. Therefore, 100 questionnaires were sent between experts and were collected.

Analysis of information

The statistical sample in this research includes 385 experts based on questionnaires with complete and usable answers. In this research, according to the conceptual model of research, there are 2 hypotheses that a researcher-made questionnaire consisted of 46 questions. There are 23 questions related to the first hypothesis, 23 questions to the second hypothesis. SPSS software was used for statistical analysis and one-sample t-test was used to analyze the statistical hypotheses. We used SPSS 22 to analyze the data. In following the results of test hypotheses are offered:

Testing Hypothesis H1. Luxury jewelry brands communicating CSR messages (including women’s empowerment) in their advertising.

The results of SPSS are shown below:

Table. 1. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H1	385	6.8443	1.01973	.17362

Table. 2. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H1	16.844	384	.000	1.4721	1.09443	1.6832

Testing Hypothesis H2. Luxury jewelry brands communicate CSR messages in their advertising.

The results of SPSS are shown below:

Table. 3. One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H2	385	6.8426	1.0964	.17031

Table. 4. One-Sample Test

	Test Value = 5					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
H2	16.8443	384	.000	1.6843	1.6385	2.0591

Conclusion:

This study is the first to empirically examine CSR messages in luxury jewelry advertisements for their prevalence and impact. Although CSR initiatives have strong benefits for brands, a content analysis of magazine advertisements determined very few (3%) luxury jewelry ads included CSR messages, and none included femvertising. The CSR activities of luxury brands have been reported by consumers to be perceived as more public-serving than self-serving because of the unique market space luxury brands occupy (Kang and Atkinson, 2016). The findings of the content analysis show currently; jewelry brands are not reaping the potential benefits of incorporating CSR messages into their advertising. Thus, CSR cannot be used as a functional alibi by consumers to reduce guilt, differentiate one luxury jewelry brand from another or spur product purchase. A qualitative study of 20 women jewelry consumers indicated CSR initiatives communicated through advertising messages can act as a motivating factor to push women to a self-gift product purchase.

Luxury brands have two tasks. First, they seek competitive advantage and differentiation from other luxury brands, as well as from mainstream brands with similar products. Second, they must convince consumers to treat themselves to a luxury purchase by providing a “push” factor that reduces consumer guilt. Based on the studies presented, corporate social responsibility initiatives are one-way brands can provide this push to spur luxury purchase; however, the brand’s CSR activities must be communicated in its advertising messages to achieve the desired outcomes. Luxury brands that successfully navigate CSR advertising strategies, including femvertising, can distinguish themselves from their competitors and contribute to the triple bottom line of people, profit and the planet.

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